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The application of new media marketing model in the inheritance and innovation of Chinese cultural heritage

BY

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Abstract

Cultural heritage carries splendid civilization, inherits history and culture, and maintains the national spirit. It is the "golden card" of a country. In recent years, with the continuous development of the Internet and the rapid increase in Internet penetration, new media platforms are not only an information dissemination channel but also a comprehensive platform that drives industrial integration, upgrading, and innovation. By analyzing the application of the new media marketing model in the inheritance and innovation of Chinese cultural heritage, this paper aims to bring new opportunities for the inheritance and innovation of Chinese cultural heritage in the future, expand a larger space, and bring new ways of thinking and operation, so as to make it conform to the trend of The Times and better inherit and develop.

Key words: Cultural Heritage; New Media Marketing; Inheritance; Innovate

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1. Introduction

1.1 Research content

First of all, the application of new media marketing model in the variety show "Upped New, Old Palace" is analyzed. This paper intends to make a systematic introduction to cultural heritage and new media marketing models, and mainly analyze the research results of domestic and foreign scholars in new media marketing models and cultural heritage inheritance and innovation, and collect data in the form of questionnaire survey.

Secondly, it summarizes the new media marketing models that can be used in the inheritance and innovation of cultural heritage, including innovative channel marketing, innovative content marketing, and innovative e-commerce marketing.

Finally, the paper summarizes the application of new media marketing model in the inheritance and innovation of cultural heritage, and proposes some countermeasures to the problems arising in the process, aiming at providing ideas and references for the inheritance and innovation of cultural heritage in the new media era.

The results of this research will be presented in the form of published papers, promoted through Himalaya Radio, and the creation of microblog super topics.

1.2 Research objective

1. By analyzing the new media marketing mode in the variety show "Upped New, Old Palace", this paper summarizes the new media marketing mode that can be used in the inheritance and innovation of cultural heritage, identifies the problems in it, and puts forward corresponding solutions, so as to provide a better development path for the inheritance and innovation of cultural heritage in the future;

2. In the era of rapid development of the Internet, cultural heritage inheritance and innovation also need to be transformed and upgraded, and can no longer be the traditional development model. This paper is committed to keeping up with the trend of The Times, innovating the old, and finding the best development path for cultural heritage inheritance and innovation under the new media marketing model.

1.3 Research method



1.3.1 Case analysis

Research and analysis on the application of the new media marketing model in the cultural heritage inheritance and innovation in the case of "Upped New, Old Palace" variety show. And through the new marketing model of "cultural variety + cultural and creative products", the outstanding contribution to cultural inheritance and innovation, application effect, and mode analysis.

1.3.2 Literature research method

In-depth research and analysis, accumulate a variety of new media marketing experience, understand its overall strategy and phased results for cultural heritage inheritance and innovation, sort out its new media marketing ideas, and refine the future cultural heritage inheritance and innovation of new media marketing strategy.

2. Concept definition and literature review

2.1 The concept and characteristics of new media marketing

2.1.1 New media marketing concept

As for the concept and characteristics of new media marketing, with the development of modern society, there are abundant discussions in the academic circles at home and abroad. Here, the definition of new media is described to a certain extent. The term "new media" was first proposed by Goldmark, the inventor of phonograph records and electronic video recordings, in 1967. Goldmark, a former director of the Technology Research Institute of CBS, coined the term "New Media" when he announced a plan to develop EVR products in 1967, and the term "new media" gradually spread around the world. At present, many experts and scholars have defined the concept of new media to a certain extent. On the basis of the definition of domestic experts and scholars, it is concluded that new media is relative to "old", that is, new media is different from traditional old media such as newspapers and broadcasting in the past. As a product of modern society, new media is a media for propaganda in the current era, usually referring to the technology of information dissemination using network and digital technology^[1].

When the modern society uses new media as a new medium, the marketing model that ADAPTS to the new era gradually appears in people's sight. In the face of the new development of the information age, marketing methods conform to the trend of The Times and are increasingly diversified. Among all kinds of marketing models, new media marketing responds to the trend of modern development and takes new media as the medium, which is a new marketing model.

New media marketing refers to a new marketing model that uses new media to carry out marketing on Internet platforms. It ADAPTS to the development trend of the information age and promotes product concept, product value, and other related information to the public through various channels such as Weibo and WeChat.

