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Marketing Strategy Analysis of the Palace Museum

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ABSTRACT

The development of cultural innovation is beneficial for museums to give full play to their cultural advantages and improve their economic benefits, accordingly forming a virtuous circle. This paper analyzes the cultural and creative brand marketing environment and strategy of the Palace Museum, hoping to provide some references for other museums through the analysis and summary of cultural and creative brand marketing strategy of the Palace Museum.

1. Overview of the Palace Museum

With the continuous development of the economy, people's consumption types have changed greatly. As the material life has been basically satisfied, the proportion of material consumption has been increasing; people pay more and more attention to spiritual and cultural life. As the place with the most abundant cultural deposits, museums should rely on their own ad-

vantages, seize the opportunity of cultural and creative development, actively explore ways of cultural and creative innovation, and enhance the resonance between people and museums, so as to meet the growing spiritual and cultural needs of the people and better inherit the excellent traditional culture. The cultural innovation of museums faces great opportunities for development.

Beijing Palace Museum, as the imperial palace of Ming and Qing dynasties, has a long history and many collec-

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tions, with extraordinary historical and cultural deposits. Among many museums' cultural and creative brands, the Palace Museum is the leading cultural and creative brand. It is loved by the people with its vivid and lively style and image, and its sales have been rising continuously. In 2017, the Palace Museum's cultural and creative revenue reached 1.5 billion yuan, 50% more than that of 2016.

Developing museum cultural and creative industries can help to link up cultural education and commercial market better. With the better spread of the outstanding traditional culture, and the popularity of cultural relics at the same time, the museum promotes itself economic development. The economic benefits can be used in the museum own construction and the social culture education, to realize win-win economic benefits and social benefits.

The Forbidden City in Beijing is the quintessence of ancient Chinese imperial architecture. It is one of the largest and most complete ancient wooden structures in the world.

Museum of Beijing imperial palace was established in 1925. It is the Ming dynasty and Qing dynasty two generations of the royal palace. Its collection was established on the basis of China's comprehensive museum, which is one of the biggest ancient cultures of China art museum. 1862690 pieces of relics have been collected in the museum. The museum is the largest collection of cultural relics and museum in the world, and is one of the most abundant cultural resources have profound international influence.

Beijing Palace Museum cultural products development Co., LTD was established in 1981. Since 2008, the Palace Museum has begun to change the design and marketing ideas of cultural and creative products, making full use of the rich cultural relics collection resources of the Palace Museum, and combining the traditional cultural characteristics of the Palace Museum and modern life to carry out product research and development. In 2013, the sales of cultural and creative products of the Palace Museum reached 600 million Yuan.

2. Marketing Environment Analysis of the Palace Museum

2.1 Macro Environmental Analysis

2.1.1 Analysis of Political Environment

Since 2014, the state has issued a series of relevant policies to promote the development of cultural innovation industry. Several opinions on promoting the integrated development of cultural creative and design services and related industries issued by the state council in 2014 marked

that the integrated development of cultural creative and design services and related industries has become a national strategy. Since 2016, a series of policies and regulations have been issued to encourage the development of cultural and creative industries. In 2017, the state administration of cultural heritage set the 2020 development target of building 50 brands of cultural and creative products for museums.

2.1.2 Economic Environment Analysis

China's economic development level continues to improve, among which the most obvious is the continuous improvement of residents' living and consumption level. After meeting the basic material needs, people's demand for cultural consumption continues to increase. In 2018, the per capita disposable income of urban residents increased by 8.7 percent, 7.8 percent, 8.4 percent, 6.7 percent, or 11.2 percent, over the previous years. The increase of residents' income and expenditure indicates the improvement of their purchasing power, and the increase of education, culture and entertainment consumption expenditure indicates the increase of consumers' demand for cultural consumption.

2.1.3 Analysis of Social and Cultural Environment

The country attaches more importance to the development of traditional culture and the continuous improvement of national cultural level, people attach more importance to cultural issues, and "culture" has become a hot word in the society. In China, with a long history and culture, how to inherit and carry forward the excellent traditional culture has become the focus of the whole society. With the rising voice of "let cultural relics live", people are more and more fond of entering museums, and the desire to buy cultural and creative products of museums is also increasing.

