

An Exploration of Brand Image Communication Channels for State-Owned Enterprises in the New Media Era (Postprint)

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Abstract

Brand is an intangible asset capable of generating value for enterprises, and its image constitutes the characteristic manifestation of the brand as well as consumers' cognitive attitudes toward the enterprise's products and services. To achieve better development, enterprises must strengthen their corporate image communication. In the current new media era, information communication has begun to exhibit new characteristics. The original brand image communication methods of state-owned enterprises are no longer adapted to the needs of the public and their own development. Against this backdrop, this paper first analyzes the new characteristics of information communication in the new media era, and then further explores the communication pathways for the brand image of state-owned enterprises.

Full Text

Preamble

Title: Exploring Communication Paths for State-Owned Enterprise Brand Image in the New Media Era

Abstract: Brand is an intangible asset that can generate value for enterprises, and brand image represents the characteristic expression of the brand, reflecting consumers' cognitive attitudes toward a company's products and services. To achieve better development, enterprises must strengthen their corporate image communication. In the current new media era, information dissemination has begun to exhibit new characteristics. The traditional brand image communication methods of state-owned enterprises no longer meet the needs of the public or their own development. Against this backdrop, this paper first analyzes the new features of information dissemination in the new media era, and then further explores the communication paths for state-owned enterprise brand image.

Keywords: new media era; state-owned enterprises; brand image; communication paths

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With the application and popularization of new technologies, the methods and channels of information dissemination have become increasingly diversified, ushering the public into the new media era. So-called new media refers to media forms that utilize technology to provide more personalized content for the public and enable equal communication between information disseminators and receivers, including both online media and offline digital media formats. In the current environment, corporate brand image communication has become particularly important, and how to leverage the communication advantages of new media to achieve effective shaping and dissemination of state-owned enterprise brand image has become a new research topic. This paper will discuss the main characteristics of information dissemination in the new media era and the specific communication paths for state-owned enterprise brand image, aiming to provide effective theoretical reference value.

1. New Characteristics of Information Dissemination in the New Media Era

To effectively utilize new media and identify new paths for brand image communication, state-owned enterprises must first gain a thorough understanding of new media and recognize the challenges they face in this new era.

1.1 Decentralization

In the new media environment, interpersonal interactions have become more free, no longer dominated by one party or centered on the self, but rather presenting a decentralized multi-party communication model. Information disseminated through this approach becomes faster and more timely. State-owned enterprises must adapt to this unique interactivity and the timeliness of information dissemination characteristic of the new media era.

1.2 High Degree of Autonomy and Participation

New media is continuously changing the pattern of information transmission, as the identities of information disseminators and receivers begin to overlap. Compared with the passive information reception of the past, people now more actively publish content themselves or directly participate in discussions, demonstrating a high degree of autonomy and participation in information dissemination. State-owned enterprises must also seize this characteristic and transform their passive position in information dissemination.

1.3 Personalization

In the new media era, information has become more diversified, and information recipients generally obtain relevant information based on their own interests while pursuing personalized content. Therefore, state-owned enterprises must also consider this factor when conducting brand image communication and implement personalized dissemination strategies.

1.4 Diversification

New media exhibits obvious spatial characteristics in both time and space, which enables it to present diversified features and achieve compatibility among different cultures, communication forms, and methods. Consequently, state-owned enterprises can also employ diversified means for their brand image communication.

2. Analysis of Brand Image Communication Paths for State-Owned Enterprises in the New Media Era

2.1 Transforming Mindsets and Strengthening External Communication Efforts

State-owned enterprises have long adopted traditional and conservative management approaches, with their publicity work concentrated primarily internally. Although institutional reforms have transformed them into open management models, brand image communication remains a weak point. Compared with internal publicity, their external communication and exchange are immature, lacking perception of external needs and public opinion, and may even generate adverse effects on their brand image. Therefore, to effectively conduct brand image communication in the new media era, state-owned enterprises must first transform their mindsets and gradually change their thinking and habits regarding brand communication to better align with the development characteristics of the new media era.

2.2 Implementing Online Brand Image Communication

Thanks to internet development, the primary channels through which the public obtains information in the new media era are online platforms and search engines. Implementing online brand image communication allows state-owned enterprises to effectively utilize these methods to enhance brand and image recognition, awareness, and dissemination capacity. On one hand, corporate websites serve as important carriers for online brand communication. State-owned enterprises can build their own websites as windows for external display to conduct online dissemination of a positive brand image. On the other hand, online advertising has become an effective and well-known advertising format that promotes corporate products and images through electronic information.

