

Digital Design and Promotion of Derivatives of Bengbu Time-honored Brands

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Abstract

In the digital age, the core development proposition of Bengbu's time-honored brand is to seize digital opportunities, respond to transformation challenges, and achieve sustainable development through innovation and digital integration. Digital technology provides a new path for it to break through geographical limitations, expand online markets, and enhance influence. Social media and digital tools help with cultural dissemination and user experience upgrades; However, issues such as brand aging, insufficient innovation, and intensified competition have also forced it to make digital design and promotion its core strategy. The article emphasizes that time-honored brands need to leverage 3D modeling, VR/AR, and other technologies to empower product innovation while preserving their cultural connotations. By combining social media marketing, cross-border cooperation, and offline experiential activities, a diversified promotion system can be constructed to achieve the dual goals of brand culture inheritance and market competitiveness enhancement. This is not only an inevitable choice to address the challenges of the times, but also a key path to rejuvenate.

Keywords

Time-honored brands; Derivative product design; Digital promotion

1. Overview of Bengbu time-honored brands

As an important part of the art of the Dunhuang Mogao Grottoes, the Dunhuang algal well pattern spans multiple historical periods, with rich and distinctive content, like a living art history book. Algae well pattern of the center of the square well is its visual focus, often through the geometric division method of construction, such as equilateral triangles, squares, rhombuses, etc., these geometric shapes to give the pattern of the regularity, stability of the visual experience, reflecting the ancient craftsmen on the deep understanding of mathematics and aesthetics. For example, in the Tang Dynasty algal well pattern, the square center square well creates a solemn and atmospheric visual effect through the symmetrical layout. And the decorative elements such as *Lonicera japonica* show a unique development trajectory in the evolution of the algal well pattern. Early patterns influenced by Buddhist culture,

abstract symbols to convey religious teachings; later with the changes of the times, into the natural world of flowers and plants, birds, animals, people and other elements, so that the pattern is more life atmosphere and artistic infectivity, such as the Song Dynasty algal well pattern, *Lonicera japonica* and other elements intertwined to form a vivid picture. Bengbu's time-honored brands are an important carrier of Huai River culture, covering multiple fields such as catering and medicine, such as Xueyuan snacks, intangible cultural heritage pear paste candies, Tongyuan Mao, Shiliangdao Orthopedics and other well-known brands. They are not only symbols of urban memory, but also reflect Bengbu's historical position as a cultural center and commercial hub of Huai River, and have three core values: firstly, the value of dynamic inheritance, such as Shiliangdao Orthopedics, which is still practicing medicine and seeking medical treatment today; Secondly, it is the value of urban memory. Traditional food such as snow garden Yuanxiao (Filled round balls made of glutinous rice-flour for Lantern Festival) carries the taste memory of several generations; Finally, industry drives value, and intangible cultural heritage products such as pear paste sugar are becoming new business cards for cities, driving the development of related industrial chains. After a century of development, Bengbu's time-honored brands have continued to radiate vitality through four dimensions: skill inheritance, commercial innovation, cultural cohesion, and people's livelihood services. In terms of skill inheritance, they have preserved and developed traditional crafts; In terms of business innovation, brand upgrading and industrial transformation have been achieved; In terms of cultural cohesion, it has become an important symbol of urban cultural identity; In terms of livelihood services, a large number of job opportunities have been created to serve local communities. These time-honored brands have jointly written an epic of urban development that integrates commercial value and cultural heritage.

These old and famous brands in Bengbu, whether it is food and beverage, medicine and health care, daily necessities, or beverages, all carry the historical and cultural memory of Bengbu, with unique regional cultural characteristics and brand value. They are not only witnesses to the commercial development of Bengbu, but also inheritors and disseminators of Bengbu's regional culture.