2.1.2. The characteristics of new media marketing

1. Break through time and space constraints

According to the concept of new media marketing, new media marketing is a means of marketing through major online channels such as social media. New media marketing breaks through the limitations of time and space and can be carried out anytime and anywhere under the premise of using new media platforms as media.

2. Rich content and wide audience

Different from traditional media marketing, new media marketing breaks the restrictions of traditional media marketing and conforms to the trend of Internet development in the information age. The marketing content of new media marketing is rich and increasingly diversified. The richer the marketing content, the broader the reception, the wider the audience.

3. Diversified marketing methods and remarkable results

With the strengthening of the content construction of various new platforms, the forms of content display are gradually diversified, and consumers' requirements for content are increasing. New media marketing and the advantages of expressing rich content are gaining the favor of more and more marketers. In the market with huge demand for marketing content, new media marketing also has the characteristics of diversification of marketing methods. In order to meet the diversified needs, new media marketing ADAPTS to the market and optimizes the marketing methods, making the marketing methods increasingly rich.

2.2 Research status and research basis

At present, China's research on the inheritance and innovation of cultural heritage mainly includes three aspects: first, the maintenance and protection of the existing cultural heritage; second, the concept of cultural identity and self-confidence can be established through education; third, the innovation and development of cultural heritage, studying the new opportunities and innovations of new technologies and new models in cultural inheritance under the development of the new media era.

Chinese scholar took the Palace Museum Taobao as an example to study the new media marketing ideas of cultural and creative products, proposed that product development should be personalized and adopt unique sales propositions, and studied the new media marketing methods of the Palace Museum Taobao from four channels: Weibo, WeChat, Taobao and APP^[2]. However, it only explains the novelty of the new media marketing of the cultural products of the Forbidden City from one or more channels, but does not find out the overall directional ideas in the new media marketing of cultural products, nor does it find the problems existing in the use of new channels and new marketing methods.

Other scholars proposed to strengthen the practicability of online video marketing and inherit and innovate through online video^[3]. However, it only links culture and new media sales from online videos, and the marketing model is too simple and the analysis is one-sided.

Looking at the research on cultural heritage inheritance innovation and new media marketing in China, many of them are only case studies, and the model is relatively simple and fails to combine

with each other, and fails to systematically form a breakthrough in cultural heritage inheritance innovation and new media marketing. However, in this era of rapid development of new media, the new media marketing model needs to be more closely related to the inheritance and development of cultural heritage, and its role will become more and more important.

In summary, it can be seen that the research environment of this project is good, there is a certain research basis, and there is a large development space, and the project is highly feasible.

3. Application situation

3.1 Innovative channel marketing

With the continuous development of the Internet and new media technologies, more and more excellent traditional cultural heritages have appeared in various forms, among which the Forbidden City is the most famous. The power of the Forbidden City is that, as China's centuries-old royal palace, it dares to break its serious and stuffy stereotype and is active in the public's vision through various cross-border marketing channels. In addition to the Palace Museum cultural and creative micro store, the Palace Museum Taobao, the Palace Museum mobile games, the Palace Museum co-branded skin care products, there are many film and television cultural works also include the "Palace Museum" theme elements. Among them, "Upped New, Old Palace" is to introduce the Forbidden City to the public in the form of a reality show, breaking the rules, both entertaining and popular science value.

Under the operation of new media, marketing channels mainly have the following two characteristics: the diversified integration trend of marketing channels is obvious, including a variety of interconnected network elements, and the advantages of cloud media and large-scale outdoor media are gradually revealed; Marketing channels pay more attention to the content construction that highlights the core value. On the one hand, marketing channels present e-commerce; on the other hand, e-commerce platforms present content^[4]. The program has shown its full creativity and innovation in terms of content and operation. In the three seasons broadcast so far, it has made bold attempts in terms of content. The target customers are mainly the post-80s and 90s generation, and young artists are invited to explore the secrets of the Forbidden City as cultural and creative developers. The program takes traditional culture as the entry point, with the help of new media channels, and puts forward its positioning: make cultural relics come alive, greatly attract users, and narrow the distance with users.

