

# A Study on the Way to Improve Brand Vitality in Xuchang City from the Perspective of New Productivity

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## Abstract

The Three Kingdoms are rich in cultural resources, not only have a large number of historical relics of the Three Kingdoms, but also have a unique regional story of the Three Kingdoms. Under the perspective of new quality productivity, how to better develop the culture of the Three Kingdoms to enhance the vitality of Xuchang city brand. This paper will study the cultivation of cultural industries in the Three Kingdoms, the promotion and marketing of them more effectively at home and abroad, and strive to achieve positive research results in theory and practice.

**Keywords:** new quality productivity, Xuchang, Three culture, urban brand promotion

## 1. Introduction

In September 2023, General Secretary Xi Jinping first mentioned “new quality productivity” during his visit to Heilongjiang Province, proposing to integrate scientific and technological innovation resources, lead strategic emerging industries and future industries. From the perspective of new productivity theory, cultural resources are no longer regarded merely as objects for tourism development; their comprehensive value and developmental functions are greatly emphasized. 1) Economic value: Give play to the “cultural IP” effect of cultural resources, develop cultural and creative industries, derivatives development, etc., and create new economic growth points for cities; 2) Social values: Promote public cultural identity, unite

and unite social consensus, inherit national cultural genes, and strengthen the construction of socialist spiritual civilization; 3) Soft power value: Show the world the unique charm of the city, shape the unique image and brand of the city, enhance the national soft power and international voice; 4) Industrial value: Cultural resources are the root of breeding characteristic industrial clusters, which promote culture with culture and industry, and realize deep integration of culture and economy.

Xuchang has eight characteristics, such as Xuchang is the place where Cao Cao established his great achievements, Xuchang is the source of the history of the Three Kingdoms, Xuchang is the talent pool of Wei Shu Wu.

The core of Xuchang’s “Three culture” is Jian’an

literature. From 196 AD to 220 AD, a series of literary works composed mainly by Cao and his son, including "The Seven Masters of the Jian'an", formed a "Jian'an style", which was different from the society at that time. There are eight tombs in the ancient capital of the Han Dynasty, which is now called the Old Xuchang City, the tomb of Huatuo, a medical pioneer, and the tomb of Zhong Yao, the founder of the Shinto priesthood. The third is the spiritual wealth left to the people of Xuchang by the *Romance of the Three Kingdoms* and folklore. After careful study, the 'Three Kingdoms' is referenced 120 times, with 59 of these instances describing people and events related to Xuchang. The cultural resources of the Three Kingdoms under the new productivity perspective can enhance the vitality of Xuchang city brands through the following paths:

## **2. Industrial Development: The Development of Cultural Industries in the Three Kingdoms**

The Three Culture Industry refers to the industrial form of transforming and integrating the cultural elements of the Three Kingdoms into various cultural products and services. Developing the cultural industries of the Three Kingdoms is of great significance to promote the in-depth development and utilization of the cultural resources of the Three Kingdoms and enhance the vitality of the development of cultural industries in the Three Kingdoms mainly includes the following aspects: (1) Cultural and creative product development. Relying on the hero characters, campaign stories, and ideas of the Three culture, we develop cultural and creative products such as handicrafts, anime products, game entertainment and derivatives to meet the cultural consumption needs of different groups. (2) Development of entertainment industry. Integrate the elements of the Three culture into drama, dance, music and other art forms, plan and launch fine performing arts programs, and create realistic performances and experience programs on the theme of the Three Kingdoms. (3) Building a digital culture. Using new technologies such as virtual reality and augmented reality, the digital scene of the Three culture is constructed, and digital cultural products such as knowledge database, culture education APP, and culture game are developed. (4) Promotion of cultural tourism. To build cultural theme tourism routes, design experiential cultural tourism projects, cultivate

cultural tourism characteristic blocks, and enhance the cultural value-added of cultural tourism products. (5) Cultural exhibition development. Around the theme of the Three culture, cultural festivals, cultural forums, cultural exhibitions and other cultural exhibitions are planned and held regularly to enhance the vitality of the city's culture. (6) Culture-derived consumption. The cultural elements of the Three Kingdoms will be integrated into the consumption fields of catering, shopping, leisure and entertainment, and cultural themed commodities and derivative formats will be extended to meet cultural consumption needs. (7) Cultural branding. Dig for the unique charm of the Three culture, design cultural symbols, cultivate cultural brand image, and strengthen the influence and competitiveness of urban cultural brands.

## **3. Cultural Communication: International and Domestic Promotional Marketing of Cultural Resources of the Three Kingdoms**

Promotional marketing of the cultural resources of the Three Kingdoms is an important means to enhance the cultural influence of the Three Kingdoms and enhance the vitality of urban brands. Only through efficient publicity and promotion can more people come to understand the unique value of the Three culture, so as to attract popularity, capital, industry and other factors to the city, and continue to inject new momentum of urban development.

