

Explore the Culture Brand Management Strategy of New Media From Li Ziqi's Return to "Continuous Hot"

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"Li Ziqi" is not only a Chinese girl, but also a cultural brand of new media with certain international influence. Currently, she has more than 20 million fans on the YouTube platform. In July 2021, she stopped making works, and then gradually faded from the public eye. Until November 12, 2024, she released her new work "Carved Lacquer With Hidden Flowers, Carrying Auspiciousness!" For a while, the whole network was boiling, netizens rushed to tell each other, the video has been played more than 100 million times, and she easily returned to the "top of flow rate". In today's ever-changing world, why does her work continue to be popular after she stopped working for 1,200 days? The way of management is worth thinking about. This paper analyzes the Weibo comments data of her first work of comeback, to explore the cultural brand management strategy of new media.

Keywords: Li ziqi, cultural brand, management strategy, new media, flow rate password

Introduction

A brand is the difference between each product launched in the market, and is also an identity for the company (Razak et al., 2020). With the advent of the digital economy era, the relationship between consumers and brands is changing. The mode of marketing, especially the paradigm of brand management, also needs to be adapted to the new changes (Li, Shi, Wang, & Xia, 2023). New media cultural enterprises are typical market players in the digital economy era, and their brand management models or strategies are worth exploring. At present, there are lots of studies on the culture brand management of new media (Chen, Long, S. Xing, & Y. Xing, 2024; Jacobson, 2020; Hossain & Kibria, 2024). "Li Ziqi" is a cultural brand with certain international influence. She has 27 million followers on China's Weibo platform and 20.7 million on the international platform You Tube. CNKI shows that there are many articles exploring "Li Ziqi" from the perspective of "cultural communication", but few from the perspective of "the cultural brand management of new media". In today's ever-changing flow trend, it is a miracle that she can quickly return to "the top of flow rate" after a three-year break. Her "continuous popularity" is closely related to the successful brand management strategy, which is worth analyzing and exploring in order to provide some reference significance for the culture brand management of new media.

Data and Method

Li Ziqi's works are mainly disseminated in China through Weibo, Tik Tok, Kwai, Little Red Book, Bilibili, and in the international network, mainly through You Tube, Facebook, Twitter, Tik Tok, and so on. In view of

the fact that Weibo is the first important platform used by Li Ziqi at the beginning of her creation, the dynamics of Weibo have witnessed her growth process, and Weibo is also an important platform for information dissemination in China. Therefore, this study uses the data of Weibo platform selecting the video work “Carved Lacquer With Hidden Flowers, Carrying Auspiciousness!” released on November 12, 2024. The release of this work marks the “comeback” of Li Ziqi, and it is also a work that helped Li Ziqi return to the “top flow”. The video has been viewed 150 million times, reposted 171,000 times, commented 135,000 times, and liked 1.95 million times on Weibo. From November 20 to 24, 2024, the author conducted manual browsing in the “Popular comments” area, and after three rounds of repeated screening based on factors such as content richness and like recognition, the author finally got 51 different comments from netizens, totaling about 4,000 words. The “theme induction” method was used to analyze the data and explore the “culture brand management of new media” strategy from the perspective of Li Ziqi’s fans. The results of the study showed that the key information was mainly reflected in the following six aspects.

Brand Management Strategies

Insist on Consistent Quality, the Cornerstone of Brand Success

The quality of works is the key to the culture brand management of new media, which determines whether the brand can develop in the long run. The reason why Li Ziqi brand is “lasting prosperity” and she can “return to the top of flow rate” after stopping for three years is that the core factor lies in working with heart, willing to work hard, paying attention to every detail with excellence, and ensuring the quality of works as always. Fan “Short Zhou Xun” made an in-depth comment: This issue work contains a profound lesson, from the selection of lacquer work, to the metaphor of the overall video, the structure of the picture, etc., which all are the embodiment of Li Ziqi’s aesthetics. Any screenshots can be made wallpaper, which are so beautiful as to leave one speechless! In addition, there are many sayings about the Kirin looking back, “Kirin looks back, don’t need to worry about anything”, “Kirin looks back and all diseases will disappear”; I think Ziqi must hope that grandma can be safe and auspicious, all the best. What a heart! (2024-11-12 16:30, From Hunan). This comment has been liked more than 18,000 times. Quality adhere to the high-end route is not only the beauty of the picture, but also the connotation is more important. High-quality works are the combination of deep connotation and intoxicating picture.

Recite Idyllic Poetry, Brand Unchanged Style

The “land of peach blossoms beyond the world” described by Tao Yuanming is the mind habitat that countless people dream of, and it is also a spiritual pursuit that transcends the “earthly self” psychologically. In real life, it is difficult to get in touch with the “land of peach blossoms beyond the world”. But in Li Ziqi’s works, the “beauty of peach land” could be seen everywhere. The works transmit the “idyllic poems” life that countless netizens yearn for. Li Ziqi is that reclusive girl, and also a beauty of recite poetry. Reciting idyllic poems is a constant and unique style of Li Ziqi’s works. Fan “Ke Ke’s Travel record” wrote with heart: Li Ziqi came back, like light into the heart of countless people looking forward to. She is the embodiment of pastoral poetry, showing the beauty of traditional culture with every gesture. Her return is the unfolding of picture scroll. Those familiar pictures seem to reappear. She lets the world see the beauty of the countryside and the charm of traditional skills. Her return is like a stream moistening the soil of culture, continuing to write the legend with love, so that people can find tranquillity and respect of mind (2024-11-13 13:15, From Sichuan).