As Don Schultz, the founder of the theory of integrated marketing communication and a professor at Northwestern University in the United States, pointed out: in the context of product homogenization, only "channel" and "communication" can produce differentiated competitive advantages. The main channel models under the current new media marketing include search engine marketing, social platform marketing, video marketing, and so on. The program makes good use of search engine marketing channels. During the broadcast, it is recommended on the home page of the video broadcasting platform, Baidu, 360, and other web platforms,

so that the main content can reach customers directly, and won the first place in the audience of all platforms and categories, and was shortlisted for the Best TV variety Show of the Shanghai TV Festival Magnolia Award for three consecutive years. At the same time, the program also uses social platforms such as Weibo and TikTok to achieve real peer-to-peer marketing, inviting young artists to take Weibo as the main marketing platform and treat every fan as a potential marketing target. After constantly expanding its marketing search circle, the program has gained more attention.

3.2 Innovative content marketing

With the Forbidden City as the background, the program is carried out in the mode of derivative development and design of joint cultural and creative products by exploring the precious history and culture of the Forbidden City. In the era of content as king, the program actively inherits the profound history and culture, derives cultural innovation products, and combines modern e-commerce channels to innovate new media marketing. The culture of the Forbidden City known to the public appears in a new way, and conforms to the trend of The Times, firmly grasping the needs of the audience, and connecting the audience with the Forbidden City culture. The popularity of the Forbidden City culture among the public has been improved again, and more and more people begin to pay attention to the Forbidden City culture and other excellent traditional culture, achieving the purpose of historical and cultural inheritance and development.

The program shows the information and process related to the derivative development and design of cultural and creative products in the program, which not only enriches the innovation of the content but also allows the public to have a further understanding of cultural and creative products. The use of social media to preheat and publicize programs and cultural and creative products is more acceptable to the public. The program launched its official WeChat and Weibo simultaneously during the project preparation period. As of July 2024, the show's official Weibo fans have reached 1.19 million, and several articles in the WeChat public account have received more than 100,000 clicks. Through the above data, it can be found that the program makes good use of social media for new media marketing. In addition, we actively use e-commerce channels to build a natural connection between cultural and creative product design and consumption, help the innovation and development of the cultural and creative industry, and promote a win-win situation of cultural inheritance and marketing profits.

The program shows the development of the cultural and creative industry against the background of the Forbidden City, promotes cultural self-confidence, and highlights the cultural charm with a long history. Actively combine various channels and methods of new media marketing, and carry out innovative marketing in terms of content, which provides more possibilities for the market, especially the cultural and creative industry chain, endows the market with greater potential, promotes the future development of the cultural and creative industry, and provides new ideas for the



application of new media marketing in cultural heritage inheritance and innovation.

3.3 Innovative channel marketing

3.3.1 Innovative product e-commerce platform

E-commerce marketing is the process of using the Internet to complete a series of marketing links and achieve marketing goals. It is faster, more efficient, and lower cost, which is conducive to the release of goods and promotional information for enterprises, so that consumers can better buy their favorite goods. In China, well-known e-commerce platforms mainly include Taobao, Tmall, Jingdong, etc., on which enterprises can set up official flagship stores to sell and communicate with consumers online.

The cultural and creative derivatives born in each program of "Upped New, Old Palace" are sold online through Taobao platform - Shang Xin Cultural and Creative flagship store. This is the application of e-commerce marketing in the transformation of traditional cultural industry under the new media marketing model.

In May 2014, the cultural and creative flagship store of the show was launched, and by July 2024, the store had 920,000 followers. It mainly sells series of cultural and creative products of the Forbidden City. While retaining the connotation of cultural heritage, the products combine the demand of contemporary consumers to pursue fashion, and carry out innovative design on the basis of cultural heritage, which not only combines the culture of the Forbidden City but also captures the needs of consumers. And this kind of cultural and creative products are highly practical, most of them are daily necessities, desktop ornaments, etc., so that the communication power and vitality are strong.

These cultural and creative products have various forms, while retaining the connotation of cultural heritage, combined with the needs of contemporary consumers to pursue fashion, innovative design on the basis of cultural heritage, not only combined with the culture of the Forbidden City but also grasped the needs of consumers. And this kind of cultural and creative products are highly practical, most of them are daily necessities, desktop ornaments, etc., so that the communication power and vitality are strong.