Xuchang's "Three Culture" has distinct regional and unique characteristics, and at the same time has international character. The promotion and marketing of cultural resources of the Three Kingdoms is divided into two sections, one is domestic marketing and the other is international marketing. The main ways and means of propaganda marketing in the Three Kingdoms are: (1) integrating new media marketing. Make full use of Weibo, WeChat, short video, live broadcast, and other emerging media platforms, and open official accounts to regularly publish cultural information of the Three Kingdoms. (2) Creating a cultural IP. Dig deep into the characters, allusions and other elements of the Three culture, create unique cultural symbols and cultural IP, and enhance the visibility and influence of the Three culture through multi-domain licensing. (3) Organize offline thematic activities. The theme activities, such as the Three Kingdoms Festival,

calligraphy exhibitions, and opera performances, are regularly held, attracting the masses of the people to feel the charm of the Three Kingdoms. (4) Distribution of cultural souvenirs of the Three Kingdoms. Launch philatelic products, commemorative coins, and other cultural derivatives of the Three Kingdoms to integrate into daily life as propaganda carriers and enhance the public's immersive perception of the Three culture. (5) Use of the mass media. With the help of traditional media resources such as television, radio, newspapers and magazines, special programs of the Three culture are broadcasted and influential interviews and reports are organized to expand the coverage and popularity of the Three Kingdoms. (6) Launch of customized tourist routes. According to the needs of different target groups, we design individualized tourism routes such as study, experience and study tours of the Three Kingdoms creating high-quality cultural tourism products. (7) Create an online cultural experience platform. Build a digital venue for the cultural resources of the Three Kingdoms, provide online virtual reality roaming, interactive experience and other services, so that the Three culture can reach a wider audience. (8) Attract real-life endorsements of cultural celebrities from the Three Kingdoms. Invite experts, scholars and cultural celebrities from the Three Kingdoms to visit the scene to explain the reality and collect stylistic writing sessions, fully release the human charm of the Three culture.

The countermeasures of Xuchang's "Three Culture" international marketing suggestions: First, excavate regional cultural symbols and shape cultural image. Regional cultural symbols are the core symbols and essence of local culture. Excavating these symbols helps to refine the connotation of local culture and shape unique cultural image. Xuchang can discover and utilize regional cultural symbols to enhance the international communication power of the Three culture by identifying the representative symbols in the themes of the Three Kingdoms. Xuchang can focus on discovering the historical events of the Three Kingdoms and the cultural symbols of heroes, such as Cao Cao's scarf and Guan Yu's green dragon crescent moon blade, so as to make it an eye-catching target. These unique historical and cultural symbols easily produce recognition in international communication. Explore geographical symbols

in folklore. The folktales of the Three Kingdoms of Xuchang contain rich regional symbols, such as Guan Yu's image of white beard in the white head of the night, which have distinct symbolic meanings from other regions. The traditional arts and folk activities in the Three Kingdoms of Xuchang have deep local characteristics. These intangible cultural symbols are more likely to produce uniqueness in international promotion. Discover representative historical sites and landscape symbols. The unique historical landscape, such as the ruins of the ancient capital of Han and Wei, and the Eight Dragon Tombs, contains rich cultural symbol characteristics. These iconic landscapes will also enhance the recognition of the cultures of the Three Kingdoms. Disseminate works of literature and art based on regional culture. Drawing on the successful examples of literature and art works such as movies, the works of the Three Kingdoms are close to the local characteristics, and the regional symbols can trigger cultural identity. Through the effective excavation of these regional cultural symbols, it can not only refine the essence of the culture of the Three Kingdoms, but also enhance its international dissemination of targeted and attractive.

Second, strengthen cultural exchanges and cooperation and expand international communication channels. To enhance the international communication influence of Xuchang's Three culture, it is necessary to strengthen foreign cultural exchanges and expand various international communication channels. Deepen exchanges and cooperation with other countries where cultures originated. We can conduct regular exchanges with the cities where the Three culture of Japan and Korea originated, and jointly hold Three cultural forums and exhibitions to promote experience sharing. It is also possible to explore joint production of films, dramas and other works, and promote the joint declaration of world cultural heritage. Promote the culture of the Three Kingdoms along the "Belt and Road". Xuchang can make full use of the opportunity of the Belt and Road Initiative to cooperate with the countries along the route and support the distribution of works on the theme of the Three Kingdoms in the "Belt and Road" countries. Expand the dissemination of new cultural media in the Three Kingdoms. Construct the official new media communication matrix, use new

media methods to innovate the Three cultural communication forms, create interactive new media content, and reach young audiences around the world. Deepen the international cooperation and distribution of the Three culture. Domestic and foreign film and television institutions are encouraged to jointly produce films and dramas on the theme of the Three Kingdoms and promote them to the international market. Create a Three cultural venue with international standards. Construction of rich content, complete functions, in line with international standards of the Three culture venues, high-standard exhibitions to enhance cultural soft power. Promote the integration of the Three culture into international cultural education. Development of trilateral cultural teaching materials suitable for different countries, supporting the establishment of relevant international courses, and providing Chinese scholarships to attract foreign students. Deepen international talent exchanges between the Three Kingdoms. Organize high-end international academic conferences, set up a trilateral cultural research fund, and attract international talents to join the trilateral cultural research. By expanding international communication channels in various ways and continuously promoting the “going out” of the Three culture, we can continue to expand its international influence. This requires the government and the private sector to work together to enhance cultural soft power.