2.Opportunities and Challenges of Bengbu's Time-honored Brands

The digital wave has created unprecedented opportunities for Bengbu's time-honored brands. On the one hand, the online market has vast potential for expansion. E-commerce platforms such as Taobao and JD.com help them break through geographical limitations and sell specialty products such as snacks and pastries nationwide and even globally, significantly enhancing brand awareness and influence. On the other hand, social media has become a new battlefield for promotion. Through WeChat, Tiktok and other platforms, time-honored brands can direct-

ly interact with consumers, publish brand stories, craft displays and other content, and effectively enhance brand stickiness. For example, the release of short videos of traditional food production in Tiktok can quickly attract attention and spread. Meanwhile, digital technology empowers brand innovation. Big data analysis can accurately insight consumer preferences, guide product development and marketing optimization (such as improving dishes for time-honored restaurants); Artificial intelligence (intelligent ordering, customer service) improves efficiency and experience; Virtual reality technology can immerse the display of historical culture and craftsmanship, enhancing brand charm.

However, Bengbu's time-honored brands also face severe challenges. The core issues are brand aging and insufficient innovation. Some brand images and products are considered outdated by young consumers, such as traditional packaging design for daily necessities, leading to a decline in market share. Overreliance on traditional models, unchanging dishes or products, lack of keen insight into market demand changes and innovative investment, leading to customer churn. The difficulty of digital transformation is another key challenge. Comprehensive transformation involves upgrading technology, talent, and management, but many enterprises lack relevant talents and experience, and are unable to focus on e-commerce and social media marketing. In addition, the large amount of capital required for transformation puts pressure on weaker old brands. The intensification of market competition and weak brand protection also pose a threat. The influx of domestic and foreign brands intensifies competition, and if issues such as trademark infringement and brand impersonation are not handled properly, it will damage reputation and long-term development. Therefore, Bengbu's time-honored brands urgently need to seize opportunities, overcome challenges, and achieve sustainable development through innovation and digitization.

3. Digital Design Method for Derivatives of Bengbu Time-honored Brands

3.1. Principles of Digital Design

When designing digital derivatives of old and famous brands in Bengbu, preserving the cultural connotation of the brand is the primary principle. Bengbu's time-honored brands have undergone years of accumulation and contain rich historical and cultural values. This is the soul of the brand and the core basis for derivative product design. For example, the design of derivatives of "Xueyuan Snack Bar" can dig into its nearly 100 years of brand history, and present the story of the founder Zhang Chengwen's creation of four color Yuanxiao (Filled round balls made of glutinous rice-flour for Lantern Festival) with wine, muddy soup and large bowl of fresh meat Wonton in the form of digital illustration or animation in derivatives packaging, online publicity pages or digital interactive display, so that consumers can deeply feel the profound cultural heritage of the brand when they contact deriv-

atives, and help time-honored brands to inherit their culture.

The principle of putting user experience first is equally indispensable. In the design process, it is necessary to fully consider the needs and usage habits of consumers, and use user experience design methods and tools to conduct research and testing. For online derivative sales platforms, it is important to ensure a simple and clear interface, as well as convenient and smooth operation. By optimizing the product display page and using high-definition images, vivid descriptions, and 360 degree panoramic displays, consumers can fully understand the details of derivative products; At the same time, simplifying the shopping process, reducing tedious operational steps, improving payment security and convenience, and providing consumers with a high-quality shopping experience.

The principle of innovation can inject new vitality into design, while the principle of adaptability ensures the wide applicability of design. On the basis of retaining traditional elements of the brand, modern design concepts and technologies are introduced for innovation. For example, "Wanjiu" can develop wine utensils with intelligent interactive functions, which can be connected to mobile apps to provide consumers with rich information, attract young groups, and enhance the brand's sense of fashion and technology. With the development of mobile Internet, digital design of derivatives needs to have a good responsive design, adapt to computers, tablets, mobile phones and other different devices, and optimize the page layout and functions after full compatibility testing, so that consumers can browse and buy at any time.

3.2. Digital Design Process

The digital design process is the key to ensuring the quality and effectiveness of derivative designs for Bengbu time-honored brands, and requirement analysis is its starting point. This stage requires in-depth research to comprehensively understand the brand's history, culture, positioning, target market, and consumer needs. Taking time-honored food and beverage brands as an example, information on consumers' preferences, functional requirements, price acceptance range, and other related products such as snack gift boxes and cooking seasonings can be collected through online and offline surveys, consumer interviews, and focus group discussions. At the same time, similar competitors can be analyzed to identify their own advantages and differentiated competitive points, providing a basis for subsequent design.

