

Case Name

The Palace Museum Cultural and Creative Product Promotion

Theory

New Product Development; Public Relations; Co-Branding

Keywords

IP; Pop-up Store

Background information

Due to the lack of correct direction in product positioning and marketing strategies, the sales of products in the Palace Museum could have been better. In 2012, the Palace Museum began using the Internet to provide online sales services and background information for tourists and released related information on social media. In 2013, inspired by the popular tape products of the Taipei Palace Museum, the Palace Museum initiated cultural and creative product competition from the public, opening the road of brand rejuvenation marketing of social media marketing.

Marketing strategy

1.The Palace Museum launched a new series of souvenirs, full of creativity from product to copy design. For example, the image of Emperor Qianlong of the Qing Dynasty is vividly depicted, making people feel that he is a lovely friend around him; several small cats in the Palace Museum are also designed as important IP-Palace Museum Royal Cats. The product design of the Palace Museum fully personalizes daily necessities and consumables such as tape, lipstick, scarves, and calendars; the catering products of the corner tower coffee shop are also combined with traditional culture, launching Palace Museum limited ice cream and coffee.

2.Public relations and cross-border marketing. The Palace Museum invited some superstars such as Deng Lun, Yang Mi, and Sun Li to participate in related activities, increasing the popularity of the Palace Museum and bringing high traffic. At the same time, it cooperated with Internet companies such as Alibaba to narrow the distance between consumers and traditional culture. It even went out of the Palace Museum and collaborated with McDonald's to open a pop-up store in Guangzhou, spreading Chinese traditional culture.

Outcomes

The Palace Museum integrated the elements of the Palace Museum into cultural and creative products, which are both innovative and functional; it integrated traditional culture into contemporary craft production, leading the trend and enhancing the artistic value of products. Today, the official account of the Palace Museum has more than 6.19 million fans and considerable influence. From the initial reading volume of only four digits, it has transformed into multiple explosive tweets with more than 100,000 reposts, forming a good reputation of "Palace Museum products must be boutique."

Challenges/Reflection

As a state-owned enterprise, the Palace Museum cooperates with third-party companies in the research and development of market operations. The process of product updates and promotion intervals would be shorter to be more conducive to improving brand image.

案例名称

故宫博物院文创产品促销

理论依据

新产品开发；公共关系；跨界营销

关键词

IP；快闪

背景资料

由于故宫博物院在产品定位和营销策略上没有找到正确的方向，导致产品的销售并不理想。2012年，故宫博物院开始尝试利用互联网为游客提供在线销售服务以及产品相关的背景信息介绍等，并在社交媒体发布相关的资讯。2013年，受台北故宫的网红胶带产品的启发，故宫博物院第一次面向公众征集文化产品创意，开启社会化媒体营销的品牌年轻化营销之路。

营销策略

1. 故宫博物院推出全新纪念品系列，从产品到文案设计充满创意。例如，将清朝皇帝-乾隆的形象描绘的活灵活现，让人觉得他是身边的一个可爱朋友；故宫里的几只小猫也被设计成了活灵活现重要IP-故宫御猫。故宫博物院的产品设计将胶带、口红、丝巾、日历等生活必需品和易耗品充分个性化；角楼咖啡店的餐饮产品也与传统文化结合，推出了故宫限定冰淇淋和咖啡。
2. 公共关系以及跨界营销。故宫博物院邀请了邓伦、杨幂、孙俪等明星参与相关活动，提升了故宫的话题热度，也带来了极高的流量。同时，与阿里巴巴等互联网公司合作，拉近消费者与传统文化之间的距离。甚至还走出故宫，在广州进行跨界和麦当劳合作快闪店，同时也传播了中国传统文化。

成果

故宫博物院将故宫的元素融合在了文创产品之中，兼具了创意性和功能性；把传统文化融入到当代工艺制作中，引领潮流的同时也提升了产品的文化价值。如今的故宫博物院官方账号拥有超过619万粉丝，影响力巨大。从最初的阅读量只有4位数，转变成成为多篇转发量超过10w+爆款推文，形成了“故宫出品，必属精品”的良好口碑。

挑战与反思

作为一家国有企业，故宫博物院在进行市场经营活动时是和第三方公司合作研发，产品更新的流程和推广间隔时间长，不利于品牌形象的提升。

The Palace Museum Cultural and Creative Product's photos:



Figure 1. The Palace Museum online shop best-selling product- Cloud and Crane pattern tape (https://www.sohu.com/a/358882628_197613)



Figure 2. The Palace Museum & McDonald's Pop-up Store (https://www.mafengwo.cn/gonglve/ziyouxing/291252.html?mfw_chid=9861-287732589)

Reference list:

- The Palace Museum online shop best-selling product- Cloud and Crane pattern tape, digital image, viewed 17 May 2023, < https://www.sohu.com/a/358882628_197613 >
- The Palace Museum & McDonald's Pop-up Store, digital image, viewed 17 May 2023, < https://www.mafengwo.cn/gonglve/ziyouxing/291252.html?mfw_chid=9861-287732589>