Spread Chinese Culture, Brand Bright Background Color

Li Ziqi's works tell the stories of people's daily life and spread excellent traditional Chinese culture. The works show the beauty of the ancient country culture of the east from a smaller perspective, whose deep roots in cultural context embody the harmony between human and nature through spreading Chinese philosophy of living, which is the distinguishing feature of the brand. "Advanced Mi Sister" has commented: My child has been watching your works with me for as long as he can vaguely remember for a little. We used to hold each other and watch each work. I drank a little wine beside, and my kid watched the video intently, which was a very warm and sweet time for us. In the years since you stopped updating your work, we have often missed and looked forward to you. Thank you for giving my kid a very clever lesson and inadvertently implanted the genetic code of traditional Chinese culture into their brain and blood (2024-11-12 19:11, From Jiangsu). The display of traditional lacquer art in "Carved Lacquer With Hidden Flowers, Carrying Auspiciousness!" is a good example.

Deep Spiritual Healing, Brand Unique Efficacy

Li Ziqi's works, in the eyes of many fans, are a good medicine for us when we are depressed and in the trough, which have invisible power to disperse inner anxiety and unease and can heal a broken heart, having unique perception and value. Therefore, everyone always likes her and expects her. A fan name "Life Compound Interest Journey" talked it out: Thank you for always trying to live out that you want in heart. I remember that time in September 2019, when my emotions were at their lowest, I could not find a purpose in life, and my daily self-doubt and internal friction had made me unable to do anything. When I saw your video on Weibo at that time, I felt the power and beauty of living in the moment from you. Thank you for always being there, love you, also love yourself! (2024-11-13 12:45, From Hunan) Li Ziqi shows her beauty and conveys a positive and optimistic attitude towards life, nourishing her fans to "love themselves" when their life is at a low point.

The Core Competitiveness of the Brand Is Difficult to Copy and Replace

The core competitiveness of Li Ziqi brand is undoubtedly the "unsubstitutability" that her works bring to the public. "Fish Head Xiaoqi" said: Sister Qiqi, in the days when you were away, I found a lot of substitutes, but I always felt a little less flavor. For a long time, I was afraid that you would not return any more. Until you appear again, at that moment I know that some people and some things are really irreplaceable, because we used to love so much. Thank you Qiqi sister, originally, that simple and unadorned have never left me. It feels so good to get it back after lost (2024-11-13 23:28, From Zhejiang). In the three years since Li Ziqi left, some fans have tried to find "substitutes", but found that substitutes always lack the taste of the past. That kind of taste is the unique aesthetic style, positive values, and excellent traditional Chinese culture conveyed by Li Ziqi. It is the "Li Ziqi brand" shaped by the integration of multiple factors, which is difficult to be replaced by others.

The Public Expects to Return, and the Brand Continues to Have Influence

Li Ziqi brings beauty to the public; the public misses and cannot forget her. They have been looking forward to her return and works. This longing and expectation stems from the irreplaceable nature of the Li Ziqi brand over the years, as well as its continuous appeal and influence, which is the recognition of countless netizens for her series of works. This emotional long-term expectation is an indispensable factor for the new work to rise to the "top of flow rate" again, which is given by the continuous influence of Li Ziqi brand. Although she has

stopped updating for three years, a large number of high-quality works in the early stage have been playing a leading role in the brand on various platforms. “Lazy Out of Grass” tearfully wrote: I thought I was wrong, and the moment my special attention jumped out I thought I was wrong. Directly a whole hot blood straight to the top of the skull, tears rolled down from my eyes. Long time no see Li Ziqi, we are always waiting for you, we always believe in you, you finally came back (2024-11-12 16:34, From Zhejiang). This comment, with hot tears of anticipation, has been liked more than 8,000 times.

Conclusion

Li Ziqi’s quality management of works has achieved “consistent quality”, which is now the same as three years ago. Striving for excellence is the cornerstone of brand success. Unique in the content and style management of the works, it has always delivered “idyllic” and “Chinese culture”, rich in connotation, attractive and desirable, forming a unique aesthetic style of the brand, as well as a distinct oriental ancient culture background. In terms of the viewing function and audience experience of the work, it is a kind of “spiritual healing”, which stabilizes our panicked hearts and gives us the power of positive sunshine, which exceeds the viewing value of ordinary video works. The core competitiveness of Li Ziqi brand is “difficult to replace”, which is shaped by multiple factors such as the quality of works, the value delivered, the audience experience, and the unique aesthetic style, which is difficult to replicate. The brand had a significant influence in the early stage, and accumulated a large number of fans. What’s more, the early videos have been playing a brand effect for the three-year break and even produced a lot of new fans, which is largely due to the core competitiveness—difficult to replace, so “looking forward to return” is more widely expected. Although there is only one Li Ziqi in the world, Li Ziqi can easily return to the “top of flow”, and the above management experience is also worth learning from, especially to help shape the culture brand of new media.

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