2.1.4 Technical Environment Analysis

In terms of technological environment, the first is the rapid improvement of Internet technology. First of all, the big data of the Internet provides a reference for the design of cultural and creative brands of museums. Designers can fully understand consumers' needs and preferences through the Internet, so as to better design cultural and creative products. Secondly, the development of the Internet greatly widens the sales channels of cultural and creative products of museums. As the network shopping more and more prosperous now, good network infrastructure construction and Tmall, Jingdong and other online

trading platforms provide opportunities for museum cultural and creative brand, the Internet for museum cultural and creative sales provides a new and amazing possibility. Finally, museums can make full use of AI technology and various network social media software to display cultural and creative products to consumers in a clearer and more convenient way, shorten the distance with consumers and make culture warm.

2.2 Micro Environmental Analysis

2.2.1 Internal Environment of the Palace Museum

The Palace Museum is a comprehensive museum of China based on the imperial palace of Ming and Qing dynasties. As the imperial palace of Ming and Qing dynasties, the collection of the Palace Museum has reached 1862,690 pieces so far. The Palace Museum has a complete range of collections, including paintings, calligraphy, steles, sculptures, ceramics, various fabrics, bronze ware, jade ware, gold and silver ware, daily necessities, jewelry and jade.

Shan Jixiang was the director of the Palace Museum from 2012 to 2019. After taking office, the Palace Museum has been renovated and upgraded through Internet and digitization, so that people can understand the culture of the Palace Museum more conveniently through the Internet. Exploring the Palace Museum's rich collection resources is to create a unique cultural and creative brand. The combination of "meng" and the Palace Museum solemn and dignified image makes it more down-to-earth. Under the series of operations of dean Shan jixiang, the popularity and reputation of the Palace Museum have been greatly improved, and the sales of cultural and creative products have also been increasing. The Palace Museum has become the leader of cultural and creative museums in China.

The Palace Museum has a special cultural and creative department. In the institutional setting of the Palace Museum, cultural and creative business division is listed prominently, which is mainly responsible for the management of cultural and creative business of the Palace Museum. His work includes formulating and implementing the development plan of cultural and creative undertakings of the Palace Museum, designing and developing cultural and creative products closely related to the culture of the Palace Museum according to the rich cultural deposits of the Palace Museum and numerous precious collections, and designing and organizing various forms of cultural promotion activities. The establishment of independent institutions enables the Palace Museum to have professional and clear leadership in the development of cultural and creative business, as well as professional design and

marketing talents, who are familiar with the marketing operation system, so as to carry out the design, development and sales of cultural and creative products more effectively.

The Palace Museum cultural and creative products come with the popular IP of "Palace Museum". The sales of cultural and creative products of the Palace Museum are closely related to the huge flow of the Palace Museum. With the continuous improvement of education level and the gradual change of people's consumption mode, people pay more attention to traditional culture. More and more people are willing to go to museums. In 2018, the number of visitors to the Palace Museum reached 17 million. Great social attention has laid a solid foundation for the cultural and creative development of the Palace Museum.

2.2.2 Competitive Environment Analysis

Among the competitors, in addition to other museums which are developing rapidly in China, there are also foreign museums cultural and creative brands like British museum which enter China to explore the Chinese market.

(1) Domestic Museum Cultural and Creative Competitors

Since the beginning of the new century, many museums in China have started to design and market cultural and creative products, along with the strong support of national policies for cultural and creative undertakings of museums and the high attention of the society to cultural and creative products of museums.

The Palace Museum in Beijing, the palace of the Ming and Qing dynasties, has a collection of Numbers, types and rare degree that most museums in China cannot match. As a large-scale comprehensive museum in China, the Taipei Palace Museum is one of the three major museums in China. Its cultural relics are mainly from the royal collections of the Palace Museum in Beijing, the Summer Palace and the Shenyang palace, which have the same roots as the Palace Museum in Beijing and similar cultural characteristics. At the same time, although Taipei Palace Museum has fewer collections than Beijing Palace Museum, its cultural and creative industry has developed early and formed a mature sales model, which is one of the Palace Museum's strong cultural and creative competitors.

