

Analyse the influence of "cultural and creative + blind box" mode on the commercialization of Chinese traditional culture IP

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Abstract. In recent years, with the rise of modern culture and the integration of global culture, the development of traditional culture has been a great impact. In order to make more and more people be attracted by traditional culture, the development of commercialization of traditional culture IP has become an inevitable trend and necessary means, and the mining and operation of traditional culture IP has also become an important topic of traditional culture units. As one of the most important commercial elements of cultural brands, Chinese creative products. The success of cultural innovation plays an important role in the commercialization of cultural IP. With the rise of the popular play culture and the popularity of the blind box in recent years, some cultural and travel organizations have followed the trend and started to make use of the dividend of the blind box economy to create the traditional cultural and creative play blind box. Based on the discussion of the marketing concept of cultural and creative blind box, this paper will study the influence of the mode of "cultural and creative + blind box" on the commercialization process of traditional culture by analysing the development status and future prospects of the commercialization of traditional culture IP and the feasibility of the marketing model of "cultural and creative + blind box".

1 Introduction

Since China put forward the reform and opening up policy, the trade between China and Western countries has been increasing, and the Western culture has been pouring in. As China's economy lagged behind the West at that time, many novel things and open minds did not appear in China, so when this unprecedented new culture appeared in the public eye, many people were deeply attracted, especially the young people. Fresh culture and rapid economic growth have opened the eyes of the Chinese people. People have higher and higher incomes, spend more and more on entertainment, and the single social life has gradually become richer. Under such circumstances, the position of traditional culture in people's hearts has been shaken by Western culture, the teapot in people's hands has been gradually replaced by coffee, the music they like has changed from opera to European and American music, and the modern art exhibitions have replaced visiting museums. Some people even only celebrate Western festivals and ignore some traditional festivals and customs. The space for the development of Chinese traditional culture in modern civilization is shrinking day by day, and it is quite common for young people to be enthusiastic about foreign culture [1]. However, in recent years, with the continuous development of China's economy and the continuous promotion of its inter-national status, the country gradually realized the importance of traditional culture to the Chinese nation, and began to increase the publicity and promotion of traditional culture. China has

a history of five thousand years, and our ancestors have left many cultural treasures. These treasures are the crystallization of the wisdom of generations and need to be passed on and protected. Many traditional cultural units tried their best to let more and more people to understand and fall in love with traditional culture. However, as the pace of life continues to accelerate, people pursue fast and short-term fast-food culture, and even many people cannot calm down to watch a movie or a book in its entirety. Traditional Chinese culture is often obscure, and it takes a long time for people to have a certain understanding of it through traditional media. In this era of pursuit of speed, the transmission and popularization of traditional culture needs to inject fresh blood. Therefore, a single publicity and promotion cannot make traditional culture stand out in the current cultural environment. In order to improve the influence of traditional cultural IP in the cultural market, it is necessary to combine "text" and "business", and it is particularly important for some representative traditional cultural IP to carry out commercial reform.

2 Current situation of commercialization of traditional cultural IP

IP is the abbreviation of "intellectual property", originally meaning intellectual property, while in the field of culture, IP refers to cultural works with certain popularity and influence, and suitable for secondary

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adaptation and development on the basis of the original. In the current context of China, cultural IP is not only some literature, film and television works with their own flow, but also some representative national treasures and cultural relics and monuments have become important cultural IP. If these traditional IP want to achieve successful commercialization and enhance cultural influence, it is particularly important for the transformation and development of some high-quality IP. In the long and splendid history of China, the cultural treasures left by our ancestors can be said to be countless. Therefore, Chinese traditional culture has a huge potential market in the process of combining "literature" with "commerce". Under the global e-commerce model, with Chinese traditional culture as the quality content, core support from the source and a large number of solid fans, the product has been connected with a commercial chain under the operation of commercial capital, thus discovering huge commercial value [2]. At present, the most successful Chinese traditional culture enabling business belongs to the Palace Museum. The reason why the Palace Museum stands out in the complex and changing cultural market is not only the profound connotation of IP itself, but also the profound understanding of the IP operation of cultural museums. Cultural and creative products of museums are the organic unity of culture and commodities [3]. The so-called cultural creation refers to cultural creativity. On the premise of having a wide audience and a series of cultural themes, cultural enterprises adopt innovative ways to transform culture creatively [4].

