

# ***Analysis of Traditional Brand Rejuvenation Marketing Communication Strategy in the New Media Era***

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**Abstract:** With the advent of the new media era, the rapid development of science and technology, which also brought about the diversification of the brand, the corresponding change is the brand's marketing and communication methods, the traditional brand felt unprecedented pressure and challenges, marketing communication methods from the traditional brand marketing gradually transformed to today's new media marketing. Under the perspective of new media, if traditional brands want to stand firmly in the market, they must carry out certain youthful innovation strategies in marketing means and communication methods to break the conventional traditional brand image and enhance brand awareness and influence. This paper starts from the situation of traditional brands in the new media era, analyzes the dilemmas and challenges faced by traditional brands, and provides traditional brands with rejuvenation marketing and communication strategy suggestions, so that traditional brands can also be integrated into the new era, which has a certain positive effect on the development of communication of different traditional brands.

**Keywords:** New Media Era, Traditional Brands, Rejuvenation, Marketing Communications

## **1. Introduction**

The arrival of the new media era in the traditional brand to broaden the market channels at the same time, but also let the traditional brand feel the importance of the use of new media for brand marketing communication, in the new media era, the audience media contact behavior with the changes in the media environment and change, so that the marketing environment also has a certain impact [1]. The emergence of new media technology also has a certain impact on the consumer environment, a new generation of young people to become the main force of consumption, their consumption concepts will change with the trend of the times, the traditional brand marketing communication methods can not meet the needs of long-term development of the brand, the brand aging seriously affects the dissemination of the brand. If traditional brands want to stand firm in the market, they should think about how to jump out of the traditional brand thinking mode and comfort zone, to create their own brand's unique system, to stand out among the many competing brands. Therefore, this paper combines the specific background of the new media era at this stage, and puts forward practical suggestions for brand communication “rejuvenation” strategy, which is of certain practical significance.

## **2. Problems of traditional brand development in the new media era**

### **2.1. Consumption group tends to be aged**

In recent years, the consumption habits of young people have changed with the push of new media big data, and before the traditional brand has not carried out fundamental innovation and change, people's consumption habits tend to trust the original influence of the brand. But the emergence of new media has fundamentally changed people's consumption habits. From the point of view of communication roles, consumers in the communication process has experienced a shift from passive acceptance of the "target" to one-way feedback "observer" to two-way transmission of the "participants" [2] This means that young consumers, as the recipients of new media information, are more likely to spread the trend of the times, and in the process of receiving, they are also exporting. As a slightly older group, and young people can not do resource sharing and circle unification which leads to a certain information gap, which makes the traditional brand lack of acceptance of new things with a large number of young people with a curiosity mentality, resulting in the consumer market marketing performance is dismal. At the same time, the desire to consume will gradually weaken with age, the younger generation because of the novelty of the consumption concept, the freedom of consumption, consumption potential greatly increased [3] Therefore, the traditional brand to quickly develop the brand should solve the problem of group aging, so that not only the new generation to become the main force of consumption.

### **2.2. Traditional brands lack of adaptability**

Traditional brands have a good reputation because of their own history, and the arrival of the new media era has led to an influx of information, and with it changes in the public's consumption habits and product marketing and communication methods. Under the trend of the rejuvenation of Chinese consumer groups, mass and homogeneous products are no longer popular, and products with distinctive personalities can satisfy the consumer psychology of pursuing differentiation. [4] The constant updating and iteration of new media technology has allowed more personalized, diversified and enriched new brands to emerge into the public's view and be known and loved by the public. If the traditional brand is limited to the brand image created at the beginning of the brand is not new, lack of understanding of the market and do not adapt to the speed of the consumer market update, in the way of brand marketing communication and content will not be able to keep up with the market demand situation. In the new media era, the more test of traditional brands how to keep the brand on the basis of the original heart to build the core competitiveness of the brand. Because of this, the traditional brand than the new brand should dig the market pain points and explosive points, to the appropriate market shaping method as a guide will make the brand to obtain sustainable competitive advantage [5].