In addition, cultural and creative products of domestic museums, such as the national museum of China, Nanjing museum and Suzhou museum, have also developed rapidly, and they fully explore the cultural characteristics of each museum for product design, use the Internet and other channels to expand sales, change the sales mode, and become strong competitors of domestic museums.

(2) Cultural and Creative Competitors of Foreign Mu-

seums

The British museum opened in China in 2018. On July 1, 2018, Tmall flagship store of the British museum was officially launched, and within a month of its launch, all the products in the flagship store were snapped up. By May 2019, the number of followers of the flagship store of the British museum reached 677,000.

Founded in 1753, the British museum is the oldest and grandest comprehensive museum in the world. It is one of the five largest museums in the world, just like the Palace Museum. It has a collection of more than 8 million pieces, including cultural relics from different cultures around the world. Rich cultural resources are the solid foundation for the development of the British museum's cultural and creative brand. As a result of collect numerous, British museum can choose the cultural relic with high degree of cultural identity, strong cultural amorous feelings as inspiration source, develop a series of cultural and creative products, for example the adhesive tape that designs with Rosetta stone for prototype, cup, charge treasure to wait.

The development and operation of the British museum cultural and creative brand is mainly undertaken by the British museum Co., LTD. In 1973, British museum Co., LTD. was founded. It mainly cooperated with manufacturers through authorization mode to develop products based on museum collections.

(3) SWOT Analysis

A. Strengths

① Rich Cultural Deposits

After the Ming and Qing dynasties, the Palace Museum has a large and complete collection of gold and silver jade, calligraphy, painting, porcelain, all kinds of fabrics, household articles, etc., which can provide sufficient inspiration for the research and development of cultural and creative products. The Palace Museum has a unique tradition of royal culture, so in product design can form a difference with other museums through royal characteristics, unique.

② High Brand Awareness

As one of the world's five major museums, the Palace Museum is a popular tourist destination in Beijing and a palace in the Ming and Qing dynasties. With a long history, it enjoys high popularity and reputation, which is more conducive to building a cultural and creative brand. Moreover, the high attention brought by popularity enables more effective product promotion, expansion of purchase and discussion in the sales process of cultural and creative products.

③ Professional Marketing Team

The Palace Museum has teams responsible for different categories of products, which are designed by the Palace

Museum, evaluated by the sales team, and finally marketed. Professional marketing team can strongly promote the development of cultural and creative brand of the Palace Museum.

④ Many Sales Channels

The sales channels of cultural and creative products of the Palace Museum include online and offline. Offline channels include the Palace Museum's cultural and creative museum, children's experience museum and pop-up shops. The online store includes the official online store of the Palace Museum, Tmall flagship store of the Palace Museum, taobao store of the Palace Museum, and the flagship store of jingdong palace mall.

B. Weaknesses

① Insufficient Understanding of the Market

As a non-profit organization, the Palace Museum is less familiar with the market than other cultural and creative companies. The grasp of the market is not enough to capture market hot spots and development trends sensitively. As the personnel of the Palace Museum belong to the government organization, the talent attraction is not enough, and the enthusiasm for cultural and creative business is not enough.

② Disordered Architecture

Cultural and creative products the Palace Museum cultural service center, management office, the Palace Museum press and the Palace Museum cultural communication company all have cultural and creative business. Multiple cooperation Windows and disordered architecture result in inevitable product overlapping, market competition and r&d mistakes.

On December 9, 2018, the cultural and creative museum of the Palace Museum launched a series of lipsticks of the Palace Museum, which was the first time that the Palace Museum made lipsticks across different lines and aroused great popularity. The lipstick products also sold out quickly. Later, the Palace Museum taobao issued a statement on its official weibo account saying that it was the original one, adding that the original lipstick and lipstick will be on sale on Tuesday. The owner of the cultural and creative center of the Palace Museum makes customized gifts and takes the high-end route. The Palace Museum store in taobao is mainly in low-end positioning with the cute adorable image. The two positioning is different, but due to the development of the Palace Museum make-up series at the same time led to the collision.