As one of the first cultural institutions in China to realize the importance of combining culture with commercialization, the Palace Museum began to increase the mining and operation of cultural IP in 2013, and launched a series of design competitions such as "Bring the Palace Home". These activities have helped the Palace Museum discover many talented designers, and also provided the Palace Museum with new ideas for IP innovation. Many creative cultural and creative products have become popular on the Internet. In addition, documentaries and variety shows on the theme of the Palace Museum have also been appearing in front of the audience, gaining the attention of many young fans. For example, there is a variety show called "New Forbidden City", which invites some famous stars to explore the Forbidden City together with the experts in the Forbidden City and find some elements in the Forbidden City according to the corresponding theme. Finally, students from professional design schools will complete a creative design. This program not only makes the cultural creation of the Forbidden City more famous, but also lets more people know the history of the Forbidden City. This series of measures not only greatly improved the influence of the IP of the Forbidden City, but also improved the realization ability of the IP of the Forbidden City. This year, the sales volume of the cultural innovation of the Forbidden City reached as much as 600 million yuan. It shows that the Palace Museum has made some progress in the innovation of cultural and creative products and the promotion of traditional culture IP.

3 Analysis of the development trend of blind box economy

With the born of "Generation Z", more and more people are crazy about the blind boxes [5]. Blind box refers to the toy box that consumers cannot know the specific product style in advance, which has random properties. One of the stimuli to their buying a blind box is curiosity [6]. Only when the consumer opens the blind box in person can they know exactly what style they have. As the purchasing process is full of unknowns, the stimulus of this uncertainty encourages consumers to make repeated decisions, which makes people feel addicted for a time, and thus promotes the rapid rise of the blind box economy. Many companies see the prospect and future of this new entertainment consumer goods, have joined the blind box market. Blind box economy has become the most popular in the capital market, attracting a lot of funds and investment. In recent years, in the capital market, many A-share listed companies have begun to layout the blind box market. One of the most popular blind box brands named POP MART generated 8.18 billion yuan in sales in the first half of 2020 [7]. The current size of the blind box economic market is about 15 billion yuan, and it is expected to exceed 30 billion yuan by 2021 [8].

Blind box economy is a typical non-functional consumer product and once consumers have aesthetic fatigue for this kind of goods, it will be a big blow to blind box brands. Therefore, the core of its industrial chain is commercial development around IP, and "blockbuster" products are constantly launched through co-naming popular IP and signing original designers. Although the development of the blind box economy has brought huge market dividends, there are also some problems in the blind box market at the present stage. According to the survey, the blind box consumer group is mainly concentrated in the young people born after 1995 and female players of blind boxes account for 75%, with young people aged 18-29 years old (58%) as the main consumer group [9]. In addition to the use value of the goods themselves, consumers generally pay more attention to the psychological satisfaction and sense of achievement brought by purchasing goods [10]. This kind of customers usually have no rational concept of consumption, the psychology of seeking novelty and comparison will make them addicted to this. If the number of addicts is high, the reputation of the brand launching blind box products will be affected to some extent, and some consumers will have a negative view of them. Therefore, many people believe that for the negative impact of blind boxes, especially on teenagers, parents and schools need to strengthen the education of teenagers, and the government should also strengthen the supervision of the market. In January 2022, the Shanghai Municipal Administration for Market Regulation formulated and issued the Compliance Guidelines for Blind Box Business Activities in Shanghai, marking the first red line in the blind box industry in China. Therefore, in the future, the country will introduce more and more national laws and regulations for the blind box

economy, so that the whole blind box market can develop healthily in the legal track.

