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Applied research of service system design for Chinese culture brand strategy

The porcelain brand Mantingfang in Jingdezhen as an example

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ABSTRACT

The Chinese civilization has a long history, it's extensive and profound. However, today China's cultural industry is not as strong as other countries. In the competition of cultural industries, the main force is cultural brand. Therefore, cultural brand is one of measurement standards of cultural power, and one of driving forces for promotion of cultural industry. Nowadays China puts forward "cultural power" strategy to promote cultural and creative industries upgrading, and encourage qualified enterprises listed. China's future focuses on creativity, innovation and refinement. Thus, facing this time opportunity, building and promoting cultural brand is the only way to develop cultural industry.

Meanwhile, the consumption model of today is changing from the blind fast-food consumption to a rational reasonable consumption, then gradually transiting to the emotional consumption. Under the pressure of fast-paced work and life, more and more people have spiritual needs of life, and start thinking which kind of lifestyle is really the one for their own. Under such situation, brand should have a profound cultural background, which can meet consumers' spiritual demands, guide their consumer psychology and advocate a positive, healthy and sustainable life.

This study applies the service system design as a method for Chinese cultural brand strategy. Service design is an interdisciplinary approach that offers great value for entrepreneurs and innovators in the field of services. Brand strategy is not for a product, but for a service, for how to build a brand completely, scientifically and comprehensively. This paper will experimentally apply the method of service design, follow the principles, consider all the stakeholders' requests, make an iterative working process, and put it into the effect. The object of study is the porcelain brand planning for "Mantingfang" in Jingdezhen. The paper aims to combining the modern scientific methods and traditional craft culture, observing the effect of applying service design method in cultural brand strategy and promoting the Chinese culture industry. Chinese culture should stand up, and go out.

Key Words: Chinese culture, lifestyle, brand strategy, service system design, "Mantingfang", Jingdezhen

ASTRATTO

La civiltà Cinese ha una storia lunga, ampia e intensa. Tuttavia l'odierna industria culturale Cinese non è forte quanto quella degli altri Paesi. Nella gara tra le industrie culturali la forza principale è giocata dal marchio culturale. Di conseguenza il marchio culturale è uno strumento per la misurazione del potere culturale, e una spinta verso la promozione dell'industria culturale. Al giorno d'oggi la Cina propone una strategia di "potere culturale" per promuovere lo sviluppo di industrie culturali e creative, e per incoraggiare aziende qualificate. Obiettivi futuri della Cina sono la creatività, l'innovazione e lo sviluppo. Perciò, di fronte a questa nuova opportunità, l'unico modo per potenziare l'industria culturale è creare e sostenere il marchio culturale.

Nel frattempo, l'attuale modello di consumo si sta evolvendo dal cieco consumo "fast-food" ad un consumo più razionale ed equilibrato, passando gradualmente per un consumo emozionale. Sono sempre più persone che sono sotto pressione per i ritmi di lavoro e di vita frenetici che hanno un bisogno spirituale di tornare alla vita, e che iniziano a chiedersi quale sia lo stile di vita che realmente gli si addice. In questa situazione il marchio dovrebbe avere un profondo background culturale che possa incontrare la domanda spirituale dei consumatori, guidare la loro psicologia ed esortarli ad uno stile di vita positivo, salutare e sostenibile.

Questo studio applica il "service system design" come metodo per la strategia di marchio culturale Cinese. Il service design ha un approccio multidisciplinare che offre grandi opportunità ad imprenditori e pionieri nell'ambito del servizio. La strategia di marca non è applicabile ad un prodotto, bensì ad un servizio, per dare vita ad un marchio in modo completo, globale e rigoroso. Questo articolo applicherà in modo sperimentale l'approccio che si ha nell'ambito del service design, seguendo principi guida, tenendo conto delle richieste degli attori principali, svolgendo un processo di lavoro iterativo e rendendolo effettivo. L'oggetto di studio è la progettazione di un marchio di porcellane per "Mantingfang", Jingdezhen. L'articolo mira a combinare i moderni metodi scientifici con la tradizionale cultura artigiana, osservando gli effetti che si possono ottenere applicando i metodi propri del service design alla progettazione di un marchio culturale, e promuovendo l'industria culturale Cinese. La cultura Cinese dovrebbe mettersi in piedi e farsi vedere.