### **2.3. Lagging traditional brand marketing communication method**

With the arrival of the new media era, the change of the public consumption view, most of the traditional brand marketing is a one-way communication model of one-way output does not get feedback, but also can not know the consumer's new consumer demand has a certain lag. The brand change brought by the new media so that buyers and sellers to strengthen the interactivity, and new media marketing communication has a two-way nature, which allows the brand and the audience for two-way communication, consumers can freely express their own needs and experience feelings. It is also because of the existence of the two-way nature of the brand can be found in a timely manner in the development process of the problem. Today's communication channels have changed dramatically, the past media background of the publicity strategy developed, can not adapt to today's

situation, a company must use the new media to carry out the communication of its brand to achieve the long-term development of the brand needs. [6] Take the cake brand Holliday, for example, which has been on fire for some time, in the marketing of traditional cakes to maintain the taste of the basis, it understands that and many similar to Disney, Bubble Mart and other large IP co-branding cooperation, the launch of different new products in a particular holiday, and then through microblogging, jittery tone and other platforms to attract many young consumers to buy, and to hit the brand awareness. Traditional brands should also actively adapt to the marketing communication model of the new media era, and continue to innovate to keep up with the rhythm of the market.

### **3. The necessity of traditional brand rejuvenation marketing communication in the new media era**

In recent years, the rise of social media has led to a series of changes in the communication environment of young people, which has further changed the consumption behavior of new consumers, and young people are more willing to express their feelings and experiences through interactive communication, which has played a great role in updating and improving the brand. At the same time, digital media technology has also emerged, consumers can access brand information through multiple social media channels, digital communication has a direct impact on the effectiveness of brand communication. [7] Therefore, traditional brands should think about the necessity of brand rejuvenation marketing communication in the new media era.

First of all, with the development of the economy and social progress, the consumption structure is constantly changing, and the young generation is becoming the main force of consumption. As the main force of their consumerism than the traditional concept of consumption has been upgraded, in the process of consumption they pay more attention to the sense of experience, compared with the generalization, they care more about personalized customization, full of fresh blood after the 90's and 00's consumers are more of a curiosity of the idea of the new things have a strong sense of curiosity and freshness. In brand selection, new consumers pay more attention to the value of basic performance, whether it is the brand embodied in the cultural value or the emotional value brought by the core, they have a deeper need to experience the core values. This also means that traditional brands in the process of development should be insight into the consumer demand, while in the process of marketing communication through different forms of advertising to cause consumer resonance, to stimulate the purchase desire of consumers of different ages.

Secondly, social media has a certain influence in today's society, and it is conceivable that the younger generation relies on social media as the main force of social media use. And social media as a platform for information sharing and search has the role of promoting consumer autonomy, [8] including blogs, social networks, content communities, forums and bulletin boards and other tools that allow the existence of the brand's marketing communication will be the brand's electronic word-of-mouth and the user experience link, which means that the traditional brands also need to rely on social media platforms and new media technology to achieve emotional resonance with customers, to convey their brand message to build a good brand image. This means that traditional brands also need to rely on social media platforms and new media technologies to reach an emotional connection with their customers, convey their brand messages and build a favorable brand image. At the same time, the new generation of new media technology not only brings opportunities for traditional brands, but also allows traditional brands to enter the stage of creative communication. The younger generation of consumers is more rich in creative thinking and desire for expression, through the new media platform young consumers can enhance the sense of interaction with the brand, from a certain level, traditional brands can also think about how to reasonably incorporate the user experience in the product design in the future brand image more let the new generation of consumers to see the shadow of their own body.

Finally, the new media era is born of the fragmentation of consumer consumption, through different platforms, different sellers comparison, young consumers will choose the most cost-effective brand. And in the traditional competition between similar brands, consumers used to pay more attention to the brand's quality, service and price, but the emergence of new media has made the new generation of consumers start to pay attention to things other than these three aspects. Therefore, the rational use of new media platforms for marketing communication of traditional brands to a certain extent affects the shopping decision-making ability and purchasing behavior of young consumers, so that they may think about the content of marketing communication when buying traditional brand products, which promotes the upgrading of traditional brands.