#### **4. Talent Introduction: Training and Introduction of Cultural Talents in the Three Kingdoms**

Talent is the fundamental driving force of cultural resource development and urban construction. To give full play to the role of the cultural resources of the Three Kingdoms in promoting the vitality of urban brands, we must pay attention to training and introducing the team of cultural talents of the Three Kingdoms. The first is to strengthen the training of cultural professionals in the Three Kingdoms. Colleges and universities can open Three culture-related majors, such as Three culture research, Three culture heritage protection, etc., systematically cultivate complex Three culture talents. At the same time, we will increase the training of graduate students of Three culture and create talents in theoretical research and discipline construction. Vocational colleges can establish

Three culture tourism, Three culture creative design and other majors, to train practical Three culture practitioners. The second is to promote the cultural literacy of working practitioners. For the existing cultural and educational institutions, tourism departments and other units, regular training on the cultural knowledge and skills of the Three Kingdoms, improve cultural literacy and service awareness, and better utilize the cultural resources of the Three Kingdoms. Third, the introduction of high-end talents from the Three Kingdoms at home and abroad. By establishing the Three Culture Research Institute and offering senior talent allowances, we aim to attract experts, scholars, and valuable intellectual resources in the field of Three culture to Xuchang to teach and work. At the same time, it is necessary to make full use of the human resources of the overseas Chinese community, and to widely embrace the cultural research professionals of the Three Kingdoms at home and abroad. Fourth, the training and introduction of cross-border complex cultural talents of the Three Kingdoms. The development of cultural resources requires cross-border integration of innovative ideas and composite talents. We should attract talents from design, art, science and technology, set up interdisciplinary teams, encourage the integration and innovation of culture, science and technology, art and other fields, and train a group of innovative talents. The fifth is to play the role of the masters of the Three culture. They are invited to participate in the top-level design of the exploitation and utilization of the cultural resources of the Three Kingdoms, and serve as special teachers for cultural courses. Six is the innovative talent training mechanism. Explore flexible and diverse talent training models, such as school-enterprise cooperation and order customization, to promote industry-academic cooperation. Build a talent training base to provide a practical platform for students. Promote the system of job title evaluation and recruitment of cultural talents of the Three Kingdoms, and establish a systematic career development channel.

#### **5. Institutional Guarantees: The Three Cultural Protection and Inheritance Policies**

Formulating reasonable policies, regulations and systems is an important measure to promote the effective protection and inheritance of cultural resources of the Three Kingdoms and give full play to the role of promoting urban brand



vitality.

First of all, we must establish and improve the legal and regulatory system for the protection of cultural resources in the Three Kingdoms. We will revise and improve local regulations concerning cultural relics, heritage, and cultural industries, adding specific provisions for the protection of the Three cultural resources to establish a systematic and comprehensive legal framework. Secondly, a special cultural resource protection plan for the Three Kingdoms should be formulated. Formulate a comprehensive plan for the protection of cultural resources in the medium and long term, scientifically assess the value of resources, rationally determine the scope and focus of protection, deploy funds, staffing and other factors. Third, the establishment of the Three cultural resource property rights system. Clearly define the ownership and use rights of cultural resources in the Three Kingdoms, transfer cultural resource property rights reasonably under the premise of protection, and stimulate the enthusiasm of all sectors of society to invest in protecting cultural resources. Public cultural resources can be managed through methods such as government purchases of services, allowing social forces to participate actively in their protection. In addition, improve the supervision mechanism of cultural resources in the Three Kingdoms. Establish administrative departments and institutions to coordinate and coordinate cultural resources protection-related work; establish digital cultural resources management information system to realize dynamic monitoring. At the same time, we will build a Three cultural resource protection and inheritance system. We will strengthen the research and development of the Three cultural theories, train high-level talents, support communities and non-governmental organizations to carry out trilateral cultural study activities, promote and popularize trilateral cultural knowledge.

Finally, we will establish an incentive mechanism for the protection of cultural resources in the Three Kingdoms. Encourage and support social funds to be invested in cultural protection undertakings of the Three Kingdoms, and fully mobilize the enthusiasm of all sectors of society to protect cultural resources through supportive policies such as tax reduction and financial subsidies.

The cultural resources of the Three Kingdoms

are a treasure trove of Xuchang cultural resources, which has irreplaceable significance to the vitality of the city brand. This paper analyzes the key role of the cultural resources of the Three Kingdoms in promoting the vitality of Xuchang city brand, and scientifically discusses the ways and countermeasures to transform cultural resources into urban brand value. At the same time, it also provides lessons for other regions on how to give full play to their cultural resource advantages and create dynamic and characteristic urban brands.

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