Parole chiave: cultura Cinese, lifestyle, strategia di marca, service system design "Mantingfang", Jingdezhen

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FRAMEWORK

1

Applied framework of service design for Jingdezhen porcelain brand

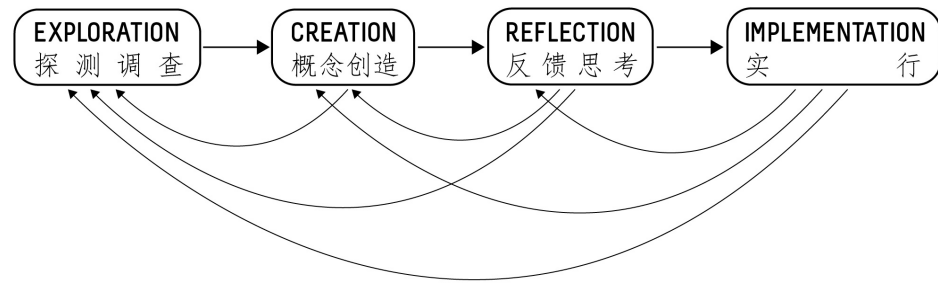
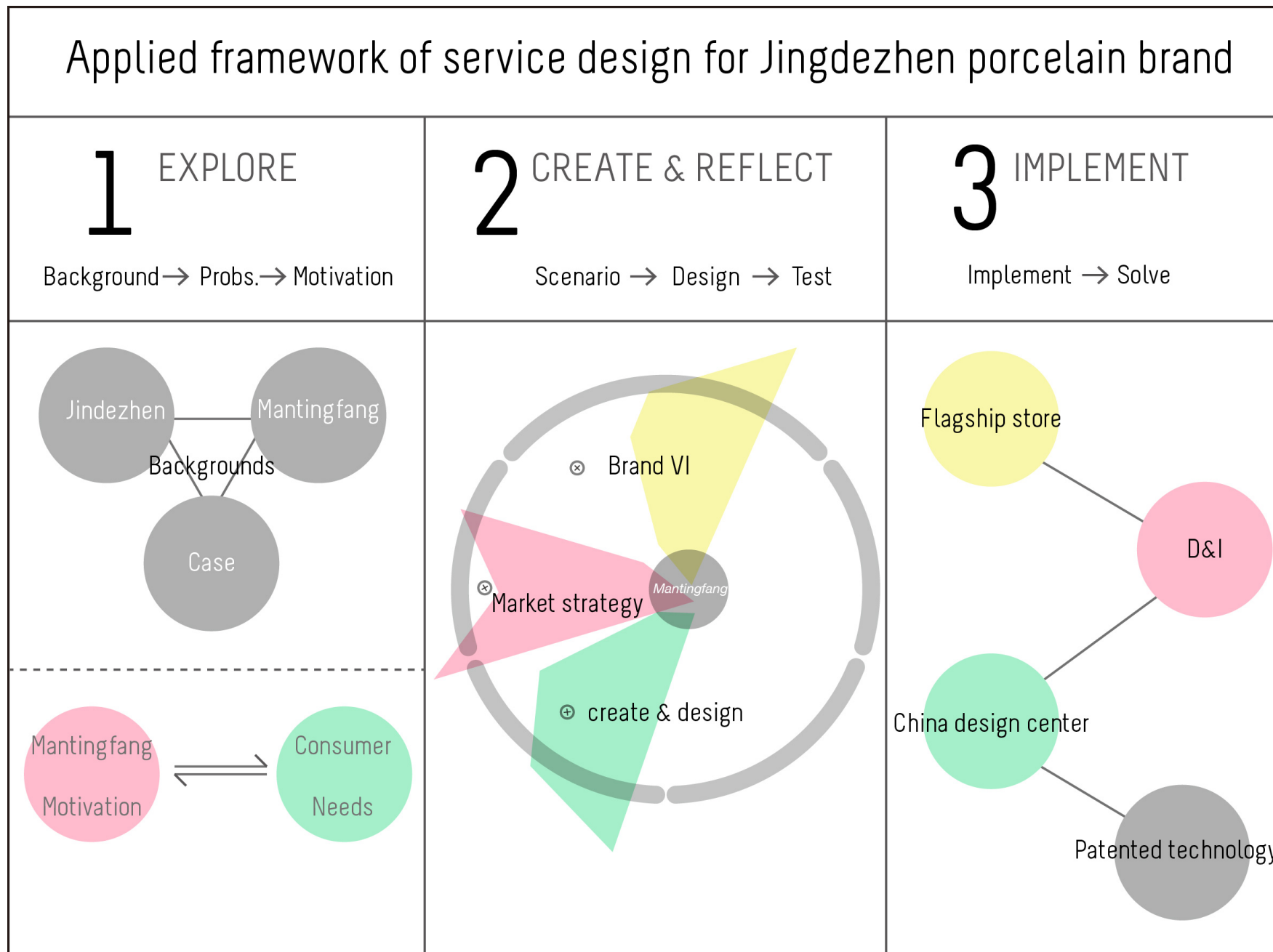


