

CULTURE MARKETING – CHINA – 2023

As cultural marketing enters a more advanced stage, consumers are not satisfied with mere novelty experiences but rather seek meaningful connections with brands. Brands must demonstrate how their products and services reflect cultural values and incorporate lifestyle messages to communicate their core values.



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Report Content

EXECUTIVE SUMMARY

- Key issues covered in this report
- Definitions
- Overview

The market

- Market factors
- Key trends in marketing activities

The consumer

- Consumers seek emotional sustenance through various cultural topics
 - Graph 1: interest in emerging culture, 2023
- Guochao has entered a stage that requires depth rather than breadth
 - Graph 2: attitudes towards Guochao, 2023
- Chinese traditional cultural elements each have their own characteristics to appeal to different demographics
 - Graph 3: cultural elements associations, 2023
- Emphasising national pride and social responsibility can help to enhance corporate culture likeness
 - Graph 4: influential factors in corporate culture, 2023
- The marketing matrix with launching limited editions, sponsoring variety shows and artistic store decorations helps reach most consumers
 - Graph 5: activities to enhance brand perception, 2023
- Culture marketing can help enhance consumers' sense of belonging
 - Graph 6: attitudes towards cultural marketing, 2023

Issues and insights

What we think

THE MARKET

Market factors

- Policy support promotes the development of the cultural industry
- Technological advances and digitalisation further help improve the online cultural experience
- Consumers are embracing the 'new Chinese' lifestyle
- Culture serves as a source of comfort in the face of persisting anxiety

Marketing activities

- International luxury brands win the market by incorporating authentic interpretation of Chinese traditional culture into their designs
- Comprehensive knowledge of Chinese traditional culture is essential
- Successful cultural marketing success stems from interpreting the meanings and associations of the culture...
 - ... and creating compelling stories to promote the culture
- Local time-honoured brands use art and sustainability as a means to bridge the generation gap
- Incorporating art elements helps to rewrite Huili's brand image
- Grasping young groups with art moves
- JNBY committed to spreading the message of sustainable fashion
- Local brands crafting upon 'oriental aesthetics' to stand out against competition
- Gufeng/traditional elements were employed as a new Chinese style
- Telling cultural stories is a long-term investment, and a way to bring communities together
- Aesop creating stronger bonds with the brand's fans through literature
- DOCUMENTS reaches more consumers with public services
- Incorporating 'localism' into community operation to add novelty feelings
- Brand marketing may take advantage of public excitement for live entertainment experiences
- Brands with a common vision can work together
- Spread the brand concept through podcasts

THE CONSUMER

Interest in emerging culture

- AI technology is the most popular cultural topic
 - Graph 7: interest in emerging culture, 2023
- The 80s and 90s generations are pursuing 'urban outdoor' lifestyles...
 - Graph 8: interest in emerging culture – outdoor activities/sports, by generation, 2023
- ...and hope to find emotional sustenance
 - Graph 9: interest in emerging culture, by age, 2023
- Guochao is still on the trend
 - Graph 10: interest in emerging culture – Gufeng/traditional arts and crafts, by generation, 2023

Attitudes towards Guochao

- There is scope for Guochao development to better satisfy the wealthy and the young
 - Graph 11: attitudes towards Guochao – current development, by age and monthly personal income, 2023
 - Graph 12: attitudes towards Guochao – product designs, by age and monthly personal income, 2023
- Time-honoured brands' development has earned praise in the past years
 - Graph 13: attitudes towards Guochao – choice of domestic brands, 2022-23

Culture Marketing – China – 2023

- Domestic brands are ready to join the high-end party
 - Graph 14: attitudes towards Guochao – perception of domestic brand products, by age, 2023
- International brands may play more on their featured foreign folklore
 - Graph 15: attitudes towards brands' origination, 2022-23
 - Graph 16: attitudes towards international brands' localisation, 2022-23

Chinese traditional cultural elements associations

- Chinese traditional cultural elements each have their own characteristics
 - Graph 17: cultural elements associations, 2023
- Young consumers are particularly attracted to Chinese herbal medicine culture
 - Graph 18: cultural elements associations – culturally rich, by age, 2023
- Men and women have distinct views regarding 'what is feminine'
 - Graph 19: cultural elements associations – suitable for female, 2023

Influential factors in corporate culture

- Owning national pride ranks top to improve brand affinity
 - Graph 20: influential factors in corporate culture, 2023
- Young people appreciate uniqueness and creativity, while the elders prefer reliability

Activities to enhance brand perception

- Limited edition comes first, and is particularly attractive to high earners
 - Graph 21: activities to enhance brand perception, 2023
- Applying a marketing matrix with limited editions, sponsoring variety shows and artistic offline store decorations
- Interactive campaigns can help strengthen engagement with the young urban elites
 - Graph 22: activities to enhance brand perception, by gender, 2023
 - Graph 23: activities to enhance brand perception, by age, 2023

Attitudes towards cultural marketing

- Cultural marketing can help enhance consumers' sense of belonging
 - Graph 24: attitudes towards cultural marketing, 2023
- Women are more likely influenced by cultural stories
 - Graph 25: attitudes towards cultural marketing, by gender, 2023
- Traditional cultural elements have the potential to go high-end
 - Graph 26: interest in emerging culture, by willing to pay more for cultural elements, 2023

ISSUES AND INSIGHTS

- Culture marketing communication should be crafted to tell not only concepts but also lifestyles
- Art is a new means to bridge consumers and brands
- Seeing cultural heritage from a modern perspective helps brands resonate with consumers

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- Methodology

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