

## Exploration in Younger Cultural And Creative Products in The Internet Age

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### Abstract

Recent years, more and more products of its IP, which can make many financial wealths. Xi'an, a city which has more than 600 years history, should make good use of these historical value to let more people know this period of history and spread the city. It's a good way to gain amount of economical benefits. This article mainly talks about some well-known cultural and creative goods in Xi'an. Pointing out pros such as good combination of cultural and goods and cons like too high barrier of history background between cultural and creative goods and consumers. This report Find some ways to solve the negative part in these goods.

### Keywords

internet; media platform; IP; construction about cultural and creative products in the city; celebrity;

### Introduction

Background information to introduce specific problem under study and describes your approach to the existing questions. All abbreviations should be defined on first usage and be consistent throughout the manuscript.

With the rapid development of short video platforms such as TikTok , Kwai(an app which is similar to TikTok) and Weibo live

broadcast, various cities have been constantly creating and improving cultural resources and articles with the help of these modern technological means, thus producing many products with high added value. For example, Xi'an's "Tang tumblers", "Tang"series, "warriors of the city wall" series and other literary and creative products, which are both young and trendy and full of historical and cultural heritage, break into young people's vision with their own symbol property, and gradually form the "web celebrity city design" in young people's hearts.

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Firstly, literature research method. Collecting report from TikTok company to analyze the portion for different age level of consumers, which help writer to find the tendency of “more and more young consumers”; secondly, field method. The author went to xi’an “yongxing fang”, a house lived by a general in Tang dynasty, and made a n interview for some visitors who went to this landmark. Collected information to analyze the popularity of historical knowledge background among tourists.

## **Results&Discussion**

In the Future, under the background of connectivity world, the extension of product will expand; the industry, commerce, tourism and sports fusion development will become a new direction. There will have some new trends of development of the industry and some transformation such as "culture plus technology", "culture and tourism", "culture plus financial" mode will become more and more popular. The IP created by the creative and cultural goods will be more vital. A steady stream of new economy development will cause the formation of cross-border fusion, coexistence and co-prosperity of modern cultural creative industry development situation.

### **1. Cultural and creative products have their own "maverick" attributes**

Cultural and creative products have their own "maverick" attributes. Take the Tang Dynasty “Lady Tumbler” in xi’an as an example, who has Tang Dynasty makeup. In order to shake hands with the "Lady Tumbler" and dream back to Tang Dynasty at the scene, people queued in a long line. The topic of "The Tumbler of the Tang Dynasty" and the tag called “*#Please Give Me Your Hand#*” has been viewed billions of times in TikTok, the average daily reading volume exceeds 150,000 person-times. Additionally, the "brush

cake”(Shaped like a writing brush, it's actually a dessert made of sugar and flour) is another cultural and creative product that is popular throughout the country in Xi 'an. The Brush part of the cake is made by a well-known restaurant chefs in Xi’an, when you see it distinctly, it is like really brush tip. This food is popular with many Chinese and foreign backpackers. With their words which are "eating a bite of food out of the Shaanxi history of three thousand years”. Cultural and creative products are completely different from the unique attributes of tourism products, it is based on history and culture, through the context the repackaging of social planning, breaking the existing patterns and ideas of the people deeply rooted. We should connect "young modern" and "historical classic”, and built a communication bridge between produce and spread the story of a new era of new, gives it a new era of cultural meanings, Chinese revolution products many unique characteristics that can not only rooted those spirits in the young heart but more can realize the double value of brand and economic effect.

### **2. To create cultural and creative products that meet the needs and keep pace with The time.**

WeChat, Weibo, TikTok, live broadcast and other platforms quickly became popular with a batch of cultural IP and cultural and creative products with traditional Chinese cultural symbols. In 2018, the official WeChat promoted news entitled "palace lipstick will be launched soon! Within 48 hours, orders for "Lipstick from the Palace Museum" exceeded 3,000 people. After this, the IP of the Palace Museum became an instant hit, at the top of the online consumption museum IP. What’s more, the joint products were sold out in an instant.