Fig.1 The process of service system design

Dwg.1 Applied framework of service design for Mantingfang



Based on the study of Chinese cultural brand strategy, Mantingfang porcelain brand building of Jingdezhen as example, this thesis applies service system design process to build Mantingfang brand – exploration, creation & reflection, implementation.

First, in the exploration stage, to know the status of Jingdezhen ceramics industry, the backgrounds of Mantingfang brand, and investigating successful cultural brand on the market, then from these backgrounds we can find the problems and opportunities for brand building, also, motivation of Mantingfang brand and needs of consumers.

On the basis of the exploration stage, we can design a big scenario of Mantingfang brand strategy. Scenario generates concepts, then we can design and create. The thesis focuses on 3 aspects of brand image identity, design and innovation, and market strategy. In the 3 major aspects, I use tools of service design flexibly for Mantingfang brand building strategy.

In the third part of the implementation stage, through cooperation with Collage Design & Innovation and China Design Centre, Mantingfang need to get feedbacks from implementation to improve itself in the future.

In the next section, I will describe how to apply service design methods for explore, innovate and implement Mantingfang brand.

EXPLORATION

2 Exploration stage of building porcelain brand of Jingdezhen

2.1

Analysis and Development of Jingdezhen ceramics industry

Jingdezhen is the world-famous porcelain capital, which was called "the world's first industrial city" by Dr. Joseph Needham. Jingdezhen has over 1700 years of history, who had prosperity, downfall and revitalization. Its development has gone through three stages – A single ceramic handicraft period, the tortuous development in modern times, reformation and revitalization period after the 21 century. In these three periods, the popular and desolate period of "porcelain capital" title witnessed the changes and development of Jingdezhen ceramics culture.

2.1.1 The origin of title "porcelain capital" of Jingdezhen



Fig.2 Made in Jingdezhen

Jingdezhen ceramic technology has impacted the world, that is any kilns factory of China can match. This title is created by the history, also, it represents the premier image of China to this world, it promote the progress of world civilization.

Jingdezhen porcelain develops from the freshness in Song Dynasty to prosperity in Qing Dynasty, its development is not smooth. When difficulties occurred,

Jingdezhen emphasis on innovation of crafts, develop new business markets, these are the reasons that Jingdezhen Porcelain can always exists. For example, the bluish white porcelain occurred in Song Dynasty; in Yuan Dynasty, Jingdezhen invented blue and white porcelain, underglaze red, temperature coloured glazes; in Qing Dynasty, the famille rose and different color glazes had developed maturely.



Fig.3 Jingdezhen in 1920

However, Jingdezhen exported its ceramics very successfully. The reason is, firstly, at that time Western has a big illusion for mysterious oriental country, they hadn't seen ceramics before; Moreover, the Chinese ceramic craftsmen focused on improving product innovation, technology improvement and how to cater to the customers of export market.

For example, blue and white porcelain came from Jingdezhen craftsmen designed for the Muslim market of Middle East. In the 16th century, "Jesus porcelain" occurred, these export porcelain with a religious picture started from Catholic ordered Jingdezhen ceramics. After "Jesus porcelain", Jingdezhen ceramic painter started to learn Western painting to draw on the porcelains. On the end of 18th century, in order to improve European porcelain customized programs and productivity, Chinese porcelain craftsman create different designs as a model for European customers to customize. In order to meet the market demand, Chinese craftsmen would experiment and innovate ceramic crafts according to different periods of fashion tastes and different cultures, to create foreign market favorite ceramic products. Meanwhile, in the process of experimental innovation, Chinese craftsmen also had learnt the Western painting techniques, such as perspective, three-dimensional, anatomy, etc.