Through the program, guests follow the Palace Museum experts into the palace to explore the precious treasures and profound history and culture of the Palace Museum, and work with designers and college design students to open their imagination, create a variety of cultural creative derivatives, and open up new links between audiences and the two-way interaction of the Palace Museum culture. Finally, it will be widely sold through e-commerce platforms such as Taobao, so that the Forbidden City culture will be "brought home" by more young people, and the excellent traditional Chinese culture will be endowed with the characteristics of The Times, and better inheritance and development.

3.3.2 Innovative brand co-branding

Co-branding refers to a marketing behavior in which two or more brands jointly release converged products and give them "co-

branding". This way can better keep up with the trend of The Times, form complementary brand advantages, so as to form new marketing selling points, so that the cultural connotation of participating in the joint, the brand awareness and influence can be improved.

The Taobao official flagship store launched by the program takes the initiative to jointly launch cultural fashion items with food, clothing, and other brands by using its own IP brand image, which is also the main way for the "Upped New, Old Palace" program to carry out brand co-branding of Chinese excellent traditional cultural heritage.

At the same time, we cooperated with Chinese high-end tea-drinking brand CHALI to jointly create tea companion gift sets. With the design concept of blending the city wall, dragon pattern, and water pattern of the Forbidden City, the four-flavor tea gift box is launched to integrate the trendy national style elements, carry forward the traditional culture, promote the classic national spirit, and transmit the Chinese taste. Also with the Chinese classic footwear brand Feiyue cooperation, jointly create Qingyun Yue country tide embroidered canvas shoes and Yunshan shoe series embroidered canvas shoes.

Through the joint cooperation with major brands, the program has become a model of brand joint marketing.

4. Problem analysis and solution

4.1 Problem analysis

As a new cultural variety show, "Upped New, Old Palace" has not only won high ratings, high click rate, and high scores on multiple platforms such as Douban since its broadcast but also created a new model for the development of cultural variety shows and is widely loved by the public. However, as a brand new cultural variety show, how to strike a better balance between the cultural and creative operation under the new media marketing model and the mission of cultural heritage inheritance has caused certain problems in the application process of the new media marketing model.

After the broadcast of the program, the marketing content with the core of "exploration of the Forbidden City + cultural and creative operation" has been well received by many viewers. But behind the praise, digging into the details, it can't help but see that in this fast-paced new media era, perfect and exquisite content production is valuable. In order to present a richer production and operation process of cultural and creative products, the production team sometimes adopts a more obvious way to show the production of the secret part of the Forbidden City. For example, in the introduction and explanation of a cultural heritage, when the introduction is halfway, it is not explained in more depth and detail, and the operation and production of cultural and creative products are directly undertaken. Or, looking at the part of exploring the Forbidden City from another perspective, when understanding the cultural heritage of the Forbidden City, sometimes the audience can not get a logical and well-arranged content experience but only receive a certain degree of material



patchwork on the presentation of the Forbidden City culture. Such content appears to be a deliberate accumulation of cultural materials and a stop in the process of cultural transmission. This allows the audience who really pay attention to the cultural development of the Forbidden City to understand the culture, often be transformed into the production and promotion of cultural and creative products.

By inviting stars into the real scene of the Forbidden City to explore the mystery, leading the audience to explore the charm of the Forbidden City culture, using the small theater and other eye-catching scenes, it can indeed gain people's attention to the program. However, as a cultural variety show with the background of the Forbidden City, a world cultural heritage with a history of more than 600 years, it should not only set off a temporary new development boom in the cultural and creative industry but also attract the attention of audiences, especially young audiences, through new media marketing models and novel program ideas. It should focus more on the future and expand the pattern. Pay more attention to the inheritance of cultural heritage, and take the inheritance of cultural heritage as the core mission.

4.2 Solution measure

In the form of variety, add novel ideas to let more people understand the cultural heritage of the Forbidden City. However, in the process of using the new media marketing model for promotion and publicity, the program needs to think about how to make a more perfect plan for content production. Adhering to the belief in the inheritance of cultural heritage, the program producers themselves should have a very deep understanding of the Forbidden City culture, carefully analyze the core values behind the cultural heritage, conceive better program content, and carry out more intuitive cultural output. Only in this way can we do a good job of the cultural inheritance, publicity, and promotion of the Palace Museum, and truly let the public have a deep understanding of the palace culture, rather than just get a fleeting experience. The magnificent cultural heritage of the Chinese nation deserves to be admired and remembered by the world, and more importantly, it needs to be protected and passed on by the world to create a new glory of Chinese culture.