C. Opportunities

① National Policy Support

The state attaches more and more importance to cultural development and puts forward a series of policies for the development of cultural and creative industries in

museums. Relevant laws and regulations have been gradually improved. These points out the direction of cultural and creative products of museums and create a good “soft environment” for cultural consumption of cultural and creative products of museums.^[1]

② Expand Sales Channels Through Technological Development

With the continuous development of Internet technology, the development of e-commerce has become more mature, and the new media channels based on Internet technology have become more and more wide, all of which provide opportunities for the development of the cultural and creative industry of the Palace Museum. Cultural innovation of the Palace Museum continues to enrich and improve its marketing network on the basis of the Internet, and has built a complete and orderly online and offline sales system. On the basis of new media, new marketing methods are constantly put forward to attract consumers, expand the coverage of the population and provide more opportunities for sales.

③ The Level of Public Consumption Has Been Raised and the Pattern of Consumption Has Been Changed

People pay more and more attention to cultural consumption, and the demand for various cultural and creative products is increasing. And, with the development of Internet technology, people are more and more accustomed to booking Tours through mobile phones or buying goods online.

D. Threats

① There Are Many Cultural and Creative Museums with Increasingly Fierce Competition

With the support of the state and the public’s high enthusiasm for the cultural creation of museums, more and more museums begin to develop cultural and creative industries. Among them are the Taipei Palace Museum, which is similar to the Palace Museum in Beijing in cultural and creative style, as well as the national museum of China, Suzhou museum, Shanghai museum and other museums with different cultural styles.

In addition to domestic museums, there are foreign museums represented by the British museum. These foreign famous museums continue to expand the market and enter China, which has also caused a certain impact on the cultural and creative brands of domestic museums.

② Difficulties in Intellectual Property Rights Protection

With the continuous development of the cultural and creative industry, the deficiency of domestic intellectual property rights protection is gradually revealed. Due to the lack of awareness of intellectual property rights and the lack of national laws on the protection of intellectual

property rights, cultural and creative products are easily pirated and counterfeited, which greatly damages the image of museums while infringing the interests of cultural and creative enterprises. The museum is engaged in the pilot work of cultural and creative product development, which is an emerging thing and a typical representative of knowledge-intensive industry.^[2]

3. Cultural and Creative Brand Marketing Strategy Analysis of the Palace Museum

3.1 Product Strategy

3.1.1 Brand the Palace Museum

The establishment of the museum cultural and creative brand is inseparable from the long history and culture of the museum and the public’s recognition of the museum style. Through the excavation of collection of cultural relics and cultural deposits, the museum find suitable for their own cultural characteristics, and then based on this design products, brand building is the top priority.

The Palace Museum has rich cultural deposits and distinctive styles. On this basis, the brand cultural and creative products designed by the Palace Museum all have strong characteristics of the Palace Museum, which can greatly attract consumers.

3.1.2 New Product Development

To conform to the trend of The Times and design new products according to the needs of consumers is an important factor to ensure the sustainable development of enterprises in the future. Cultural innovation of the Palace Museum has always maintained a high level of r&d and design ability in new product research and development, and highly grasped the market demand. While meeting the needs of consumers, it has highly maintained the brand characteristics of the Palace Museum, integrated the spirit of creativity and craftsmanship, and constantly enriched the product categories to create a high-quality brand. In 2018, the number of cultural and creative products in the Palace Museum exceeded 10,000, including imitation cultural relics, books, daily necessities, jewelry, stationery and cosmetics, which fully meet people’s consumption needs.

In terms of product positioning, the Palace Museum’s early cultural and creative products were almost all high-end gifts. With the continuous exploration of consumer demands and preferences, the Palace Museum cultural innovation has designed a series of products that combine fashion and tradition for the consumption needs of young people. These products are relatively low in price and con-

form to the consumption level of mass groups. They are cute, fashionable, modern and traditional culture, which are deeply loved by consumers.

In terms of product packaging, the Palace Museum cultural and creative brand has always adhered to the characteristics of the Palace Museum. The cultural and creative products of the Palace Museum are exquisitely packaged and full of elements of the Palace Museum.

