

## ARTICLE

# Explore Regional Characteristics and Design to Enhance New Elements of Brand Packaging——Taking Moutai as an Example

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## ABSTRACT

Taking ethnic minority culture as the starting point, this paper explores the possibility of artistic expression of elements in different regions, and explores how regional brands can combine regional culture to create market effects and public preferences. Through field research, literature research, and market case comparison, the aesthetic symbols of different cultural and artistic forms of the Dong ethnic group are refined and expressed, and their application in the development of local brand design is explored. Artistic expression elements such as patterns, colors, and materials are extracted from the architectural culture, ethnic art, and daily food customs of the Dong ethnic group, and used in the design of regional wine products, deeply connecting regional culture and regional brands. In the design, we should pay attention to national characteristics and brand effects, and carry out the design from a multi-dimensional design perspective, which will help to enhance brand competitiveness and achieve a win-win situation under the long-term goal of promoting national self-confidence and inheriting the essence of national culture.

**Keywords:** Moutai liquor; Dongsu brand; Characteristic design; Competitiveness enhancement

## 1. Introduction

Cultural industry is different from traditional industries. The concept was proposed in the early 20th

century. It is more about satisfying people's ideological, spiritual, emotional and cultural needs. Its manifestations are diverse, but its fundamental core lies in culture. Cultural industry can polish and melt rela-

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tively old, backward and popular consumer goods to form a more novel and culturally distinctive product. Cultural industry can be divided into three categories: one is cultural products presented in relatively independent physical forms of production and sales; the second is cultural service industry in the form of labor; the third is to propose cultural added value to other commodities and entertainment industries. The content studied in this article is in the third category, mainly discussing how ethnic regional culture deeply connects regional brands and creates commercial value and aesthetic standards. With the continuous and rapid development of social economy, people's spiritual and cultural needs are increasing day by day, and this industry has received unprecedented attention and development. The Dong people in Guizhou Province are one of China's ethnic minorities, with unique customs and ethnic minority cultural characteristics. For example, Dong ethnic group's big song, Dong ethnic group's embroidery, Dong brocade, Dong ethnic group's paper-cutting, drum tower, wind and rain bridge, etc. are all symbols of Dong ethnic group's culture. Fourthly, Guizhou Province is also the province with the largest population of Dong ethnic group in China. As the national wine of China, Guizhou Moutai is also one of Guizhou's geographical indication products. It has profound cultural connotation, artistic charm and commercial development value. This graduation project takes the application of Dong ethnic group's elements in regional brand packaging design as the theme, explores the practical application of Dong ethnic group's elements in the packaging design of regional specialty Moutai, conducts innovative design, builds the emotional connection between regional culture and regional brand, and makes the characteristics of Dong ethnic group's culture actually applied in Moutai packaging design through cultural internal drive design and design external drive development, so as to activate cultural value by using the power of design.

## **2. Background of Cultural Support Brands**

With the rise and development of the cultural and

creative industry, branded and nationalized cultural and creative products stand out from the competition. Under this trend, cultural and creative packaging design products are also emerging. However, there are not many cultural and creative packaging design works that can really meet the visual and psychological needs of the general public. The combination of cultural creativity with products and brands is emerging in an endless stream. ⑤, through design expression, especially starting from the brand's information, logo, and IP image, the product is better brought to the consumer's vision; the concept of using culture and design to create a new brand has been recognized by the market.

In the development and design of ethnic cultural and creative products, combining the advantages of "regional brands" with the design of ethnic cultural and creative products will be the priority path to open up new innovation points for ethnic cultural and creative products. Dong ethnic elements are one of the more popular ethnic elements in recent years. Under the current trend of advocating the activation of cultural values through design power, the actual use of brands can inject new impetus into cultural and creative design, and through regional brand cultural and creative design, a medium for communicating ethnic culture and innovative design can be used to build an emotional link between regional culture and regional brands.

## **3. Kweichow Moutai Brand Research**

### **3.1 Brand Overview**

Kweichow Moutai is a regional specialty of Maotai Town, Renhuai City, Zunyi City, Guizhou Province, China, and is also one of China's national geographical indication products. Moutai is a traditional Chinese specialty wine, one of the world's three most famous distilled wines, along with Scotch whisky and French Cognac, and one of China's three most famous wines, "Mao Wu Jian". Moutai has a history of more than 800 years of accumulation and inheritance. In the Chinese liquor industry, its market value ranks first in the industry. Kweichow Moutai

has a good brand effect in terms of brand advantages, a wide audience group, and through generations of inheritance and brewing, it also has a deep consumer base in the domestic market. However, with the large demand for Moutai in the market, product innovation is no longer limited to technological progress and market expansion, and can explore innovative entry points in some brand added value, such as marketing mechanisms and brand image establishment.