4 The advantages and disadvantages of "Cultural creativity + blind box" mode

4.1 Advantages

The combination of cultural and creative products with cultural and creative brands has promoted cultural creative IP and cultural connotation to a certain extent. In particular, the blind boxes launched by some cultural and tourism organizations such as museums can not only spread history and culture well, but also bring more development ideas to the cultural tourism and cultural and creative market. With new ways to promote the popularity of traditional IP, so that traditional IP is no longer old-fashioned, attract more young fans around the world, so that traditional culture with new vitality. The marketing model of "cultural and creative + blind box" can greatly increase the sales of traditional cultural and creative industries, and usher in new opportunities for the once ordinary cultural and tourism industries. In 2022, Sanxingdui Museum has launched an "archaeological blind box" cultural and creative products, which is different from ordinary cultural and creative blind boxes. It hides the products in the soil. In the process of opening the blind box, consumers need to personally experience using tools to dig them out, so that people can experience the joy of archaeology, and thus have an interest in cultural relics and culture. Soon after the launch of this series, it was swept away by consumers. It sold 360,000 pieces in just 10 months, bringing tens of millions of dollars in profits, showing the effect of 1+1>2. After the series of blind boxes became popular, it not only brought the topic heat and economic benefits to Sanxingdui Museum, but also made more young people understand and fall in love with the cultural connotation of the museum, thus promoting consumers to make their next consumption. Nowadays, with more than 4 million fans under its official account, Sanxingdui Museum has become one of the most popular museums for tourists. It can be said that cultural and creative blind box is a successful attempt to expand the influence of traditional cultural IP and achieve commercialization, which has a certain positive influence. Cultural and creative blind box plays an important role in both the social influence of traditional cultural units and the commercialization of traditional cultural IP.

4.2 Disadvantages

In the era of "everything can be blind box", although the blind box economy has brought dividends to all walks of life, but due to the chaotic consumption, many negative news also emerge in an endless stream. There are many cases showing that many teenagers are addicted to the blind box because their minds are not mature, and they

keep buying the blind box to get the hidden designs they want to own. Some children even have argument with their parents because they are addicted to the blind box and it has affected their studies. After this negative news appeared, the market supervision department increased the attention to the blind box market, once the phenomenon of random purchase will be stopped. However, in essence, the blind box mode is to use people's curiosity and addiction mechanism to stimulate consumers to consume, but with the passing of time, people's curiosity of the blind box will decline and the appeal of the blind box to consumers will also decrease, so the desire to buy the blind box will be reduced. Once people's consumption desire and curiosity for blind boxes decrease, the sales of cultural and creative blind boxes will also be affected. In addition, with the gradual improvement of laws and regulations related to the blind box economy, more and more irrational purchases of blind boxes will gradually decrease. Although this will contribute to the more benign development of the blind box market, it will also reduce the popularity of blind boxes. Another point is that although the blind box economy is still in the growth stage at this stage, the popularity of the blind box among consumers has decreased. Therefore, the growth peak of the blind box economy may be about to reach, and the help to the commercialization of cultural and creative IP may decline.

5 Conclusion

In general, the mode of "cultural and creative + blind box" has successfully brought new development opportunities and new creative ideas for the traditional culture industry. By combining the blind box economy with traditional IP, it speeds up the process of IP commercialization, improves the IP cash ability, and at the same time makes many young people feel the charm of traditional culture in the blind box of cultural and creative industry. People who used to think that traditional culture means a departure from fashion are gradually changing their views and being attracted by the charm of Chinese culture again and again. At the present stage, the blind box economy is still in the stage of rapid development, but with the gradual improvement of the regulatory system of the industry and the slowing down of consumers' curiosity hunting, the growth rate of blind box is bound to decline. At that time, the advantages of "cultural innovation + blind box" may no longer be prominent, and cannot bring long-term effective benefits for traditional IP. Therefore, for traditional cultural IP, the mode of "cultural creation + blind box" is a successful attempt. However, in order for IP to go on the road of commercialization for a longer time, traditional cultural units must make progress as time goes by, develop their strengths and avoid their weaknesses. Only by constantly looking for new business opportunities, combining traditional cultural IP with the new era, continuous innovation and research and development can we further help traditional cultural IP go further on the road of commercialization.

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