With the rapid development of the Internet and new media, under the background of the new era, having high-quality content marketing is really a good new media marketing. In terms of content, the core combing, combined with the characteristics of The Times, adding clever ideas, and presenting a real intention of the program content is what the public yearns for and expects. In terms of the promotion of cultural and creative products, the program has won the attention of a large number of young groups because of its combination of innovative product e-commerce platform, innovative brand co-branding, and other innovative e-commerce marketing methods. However, under the theme of cultural inheritance, it should consider expanding the scope of target customer groups, not stopping at the promotion of young groups, but making it a real cultural variety that men, women, and children enjoy. More civilian and popular elements can be

incorporated into the setting of each link of the program to present a cultural variety with a wider audience base.

Cultural heritage carries the cultural gene of a nation and reflects the spiritual characteristics of a nation. Cultural variety shows should pay attention not to lose their heart and keep in mind the core mission of cultural inheritance; Make a strong contribution to the inheritance of cultural heritage, dig deep into the historical connotation of cultural heritage, and enhance cultural self-confidence.

5. Conclusion and future prospect

5.1 Conclusion

The program "Upped New, Old Palace" uses the production mode of "Innovation +" combined with the Forbidden City, and is broadcast through the star platform of satellite TV and major Internet video platforms, opening up a new link between the audience of the program and the culture of the Forbidden City, so that more young people can understand the culture of the Forbidden City. In the three seasons that have been broadcast, different program modes have been introduced in each season, gathering the developers of innovative products of the Forbidden City, guest artists, students from national design colleges and universities, outstanding young designers, etc., bringing inspiration from the Forbidden City into the design and development of creative products, which not only promotes excellent traditional Chinese culture, but also combines modern thinking. The combination of tradition and modernity has produced many creative sparks. At the same time, the operation mode of "Palace exploration + cultural and creative operation" not only maintains respect for history but also ensures the accuracy of the pursuit of cultural knowledge. Under the mode of new media marketing, it carries out publicity and communication in a form popular with young audiences and has won recognition from many platforms and mainstream media. However, there are still some defects in how to better achieve the balance between cultural and creative operation and the mission of inheriting excellent cultural heritage.

In this era of pan-entertainment, all major satellite TV platforms adhere to the traffic and audience rating as king. However, cultural variety shows are less popular than entertainment variety shows in the same period, no matter in terms of audience rating of seasonal TV variety shows, or in terms of playback volume and popularity of online video platforms. Moreover, cultural variety shows are more difficult to produce and promote. It is necessary to break the restriction of the audience group and avoid the homogenization of the program content. Its content should not be limited to setting off one or a few temporary upsurges in the development of the cultural industry. Therefore, how to make better use of new media marketing model to promote the inheritance and innovation of excellent traditional cultural heritage is worth pondering.

5.2 Future prospect

Cultural variety shows represented by "Upped New, Old Palace" adapt to the development of new media technology, and create unique marketing methods according to their own program characteristics, connect the channels of cultural and creative



product design and consumers, and accelerate the extensive dissemination of the excellent traditional culture of the Forbidden City in the public, thus achieving a win-win situation of cultural inheritance and commercial marketing under the new media model. Effectively and qualitatively promote the sustainable development of traditional culture. As a cultural country with a history of 5,000 years, China has inexhaustible excellent cultural creation materials. When the major platforms create cultural variety shows for the purpose of inheriting excellent traditional Chinese culture, they should conform to the needs of The Times, optimize the program forms, highlight the characteristics of program production, and combine the market needs of the audience to do a good job in word-of-mouth marketing.

The current era is the era of rapid development of the Internet and new media. In the context of the new era, in the face of excellent traditional Chinese culture, the production team of cultural variety shows should combine the characteristics of The Times, find a balance point between tradition and modernity, antiquity and novelty, reputation, and ratings, enrich the social significance of cultural variety shows, and broaden the creative ideas of cultural

quality shows. Marketing should be carried out from forums, blogs, microblogs, video platforms, and other multi-dimensional aspects. In terms of program topics, interactive forms should be chosen on the basis of adhering to the cultural position to improve the quality of programs and the viewing effect of audiences.

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