In 2018, C-trip’s vice President, CFO XiWei navigation in the speech mentioned the change of the data, showing the change of our country

tourism consumer groups: young people under the age of 29 proportion rose to 50% from 30% previously, users under the age of 35 accounted for 70%, after the consumption of our country's tourism market main body from 70 to 80 after gradually shift to 00 even after 90 (Figure 1).

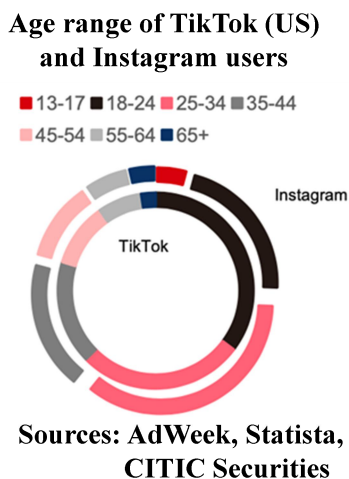


Figure 1. The Age Range Of TikTok (US) and Instagram Users.

Under the background that the consumption subject is getting younger gradually, the product quality and product deeper meaning seems to be unable to achieve the goal that disseminating history and culture. Take xi 'an yongxing fang (Tang dynasty Wei Zheng general house) of "cast bowl of wine" as an example, under the "the ancient city of xi 'an" background: the ancient city walls, yongxing lane, Piles and piles of broken bowl, drink wine with the sight from onlookers, exaggerated throwing action constitute the unique consumption scenarios. However, in interviews with a large number of visitors, we found that nearly 70 percent of visitors do not know why the bowl of wine set up here. They just want to drink wine together with their brothers or friends and smash the bowl in the eyes of many onlookers. They shoot a short video of ten seconds to satisfy their little vanity. And it also

leads to a degree of waste. For another example, some cultural and creative brands require consumers to master certain historical and cultural knowledge, which leads to a weak sense of experience and a high threshold for consumers to understand, which makes them unable to close the distance with young consumers. As a result, cultural and creative brand building is far from meeting the needs of young consumers.

In the Internet generation, therefore, how to dig, shape, and carry the essence of traditional Chinese history and culture at the same time, and constantly pursuing new and changes to make agree with the demand of the young is a significant test for all cultural and creative products.

### 3. How to make a nice "Cultural IP" that is easy be accepted and produce more economic profits?

A "phenomena-level" cultural and creative product is not a simple copy of historical and cultural elements, but a goods of mining, producing and exporting unique forms, stories and values. It is an organic combination of cultural values, and youth. It is not only a tourism cultural product, but also a city, or even a country in the field of cultural industry a demonstration of comprehensive capabilities. So how to make cultural and creative products stand out among many homogeneous products?

First of all, the detailed positioning. If the audience is modern young people, then the brand concept should be younger, the content should be more life-like, the form of expression should be unique and novel, and fully cater to the aesthetic taste of modern young people. Some cultural and creative products can add a certain historical background, so that young people can understand the history and culture in consumption. Secondly, multi-directional joint publicity should be carried out through a wide

range of media platforms, such as TV media, physical surroundings and network platforms, so as to shape the brand image of cultural and creative products and enhance brand communication. Third, to increase product interaction. In particular, some of the food and non - life cultural products. They have the characteristics of mutual interaction with consumers. For example, "Tang Tumbler" and "Brush cake", the former one can increase interaction with the audience through the performer in the thrumming, so as to feel the ancient style of the ancient capital, the latter can strengthen the interaction of the process of serving and guide consumers to eat in a variety of ways to enhance the sense of interaction. Finally, attention should be paid to the offline experience of cultural and creative products to deepen the attention of young consumer groups to cultural and creative brands through diversified and vivid sensory experience.

Future, under the background of connectivity, and the extension of product expands, and industry and commerce, tourism and sports fusion development will become a new direction and new trend of development of the industry and the transformation in "culture + technology", "culture and tourism", "culture + financial" mode, the article creates the IP will be for the vitality of a steady stream of new economy development, formation of cross-border fusion, coexistence and co-prosperity of modern cultural creative industry development situation.

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