3.2 Price Strategy

3.2.1 Pricing Strategy

The Palace Museum has a variety of cultural and creative products. In the process of product pricing, prices vary according to different USES and materials of cultural and creative products. The Palace Museum has set up different product categories and price ranges for consumers with different purchasing power. Aiming at students and young people with low consumption level, stationery, daily necessities and other products with relatively low price and strong practicability are designed. For high-income groups and enthusiasts of cultural relics, jewelry, high-end, imitation of utensils and cultural relics and other high prices suitable for gifts or collection of goods.

Compared with other similar products in the market, the cultural and creative products of the Palace Museum are relatively expensive. However, due to their high brand reputation and value, stable quality and well-designed design, the slightly higher prices are also accepted by the public.

3.2.2 Discount Strategy

The cultural and creative products of the Palace Museum are relatively higher priced than similar products in the market. In order to attract more consumers, cultural and creative products of the Palace Museum often adopt discount strategies such as discount off shelves and membership discount.

In the Palace Museum taobao store product classification, out of print promotion section is prominently in the list. Due to the rapid upgrading of product research and development, some products have passed the popular period, and consumers' buying enthusiasm gradually declines. The failure to timely sell results in inventory overstocking. The Palace Museum will classify such products as out-of-print promotions, and the preferential price will stimulate consumers' purchasing desire and further expand the market to some extent.

In the taobao store of the Palace Museum, the number one sale is classified as random eggs in the out-of-print promotion area. Consumers can buy eggs after buying

other goods in the store. Eggs are divided into six categories, ranging from 5 yuan to 25 yuan. The products are random, but the menu price is far lower than the sale price of the goods on the shelves. Taking advantage of consumers' curiosity and cheapness, it can not only clear the inventory of outdated products, but also open up the market with low prices and interesting sales mode.

The Forbidden City taobao also operates a membership system. The Palace Museum taobao has set up a tiered membership system for loyal consumers who buy cultural and creative products on a regular basis. Ordinary members need to spend more than 180 yuan, no discount; Senior members need to spend more than 500 yuan, enjoying 9.9 discount; VIP members will enjoy a discount of 9.8 if they spend more than 1000 yuan. VVIP members who need to spend 5000 yuan enjoy 9.8 discount.

3.3 Channel Strategy

3.3.1 Physical Stores in the Palace Museum

The Palace Museum has a large number of visitors. In order to make full use of this advantage, there are three museums in the Palace Museum, namely, the forbidden academy, the Palace Museum cultural and creative museum, and the Palace Museum children's experience museum.

In 2015, the Palace Museum set up a cultural and creative museum in the Dongchangfang of the Palace Museum to celebrate its 90th anniversary. Eight unique exhibition rooms, including silk, clothing and life, are set up in the Palace Museum to exhibit and sell various cultural and creative products. As the "last exhibition hall" of the Palace Museum, the Palace Museum of cultural and creative experience can meet the desire of visitors to "bring the culture of the Palace Museum home" after visiting the Palace Museum.

In 2017, the Palace Museum opened a children's experience hall. The children's experience museum is used to carry out various cultural and educational themed activities targeted at children in the Palace Museum, so that children can better contact with excellent traditional culture and cultivate their interest in excellent traditional Chinese culture, so as to better inherit the excellent traditional Chinese culture. Second, it is used to display and sell all kinds of cultural and creative products specially designed for children, so as to expand the coverage of sales groups and increase sales.

Along with the exhibition, the museum will design a cultural and creative exhibition hall. Most of the cultural and creative products sold in the exhibition are designed according to the exhibition content. For example, in the Spring Festival of 2019, the Palace Museum held an ex-

hibition entitled “celebrating the New Year in the New Year in the Forbidden City” and set up a cultural and creative exhibition hall of the Palace Museum. Taking the Spring Festival as the theme and combining with the cultural characteristics of the Spring Festival in the Palace Museum, a series of cultural and creative products were designed, which were deeply loved by visitors.

3.3.2 Physical Stores outside the Palace Museum

In order to broaden its sales channels and attract more consumers, the Palace Museum has also set up special stores for cultural products, pop-up stores and some cultural and creative galleries for exhibitions outside the museum.

The exclusive stores of cultural products of the Palace Museum are set up in Beijing, Xiamen and other cities, authorized by the Palace Museum, so that consumers can have more convenient access to the culture of the Palace Museum.