#### **4. Strategies for rejuvenating traditional brands in the new media era**

Traditional brands in the new media era are facing the crisis of being replaced by newborn brands, which is not only detrimental to the traditional brands to promote their brand culture is also not conducive to the long-term stability of the consumer market, the brand updating speed is too fast will lead to more traditional brands to lose the original heart, the pursuit of extreme traffic and short-term benefits, so there is a need to analyze the rejuvenation of the traditional brand communication strategy.

##### **4.1. Expanding new media marketing**

New media operation is a popular skill point in today's era, if traditional brands want to create a different brand explosion, they need to clarify which young consumer groups are their target audience and understand their common new media social platforms. You can carry out some special content planning, in-depth understanding of the consumption concept of the young generation of consumers, while using the "online and offline" mode to select the appropriate new media platform to tell the story of the brand, the traditional brand history, culture, values of the positive transmission to consumers in an innovative way to let them feel the charm of the traditional brand. The charm of traditional brands. In a single new media platform to spread the traditional brand concept at the same time can also cross-border cooperation with various types of celebrities, Netflix, combined with the current trend of the younger generation to expand the influence of traditional brands. The young generation of consumers is very easy to love the stars and their lifestyle identity through emotional transplantation to the potential purchase of the product [9] Therefore, through the expansion of new media marketing can be established with young consumers to establish an emotional connection, to achieve the transformation of the brand's rejuvenation.

##### **4.2. Reposition the traditional brand image and innovate brand design**

Most of the traditional brand image in the eyes of the younger generation is old-fashioned and not innovative, in order to break the stereotypical impression of young consumers on the traditional brand, traditional enterprises should think about how to reposition the brand image, from the brand tagline, mascot to the concept of the times to keep up with the times, with a certain period of time, but at the same time, not to lose the traditional brand was established by the original heart, with a certain degree of personalization and differentiation. Product packaging as a traditional brand design process is an important part of the product design as the first impression of the product link in the packaging can be considered and large IP co-branding, in the process of cooperation to join their own traditional brand features, has a certain significance of the times. At the same time, young consumers are more in favor of the current era of popular things, from the psychological point of view, novelty goods can stimulate their desire to buy, when the co-branding is no longer novel or no longer novel, young consumers will not buy. [10] Therefore, traditional enterprise brands should innovate brand design and rediscover their positioning in the new media era.

### 4.3. Strengthen the research on young consumers

The reason why most traditional brands fail to meet the psychological expectations of young consumers is that they have not done a good research on consumer habits. Through market research, we can better understand the needs and preferences of consumers, and the new media platform as a convenient tool for research, which can help brands adjust their marketing and product strategies faster, and the use of new media technology in data analysis eliminates the traditional manual counting steps and is more convenient and quicker, and it can interact with young consumers through interaction, sharing, and commenting on the way to provide a sustainable product service and after-sales service for the younger generation of consumers. It can interact with young consumers by sharing and commenting, and provide sustainable product services and after-sales service for the young generation of consumers, which helps to enhance the adhesion of the young generation of consumers. At the same time, the new media era by the emergence of live interactive form also provides a new way of thinking to the traditional brand, young consumers are more willing to express their views in the live broadcast, the traditional enterprise brand can analyze the data, which requires the traditional brand to maintain a keen market insight, to promote the spirit of innovation of traditional enterprises.

## 5. Conclusion

To summarize, traditional brands in the new media era are facing serious situations and challenges, and traditional brand marketing communication methods can no longer be applied to the current new media communication environment. The rejuvenation of traditional brands needs a long-term process, and due to the change of consumption habits of the younger generation, traditional brands have not yet been rapidly transformed. Therefore, in order to adapt to the current market rhythm and market demand, traditional brands should think about how to establish an emotional connection with young consumers to upgrade their traditional brands and create brand awareness. The continuous innovation of new media technology in a way also allows traditional brands to continue to think about marketing communication strategies, in the future marketing communication traditional brands should adapt to the consumption habits of the younger generation, to meet the consumption needs of all age groups, to provide consumers with personalized consumer experience to enhance user satisfaction, and to achieve the innovation of traditional brands. However, this paper still needs big data analysis and other related knowledge when studying the problems of development, and the author will improve the research in this area later.

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