The appearance and packaging design form is also a part of it. The product packaging and excellent quality are more matched to a higher degree, complementing each other, and are more conducive to brand building and long-term development. The current packaging of Moutai has undergone continuous changes and evolutions. The main features come from the overall packaging shape, color, text, pattern, and packaging material design, matching, application and display.

Second, from the initial evolution of pottery jars, glazed pottery bottles, ceramic bottles, white glass bottles to colored glazed pottery bottles, the company has continuously solved the problems of the shape, texture, packaging quality (light transmission, penetration), and recycling of liquor bottles. In the late 1990s, Moutai launched various small-batch commemorative liquors and customized liquors based on ordinary Moutai or aged Moutai, such as Guizhou Moutai (celebrating Beijing's successful bid for the Olympic Games), Guizhou Moutai (celebrating China's entry into the WTO), and Guizhou Moutai (the Year of the Pig). There are different innovations in color and material. The packaging of different eras will have changes in details, but it still retains the recognition of Moutai, seeking innovation from classics, and giving the general public a better consumer experience.

### **3.2 Case analysis of Moutai packaging brand**

Moutai Targeted Design—Regional Culture Guizhou.

The design inspiration comes from the representative images of Guizhou's regional characteristics, such as Huangguoshu Waterfall, Zhaoxing Dong Vil-

lage, and Guizhou Miao Nationality. These elements with significant ethnic characteristics are refined and combined into the Guizhou batik pattern, which is the main component of Moutai's packaging design. The bottle body uses the common color of batik cloth, azure blue, as the base color for a large area. It fully displays the regional style. The appearance design of the outer packaging box, gifts, and wine glasses is also related to the bottle design, using the same main elements for matching and combination, which highlights the integrity to a certain extent.

#### **Case 2: Moutai Targeted Design - Gao's Wine**

The packaging design of "Gao's Wine" originated from the surname creation topic in Moutai's directional design. This series of wine products is a customized wine for banquets for relatives and friends of the Gao family. The inspiration element comes from the traditional Chinese character "Gao". The main design content of the bottle is a combination of Gao's totems, characters and other elements, and finally expressed in the form of simple and abstract illustrations. The meaning of the creation is that Gao clansmen from all over the world can recall their origins and have a sense of belonging when they see this design.

## **4. Dong Culture and Folk Customs**

### **4.1 Extraction of Dong ethnic customs**

Folk culture can also be called traditional culture. In China, it can generally refer to the life culture of the folk people. These gathered people constantly form, create, share, and spread behaviors in the process of life, which has formed a common cognition and behavioral habits in the region. Its contents involve language, literature, music, dance, deification, etiquette, handicrafts, architectural art, etc. The Dong people are one of China's ethnic minorities, distributed in the adjacent areas of Guizhou, Hunan and Guangxi. In the formation and development of the nation, they have established their own unique material culture and spiritual culture. Taking the Dong ethnic culture as an example, the Dong customs are of various types, profound cultural connotations,

and rich ethnic characteristics. Talking about the Dong ethnic group's big song, Dong ethnic group's embroidery, Dong brocade, drum tower, wind and rain bridge, etc., they integrate the connotation of regional culture and folk customs over a long period of time. The Dong culture mainly covers the following categories: architectural culture, language culture, craft culture, ethnic art, folk culture, daily food customs, etc. In each of the six categories, there are representatives with strong regional characteristics. For example, in architectural culture, drum towers, wind and rain bridges, pavilions, Dong village gates, stilt houses, etc. are all well-known classic buildings with very distinctive regional style and characteristics.

As a profound and extensive subject, folklore takes regional characteristics as its core, and constantly excavating and developing its connotation can achieve the goal of sustainable development. In terms of design expression, it is necessary to carry out cultural refinement and creativity from all aspects and angles, and to maintain the authenticity of cultural customs, and to infiltrate the careful production of artistic creation. The extraction methods of folklore elements include semiotic design from the product perspective, that is, to sort out the basic design semantics and symbols through the user's visual impression and psychological feelings; storytelling design, that is, to tell a story or provide a scene through the product, and pay more attention to the user's experience of the story. This content includes the design of characters, prototype restoration, IP image design, etc.; emotional fit design, that is, to explore the design products that can match the user's emotions and emotional needs, such as the beautiful appeal for love, friendship, and family affection; artistic expression, including the construction of basic elements such as points, lines, and planes from an aesthetic perspective, and the rules of plane composition.