In 2018, the Palace Museum began experimenting with pop-up shops. Pop-up shops combine the culture of the Palace Museum with modern life, selling cultural and creative products of the Palace Museum. In February 2018, I set up a pop-up shop named “my heart” in taiguli, sanlitun, Beijing; In August 2018, the Palace Museum and the world trade organization jointly held “Forbidden City visitors” pop-up stores, which toured Jinan, Xiamen, Shanghai and Shishi. The establishment of pop-up shops enables people from different cities to experience the charm of the Palace Museum while shopping and purchase cultural and creative products they like. Second, more people can participate in the activities in pop-up shops to better spread the excellent traditional culture.

3.3.3 Online Sales Channels

The online sales platform provides a brand new possibility for museum cultural and creative sales. Due to the continuous development of Internet technology, the continuous maturity of e-commerce, the lower cost of online sales and a wider range of audiences, the Palace Museum is actively building an online sales platform while opening offline physical stores. Today, the online sales channels of the Palace Museum include Tmall flagship store of cultural innovation of the Palace Museum, taobao store of the Palace Museum, official flagship store of Jingdong culture store of the Palace Museum, micro store of cultural innovation store of the Palace Museum, and Tmall flagship store of the Palace Museum publishing.

The Palace Museum cultural and creative Tmall flagship store, the Palace Museum taobao, the Palace Muse-

um culture jingdong official flagship store, and the Palace Museum cultural and creative store micro store with all kinds of cultural and creative products as sales content. Tmall flagship store published by the Palace Museum sells all kinds of books published by the Palace Museum. The success of the Palace Museum cultural and creative brand is inseparable from online sales. Nearly half of consumers buy cultural and creative products of the Palace Museum through online platforms.

3.4 Promotion Strategy

3.4.1 Advertising

Palace Museum cooperation variety “national treasure”, attracted a lot of the traditional culture has a strong interest in the audience, documentary I take cultural relics in the palace, “to make people more curious to the Forbidden City culture and yearning, in November 2018, the Palace Museum “TV show” on the new palace “, the product design process combined with the spread of television media effect, both highlighted the programs to watch, also creates the brand of the Forbidden City to build momentum.^[3]

3.4.2 New Media Marketing

(1) Weibo Marketing

Weibo, as a leader in the field of new media, has a large user group and a growing number of active users. Weibo is the main platform for the promotion of the Palace Museum, which integrates the culture of the Palace Museum and the image of show MOE into the published content, creating a brand image completely different from the previous stuffy and boring. The Palace Museum cultural innovation has successfully expanded its brand awareness through a series of hot topics such as “palace cat” and “I want to be quiet” through its down-to-earth copywriting on weibo, so as to integrate the cultural innovation of the Palace Museum with young consumers. At the same time, the Palace Museum can communicate directly with consumers through its weibo platform, narrowing the distance with the public and drawing on excellent Suggestions for product design and promotion more effectively, thus forming a virtuous circle with consumers and the market.^[4]

(2) Wechat Marketing

The Palace Museum has attracted large Numbers of consumers with humorous articles since it opened a public account called WeChat. For example, in August 2014, WeChat released the article “yong zheng: I feel lovely”, which used digital means to animate “yong zheng’s pleasure map” and popularized historical knowledge with humorous and interesting language. The article was read by more than 860,000 people within 48 hours. In 2016, the

Forbidden City once again hit the friends circle with an H5 page “to see you through the Forbidden City”. Ming chengzu chu said “Rap” wearing sunglasses, which made the emperor in the history book appear on his mobile phone WeChat official account.^[5]

4. Inspiration to Other Museums’ Marketing

More and more museums begin to explore and develop cultural and creative industries. However, the cultural and creative industry of museums is seriously polarized. Most of the cultural and creative industries of museums do not develop well, with low profits and low popularity. As of December 2016, there are 2,256 museums in China recognized by relevant national institutions as having cultural and creative product development capability and industrial scale, but these museums’ cultural and creative brands do not shine. There are three main reasons.