Based on the results of the requirements analysis, we enter the creative ideation stage. Designers should fully unleash their creativity and combine the unique elements of Bengbu's time-honored brands to propose diverse design concepts and solutions. When designing derivative products of "Old Huaibin" snacks, inspiration can be drawn from its traditional snack types, unique production techniques, store history and cultural characteristics of Bengbu. Cartoon images based on classic snacks can be conceived to create cultural and creative products such as keychains

and phone cases. Alternatively, a digital recipe app containing cooking tutorials for specialty snacks can be designed and sold with seasoning packs. Through brainstorming, sketching, and other methods, creative ideas can be transformed into specific solutions.

Prototype production and testing optimization are the key follow-up steps in the process. Prototype production is the process of transforming creative ideas into visual design prototypes, using digital design tools such as Adobe Illustrator and 3DMAX to create 2D or 3D models. For example, when designing cultural and creative products for "Lao Huaibin", using Illustrator to draw cartoon image vector graphics, processing them into renderings in Photoshop, or using 3DMAX to create 3D models of store 3D puzzles for communication and feedback. In the testing and optimization phase, the prototype is subjected to various tests, inviting target consumers to conduct usability testing, collecting opinions on product functionality, operation, and other aspects, while conducting compatibility testing. Based on the results, optimization is repeated until the best effect is achieved.

3.3 Application of Digital Design Technology

In the digital design of derivative products of time-honored brands in Bengbu, 3D modeling technology can bring three-dimensional and realistic presentation effects. Through 3D modeling, highly realistic product models can be created, clearly displaying product details and structures. When designing specialty food packaging, this technology is used to accurately shape the shape, texture, and color of the food, allowing consumers to intuitively feel the appearance of the food through the 3D images on the packaging; Interactive virtual display spaces can also be designed, such as creating a virtual restaurant scene called "Tongyuan Mao Restaurant". Consumers can enter through their mobile phones or computers and browse the restaurant environment, dish displays, and even simulate ordering and dining processes in a 360 degree manner, enhancing their sense of participation and experience.

Virtual reality (VR) technology can provide consumers with an immersive brand experience. With the help of VR devices, consumers can immerse themselves in the historical culture and production techniques of Bengbu's time-honored brands. For the Shiliangdao Orthopedic Hospital, VR applications can be developed to allow consumers to visit the hospital's historical exhibition hall in a virtual environment, learn about its heritage stories, ancestral secret formulas, and unique orthopedic techniques. The interactive function of VR technology can also simulate and experience simple orthopedic treatment processes, increasing brand awareness and trust. In terms of tourist souvenir design, famous attractions in Bengbu can be combined with time-honored brands to create a VR experience project of "visiting Bengbu's ancient streets and tasting time-honored cuisine", bringing tourists a new tourism experience.

Augmented reality (AR) technology can overlay virtual information on the basis of the real world, achieving an interactive experience of virtual real fusion. Applying

AR technology in derivative packaging design, consumers can scan specific patterns on the packaging with their mobile phones to create virtual animations, videos, or interactive games related to the brand. For example, this technology was used on the packaging of Yuanxiao (Filled round balls made of glutinous rice-flour for Lantern Festival) in the "Snow Garden Snack Department", and the animation demonstration of the production process of Yuanxiao (Filled round balls made of glutinous rice-flour for Lantern Festival) and the story introduction of its founder, Zhang Chengwen, were popped up after scanning, so that consumers can deeply understand the brand culture. In addition, AR technology can also be used to develop offline interactive activities, such as setting up AR treasure hunting games with time-honored brands as the theme in commercial centers or tourist attractions, attracting consumer attention and increasing brand awareness and influence.