State-owned enterprises can also utilize online advertising for brand communication, achieving broader dissemination and deeper brand image penetration.

2.3 Maintaining Brand Image Through Online Channels

In the new media era, information sources are complex, and corporate image can easily be affected by negative information in addition to positive coverage. Moreover, modern online information spreads more rapidly, and its direction is difficult to control, making the consequences hard to estimate. Therefore, internet communication has a significant impact on corporate brand image, and enterprises must strive to avoid substantial negative effects. In such situations, enterprises often need to employ public relations to maintain their brand image, and the internet has gradually developed into a new channel and method for corporate PR. State-owned enterprises also operate in this environment and should establish crisis awareness, promptly using online press conferences, websites, or social media accounts to effectively maintain their brand image.

2.4 Achieving Brand Image Communication Through News Marketing

News has become an important part of public life and continues to deepen its influence. Regarding news events, people are no longer mere passive recipients but can become participants and discussants. This sense of participation has increased public attention to news events, which cover broad areas and possess strong information dissemination power. Therefore, while ensuring authenticity and collective interests, state-owned enterprises can effectively leverage valuable news events and the public interest and attention they generate to conduct news marketing. By utilizing the diversified communication methods of news, they can disseminate brand image and guide public attention toward the enterprise's products and services. This approach can rapidly expand brand awareness and establish public recognition and praise for the brand image.

2.5 Enhancing Interactivity Between Brand Communication and Audiences

Brand is an important intangible asset for enterprises, and its ideal formation and dissemination effects cannot be achieved in a short time; they are built upon consumers' own understanding and perception of the corporate brand. Therefore, in the process of state-owned enterprise brand image communication, the focus should not be on pursuing brand recognition and awareness through various means in a short period. Instead, enterprises must fully consider consumer needs and psychology, strengthen interaction between the state-owned enterprise brand and consumers, and complete the process from enterprise-to-consumer communication to consumer-to-consumer dissemination, thereby further enhancing brand reputation and achieving long-term brand communication effects. Enterprises must genuinely prioritize consumer needs in their brand communication work, emphasize interactivity between brand and information

communication, and generate interactive relationships. For example, one state-owned brand has used online live streaming to showcase products and services, allowing consumers to ask questions in real time and participate in discussions and practical actions regarding brand communication, enabling them to voluntarily further disseminate brand image and information. Only in this way can enterprises truly achieve success in brand communication, win public trust, and enhance consumer recognition of their brand image.

2.6 Continuously Innovating Brand Communication Channels

Facing the rapid development of network and information technology, the content and characteristics of the new media era will be further enriched and innovated in information dissemination. Therefore, state-owned enterprises must integrate existing brand image communication methods, conduct systematic and in-depth research on new media, and continuously improve their brand communication management capabilities. State-owned enterprises can establish an online-offline integrated brand image communication model with synchronous two-way implementation to achieve broader reach and higher frequency. Additionally, they can effectively leverage their original internal publicity advantages for external brand image communication, creating a comprehensive three-dimensional communication network combining print media, digital media, online media, and mobile networks. Finally, by utilizing their unique resources and advantages as state-owned enterprises, they can form a multi-dimensional and integrated innovative brand image communication system that transforms existing public perceptions of state-owned brand images.

3. Conclusion

Considering the current new media era context and the continuous development of information communication technology with its emerging new characteristics, this paper proposes that state-owned enterprises can conduct brand image communication primarily through the following approaches. First, transform the fixed mindsets of state-owned enterprises by channeling their existing internal publicity strengths toward external brand image communication and strengthening their understanding and grasp of the new media era. Second, fully utilize the influence and speed of online platforms to deliver targeted, precise, and personalized real-time information to target audiences through corporate website construction and online advertising, thereby enhancing state-owned enterprise brand image recognition and awareness. Third, effectively guard against potential negative impacts of online information dissemination in the new media era, make adequate preparations, and similarly leverage its communication characteristics to guide and maintain the brand image of state-owned enterprises. Fourth, integrate marketing methods closely with people's life scenarios, using news events and topics of public concern to generate consumer interest and attention. Simultaneously, strengthen communication with target audiences through deep interaction, shaping brands and exploring demand through con-

tent marketing. Finally, state-owned enterprises can also integrate their existing resources to construct a comprehensive, multi-level network for corporate brand image communication. Combining these approaches can effectively achieve the goal of state-owned enterprise brand image communication in the new media era.

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