## **4.2 Strategies and methods for applying folklore**

The traditional cultural elements of the Dong ethnic minority are rich and full of ethnic characteris-

tics. The design can be explored from the aspects of the Dong ethnic group's architectural culture, ethnic art, daily food customs, etc. The representative architectural culture of the Dong ethnic group is the wind and rain bridge. The wind and rain bridge is a symbol of the Dong people and a traditional transportation building. This bridge is also called the "Flower Bridge" because it can connect traffic, avoid wind and rain, and is decorated with colorful paintings. In the actual packaging design of Dong ethnic elements, it can be developed from the two aspects of consumers' emotional and cultural needs and actual cultural needs, and the design can be expressed with abstract and concrete design rules to achieve the purpose of packaging design re-creativity.

## **4.3 Expression and promotion of folk culture**

With the rapid development of science and technology, the development and inheritance of traditional folk customs cannot be separated from the young user group. How to use technology, platforms, design creativity and other methods to deeply promote the brand products supported by folk products and promote culture. First, technology is integrated into culture, giving the public more opportunities to understand, contact, learn, and delve into a relatively closed and remote culture, which can be done with the help of digital art interactive technology; for the appreciation of natural scenic spots, the visit and tour of artworks and crafts can be done through the construction of online apps, which all rely on the development of the Internet and digital media technology; second, the path of folk culture tourism. Cultural tourism can more comprehensively and truly show the characteristics of regional nature, ethnicity, culture, and economy. As the cultural region itself, it is necessary to consciously transform recreational sightseeing tourists into participating, investigating, entertaining, and living tourists. Such a transformation is more conducive to the expression and promotion of local cultural customs; third, design assistance, that is, industrial poverty alleviation and rural construction through art design.

## **5. Practice of Moutai packaging design with Dong ethnic elements**

In the design of Moutai liquor products based on Dong folk elements, we should focus on balancing the connection between brand and culture, mainly considering the brand's cultural nature, brand image and brand positioning.

In the extraction of regional culture, the cultural connotation, development, inheritance, recognizability, affinity, and penetration of the Dong nationality should be considered. Regional culture is holistic and needs to be integrated from the details of life to the spiritual and ideological aspects. It covers the cultural methods, language habits, and values of the people in a certain area. And as time goes by, it is also necessary to take into account the development and inheritance in the process of change. The maintenance attitude and critical attitude need to coexist to maximize the brilliance of culture. Under the joint action of different regions, climates, social economy, labor, etc., the unique cultural identity that has been nurtured needs to be explored and applied. And the creation itself needs to enhance the market and users' sense of identity and belonging, and become a carrier of ethnic connection. In the specific design expression, it is mainly expressed in terms of font design, pattern design, bottle body structure design, etc.

### **5.1 Font design**

The inspiration for the bottle font design comes from the five characters "Guizhou Moutai" written by Mr. Mai Huasan, a great calligrapher from Lingnan, Guangdong, on the regular Moutai bottle. The font of the name of Guizhou Moutai follows the font of "Guizhou Moutai" written by Mr. Mai Huasan in his 80s in 1985. It retains the characteristics of the Guizhou Moutai brand logo and highlights the brand influence. The font is calm and powerful. It is not only of great value in terms of appearance appreciation, but also contains Mr. Mai Huasan's calligraphy achievements and artistic attainments over the years, which coincides with Moutai's corporate mission of focusing on brewing high-quality life for

many years. Among them, "Dongqing" is the theme of the Moutai series, which is intended to advocate "enjoying the customs of the Dong ethnic group and tasting a pot of good wine", reflecting the customs of the Guizhou Dong ethnic minority. The font design is derived from the Chinese calligraphy running script and echoes and integrates with the font style of "Guizhou Moutai". The font color is the Chinese red series, which implies a sign of festivity and auspiciousness. At the same time, red is also one of the representative colors of the Dong ethnic group.

### **5.2 Pattern design**

The graphic design of the bottle is derived from the research and analysis of the Dong ethnic culture. Under the background of the current market packaging design trend, the application of natural and soft simple color graphic illustrations in packaging, the texture of packaging materials, the addition of creative stories and other trend points are selected. The architectural culture of the Dong culture, "wind and rain bridge, drum tower, and Dong village gate" are chosen as design elements. The wind and rain bridge structure can be divided into three parts: bridge, corridor, and pavilion. The bridge-shaped pilasters, tile eaves, carved carvings, railing sculptures, eaves corners, and pagoda-style pavilions are concretely refined to form a simple black and white line draft, which is used in the bottle body background and packaging box pattern expression.

Similarly, the drum tower and the gate of the Dong village are also presented in the form of simple black and white line drawings. The most straightforward and objective method of extraction can restore the original flavor of the characteristic buildings to the greatest extent. The line drawings and illustrations in the design expression are based on the modeling characteristics of the Dong architecture, and are designed and expressed by the design method of sketching simple drawings with lines. The purpose is to influence the first impression on the packaging design, so that the Dong culture can be intuitively presented to the users of Moutai, without causing confusion of regional culture. The black and white

lines are elegant and clean, and their texture is combined with the transparent material of the bottle. It is simple but does not lose the noble quality of Moutai, and contains the Dong people's belief in a pure and natural nation.