4. Digital Promotion Strategy for Derivatives of Bengbu Time-honored Brands

4.1. Social media promotion

In the digital era, social media is an important position for brand promotion. Bengbu time-honored brands need to use WeChat, Weibo, Tiktok and other platforms to carry out brand promotion, product promotion and user interaction to enhance their popularity and influence. Among them, the WeChat user group is huge, and the brand can build an official official account to regularly publish brand stories, product features and other content, such as the "Snow Garden Snack" to release Yuanxiao (Filled round balls made of glutinous rice-flour for Lantern Festival) production video, introducing the recipe and cooking skills; You can also organize online lottery, message interaction and other activities, such as giving coupons for "Sharing Stories with the Snow Garden" to enhance user stickiness; Weibo has fast dissemination and strong interaction. Brands should timely release new products, promotions, and other information, and create topics based on hot topics and regional culture, such as the "Tongyuan Mao Signature Cuisine Selection"; You can also collaborate with food bloggers to expand brand awareness through their influence; Tiktok is suitable for creative short videos to show the design and use of derivatives. It can also broadcast goods, invite inheritors to tell brand stories, and enhance trust.

4.2. E-commerce Platform Promotion

E-commerce platforms are important channels for consumers to shop, and old brands in Bengbu should settle on platforms such as Taobao and JD.com to optimize operations and increase product sales and brand awareness. Taobao stores should pay attention to decoration and page design, such as "Anhui Wine" adopting a classical style, integrating regional and brand elements, using high-definition images and detailed descriptions on product pages, optimizing search keywords, and using tools such as direct traffic for precise promotion; JD Logistics is of high quality and

has a good user experience. After the brand settles in, it should make good use of its logistics advantages, establish a professional customer service team to handle inquiries and complaints in a timely manner, actively participate in promotional activities such as 618 or cooperate to carry out super brand days to enhance visibility. At the same time, it should pay attention to data analysis and user feedback, providing a basis for product optimization and marketing strategy adjustment.

4.3. Cross border cooperation promotion

Cross border cooperation can integrate resources to achieve win-win results. Bengbu time-honored brands can cooperate with the cultural and tourism industries to expand channels and enhance their influence. Among them, cooperation with the cultural and creative industries can inject cultural creativity into derivative products, such as "Baigenzhu Fried Goods" joining forces with cultural and creative brands to integrate Bengbu landmarks and customs into packaging. They can also develop stationery and other cultural and creative products, such as "Old Huaibin" themed keychains, to attract audiences through cultural and creative channels; Bengbu has abundant tourism resources, and time-honored brands can cooperate with scenic spots to set up experience stores, such as setting up a "Snow Garden" store in Longzi Lake scenic area for tourists to taste and purchase. They can also cooperate with travel agencies to design "time-honored brand cultural tour" routes, allowing tourists to deeply understand the brand and increase exposure and reputation.

4.4. Offline Activity Promotion

Offline activities can provide intuitive experiences and enhance the connection between consumers and brands. Bengbu time-honored brands can attract attention and enhance their influence through new product launches, cultural exhibitions, experiential activities, etc. The new product launch event should be carefully planned, with the theme highlights determined and experts, media, etc. invited to participate. For example, the "Anhui Wine" launch event has a wine tasting section to allow participants to experience the charm of the product, and trial and on-site sales can also be arranged; Cultural exhibitions can showcase the brand's history in all aspects, such as showcasing the old packaging and tools of "Unity Brand Soap", setting up interactive areas for consumers to experience traditional skills, inviting inheritors to give lectures, and enhancing the brand's cultural value; Experience activities can allow consumers to experience the charm of derivative products, such as the culinary experience of "Snow Garden", the handmade experience of "White Root Column Stir fry", and the parent-child activities of "Peace Dairy", which can enhance consumer identification, promote sales, and enhance competitiveness.

5. Conclusion

Digitization plays an important role in the development of Bengbu's time-honored

brands that cannot be ignored. It breaks the limitations of time and space, enabling time-honored brands to reach consumers more widely and enhance brand awareness and reputation. Through digital design and promotion, time-honored brands can better meet the needs of modern consumers and enhance their market competitiveness. Digital technology also provides strong support for the innovative development of time-honored brands, promoting the inheritance and innovation of brand culture, and enabling time-honored brands to radiate new vitality and energy in the new era. Looking ahead to the future, in the context of the digital age, Bengbu's time-honored brands have broad development prospects, but also face many new challenges and opportunities, requiring continuous exploration and innovation to achieve sustainable development.

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