(1) Lack of Professional Talent Team, Lack of Marketing Awareness

Museums belong to non-profit organizations, and as a result of their institutional nature, many museums do not set up special cultural and creative departments and do not have professional marketing teams. In addition, the cultural and creative department of some museums is staffed by other departments. Although these people are familiar with museum cultural relics in Beijing, they are not professional in marketing. Without a professional marketing team, these museums cannot timely grasp the market needs and design marketing plans suitable for themselves.

(2) Inaccurate Market Positioning and Lack of Brand Characteristics

Many museum products still stay at the level of shoddy reproduction of cultural relics, or follow the trend to develop some common products in the market. These products are lack of creativity. They have not studied their own cultural relics and advantages to find out the brand features with high public recognition and distinctive personality. Products that are poorly made and lack originality and features will not be loved by consumers, and may even damage the image of the museum.

(3) Lack of Awareness of Copyright Protection

Because our country copyright protection law is not perfect, there are some loopholes. At the same time, some museums have a poor awareness of copyright protection, which leads to the flood of reproduction and counterfeit products on the market, which is not conducive to the development of the cultural and creative industry of museums. Take “Forbidden City taobao” for example, many of its cultural and creative products can be found on the Internet in the exact same pirated versions.^[6]

The enlightenment to the marketing of other museums

in China is as follows:

(1) Build a Professional Team

The team composed of professionals is a strong guarantee for the promotion and sale of cultural and creative products in museums. The team should include product r&d and design personnel, network technology and new media operation personnel, marketing planning and sales personnel. Professional product design and development personnel can fully explore the cultural characteristics of the museum, design a strong brand characteristics, attract consumers to buy products. Professional marketing personnel are familiar with market rules and can better grasp consumer demand, build museum brand image on the basis of museum’s own characteristics, constantly expand the market, expand sales channels, formulate reasonable and complete marketing plans and implement them. New media operators should be equipped with Internet technology and professional knowledge of e-commerce, and be able to cooperate with sales personnel to expand brand awareness, better establish the cultural and creative brand image of museums, and promote the sales of cultural and creative products of museums.

(2) Cross-Industry Brand Alliance to Expand Popularity

Cross-border cooperation with excellent brands in other industries can expand the popularity of museums and attract more consumer groups. Museums should look for brands similar to their own styles or in line with their own consumer groups, carry out joint cooperation for mutual benefit, and expand publicity with the help of the popularity of both sides to attract more consumers’ attention.

The Palace Museum continues to expand its coverage and improve its brand awareness through cross-border cooperation, with the help of the popularity of both sides and different consumer groups. At the same time, in the development of cultural and creative products, cooperation teams will be trained on the culture of the Palace Museum. The idea was put forward by the Palace Museum, then designed and produced by its partners. It not only gives full play to the design and production expertise of the cooperative company, but also enables the Palace Museum to strictly check the products, reflecting the cultural connotation of the Palace Museum. Both of them can benefit from market segmentation.^[7]

On the Mid-Autumn festival in 2017, the Palace Museum taobao cooperated with Beijing daoxiang village to design a limited quantity moon cake gift box named “cuiyuemin hand”. The gift box package is exquisite, the pastry design is also very rich Palace Museum characteristics, plus the Palace Museum and daoxiang village’s high popularity and reputation, this gift box in the pre-sale stage was snapped up. In the Spring Festival of 2018, the

Palace Museum taobao cooperated with daoxiang village to produce the “welcome New Year • su su hu” cake gift box. In 2017, the Palace Museum launched a long-term image licensing cooperation with tencent game “miracle warm”. As the leading costume game in China, “miracle warm” has a huge user base both at home and abroad, and its users are mainly young women, which is in line with the cultural and creative consumer group positioning of the Palace Museum.

(3) Brand Building

In the design and development of cultural and creative products in museums, attention should be paid to ensuring the brand characteristics of products. As a place with a strong cultural atmosphere, museums should shoulder the responsibility of inheriting excellent traditional culture. In the process of cultural and creative product design, it is not possible to copy the same cultural relics. First, it is necessary to find out the characteristics of museum culture that are different from other museums, so that each museum has its own unique cultural character and temperament. Then, it combines historical and cultural characteristics with modernization, and adds elements that are popular with modern young people, so as to create excellent cultural and creative products that are both brand characteristics and popular with young people.^[8]

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