### **5.3 Bottle design**

The appearance of the bottle body follows the traditional cylindrical shape, retaining the characteristics of Kweichow Moutai's packaging design, reflecting the recognition of the national liquor Moutai. The design inspiration of the bottle cap comes from design elements such as "Dong people's belief in fish", "ox horns", "drum towers", and "Dong people's embroidery". The image characteristics of the bent corners are particularly prominent in special products such as fish vines and ox horn combs, so this product incorporates the images of ox horns and fish in the bottle cap design, and users can feel the design sense of regional culture when opening the bottle cap. The material also draws on the silver ornaments of the Dong people, mainly in terms of color and pattern. The overall bottle cap design is full of strong Dong style.

The packaging design scheme is designed around the topic of "Application of Dong elements in regional brand packaging design - Taking Guizhou Moutai as an example". The theme of the Moutai series is "Dong feelings", which aims to advocate "Enjoy the Dong customs and taste a pot of good wine", drink Guizhou Moutai and enjoy the customs and customs of the Dong ethnic group. Strive to explore the innovative possibilities between ethnic minorities, regional brands and packaging design under the background of cultural and creative industries. The packaging design scheme of Moutai is innovatively designed on the basis of the previous packaging design of the regional brand Guizhou Moutai. It fully analyzes and utilizes the cultural elements of the Dong ethnic group in terms of plane graphics, bottle appearance, packaging materials, etc., and builds a packaging design bridge between the cultural and creative design of the Dong ethnic group and the regional brand Guizhou Moutai. Func-

tionally, the packaging design scheme is a container and outer packaging of Moutai as well as a cultural derivative. Structurally, the bottle of the packaging design scheme is a cylindrical structure, and the overall structure is innovatively designed without departing from the brand recognition of Moutai. In terms of appearance, the packaging design is for liquor packaging, which is created while retaining the characteristics of Moutai. The design style is simple and rich in texture. The shape of the bottle cap is very characteristic of the Dong ethnic group and the beauty of the curve is prominent. From the perspective of CMF, the bottle body is made of transparent glass, which is simple and high-end. The bottle cap material is aluminum, and the high gloss shows high texture, which also echoes the texture of the silver ornaments commonly used by the Dong people. The bottle body graphics are printed with a wine bottle screen printer, and the red paint texture is integrated with the glass material, which is pure and high-end. In the design of the bottle body, considering the light-proof problem of liquor, the outer packaging box design uses an opaque aluminum box material, and the graphics are laser printed or corroded and carved, so that users can get a high-quality experience of perception and touch. Based on the design case process and presentation, it can be seen that the refinement of folk culture and product expression, on the basis of having the general specificity of ordinary commodities, still need to highly display special attributes different from ordinary commodities, for example, first, both culture and creativity. The concepts, emotions, tastes and other elements endowed by cultural creativity can enhance the spiritual experience and cultural value of the consumption experience of ordinary commodities. Second, practicality and beauty are equally important. The essential attribute is general commodities, and practicality is the main essence. However, the aesthetics of cultural and creative products can present new aesthetic interests under the creativity of comprehensive factors such as materials, forms, and craftsmanship in design expression. Third, it is full of warmth and emotion. The essence of design lies in how to connect the

relationship between objects and people, establish a good interactive model, and memory, so that users can have a sense of leaping while consuming, so as to experience culture and make deep associations.

Conclusion; This paper mainly discusses the thinking and future prospects of the application of Dong ethnic elements in the packaging design of the regional brand Kweichow Moutai. It hopes to use ethnic cultural and creative design to enhance the cultural confidence of the Dong ethnic group and the image of the regional brand Kweichow Moutai, and broaden the path of ethnic cultural communication. The analysis and research show that the innovation of Dong ethnic elements in regional brand packaging design focuses on the key points: first, the distinctiveness of ethnic cultural characteristics; second, the diversified application of ethnic patterns; and third, the added value of packaging design. Through the research, thinking and design practice of the relationship between Dong ethnic cultural and creative packaging design and regional brands in this paper. In the design, attention should be paid to ethnic characteristics and brand effects, and the design should be carried out from a multi-dimensional design perspective, not limited to the existing ethnic cultural materials and scope. The way to promote folk culture can be through the Internet platform, digital technology, travel and artistic creative design. The development possibility of ethnic cultural and creative products under the regional brand effect is worth exploring, which is helpful to achieve the purpose of enhancing brand competitiveness under the long-term goal of promoting national confidence and inheriting the essence of national culture, and achieve a win-win situation.

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