Fig.4 The status pictures of Jingdezhen



Fig.5 Four types people making porcelain

2.2.2

The crisis of Jingdezhen Ceramic culture

From the ancient to the modern period of the 20th century, Jingdezhen's status never wavered. However, since the 1996 reform of state enterprise of Jingdezhen, a large of private workshops took the place of state-owned ceramic factories. Unfortunately, these private workshops produced low-quality art porcelains, Jingdezhen ceramic market gradually filled with low-grade, shoddy art ceramics, it damages Jingdezhen Ceramic reputation in the domestic and foreign market.

In order to know the real situation of Jingdezhen, I visited Jingdezhen ceramics production factory, ceramics market, the former state-owned porcelain factory, ceramic institute, Ceramics Museum Park, and I interviewed different types of people.

When you arrived in Jingdezhen for the first time, you will be attracted by its vibrant ceramics market, there are many talent people there, ceramic artists, college students, and ceramic enthusiasts from other cities, other countries. In Jingdezhen, you have plenty of freedom to create ceramics, also government will give you many policy supports. But behind the prosperity, I gradually discovered hidden crisis: Low-grade wholesales, Lack of originality, single product type, Weak brand marketing consciousness, Chaotic business

rules, "Pseudo-master". The following is the mainly problems of Jingdezhen Ceramic development:

1). The low-grade wholesale market. Since reformation of 1996, state-owned porcelain factories were replaced by a large number of private workshops. These private workshops produce porcelain by turnover formwork, decals, so outputs of private workshops are mostly low-grade, shoddy art ceramics. Most wholesale products come from private workshops, they accept orders, also run online stores to sell low cost ceramic products. Gradually, Jingdezhen ceramics market is filled with these low porcelains, low wholesale become its main market.

2). Lack of creativity and "pseudo-master"

phenomenon. Every development requires innovation, and the core strength of innovation is people. I interviewed 4 types of people in Jingdezhen, old craftsmen, artists, apprentices, and college students.

Old craftsmen inherited the ceramic crafts, then teach to apprentices. Although the old craftsmen are very familiar with traditional skills, but they are lack of modern porcelain development needs.

For apprentices, what they have learnt are traditional and relatively old, they don't have comprehensive, in-depth, innovative learning methods, so the apprentice can not understand the Chinese and Western cultures as well as the essence of traditional and modern culture.

Ceramic design school students should be emerging power of Jingdezheng ceramic industry development, they have creative ideas, a broad platform to create, a variety of venture capital funds from government. On Jingdezhen creative market, there are many college students selling their ceramic designs. I interviewed "Fish studio" formed by 3 college students, they said that they didn't want their works become wholesale goods, they preferred to set up their own studio to design favorite artworks, rather than to enter the large enterprises, because they thought in the enterprise they are more like workers, they won't have free space to be creative. From the talking, we can see these students have the spirit of innovation, but they don't have brand conscious, systematic way of thinking, and comprehensive marketing knowledge.

For the artists in Jingdezhen, you can

see advertisements of "Porcelain Master" everywhere, but not all are worthy to advertising, which also has some sensationalizations. Current art porcelain of Jingdezhen is mainly about antiques and traditional painting, but just depends on several paintbrushes, Jingdezhen ceramic can not be much stronger.

3). Weak awareness of brand marketing. Some enterprises in Jingdezhen only have short interest, they earn profit by a high-volume, low-margin way. Brands rely on the quality and reputation, so about every aspect of high-quality brand products need to be assured, from product design, packaging, market promotion, and selling. Among them, marketing strategy is what the most Jingdezhen ceramics enterprises lack of. Quality is the key of marketing. Most Jingdezhen companies lack marketing strategy and market insight, they often sell a single product to different cultural markets; in the international market, Jingdezhen ceramics often use low-price competition as a marketing tool.

In addition, in the era of e-commerce, communication platforms between brands and consumers become more and more important, it's divided into ATL(Above The Line), BTL(Below The Line), social networks. Jingdezhen ceramics have to seize the advantages of ATL and social networks, also strengthen the product experience, this is the only way to develop Jingdezhen ceramic brand sustainably.

2.2

Successful porcelain brand case study

2.2.1 European porcelain brand: "Royal Copenhagen"



Fig.6 Royal Copenhagen

Founded in 1775, Royal Copenhagen is one of the world's oldest companies, and for more than 235 years its products have been made with not only the deepest respect for tradition, but also the highest standards of craftsmanship. Today, Royal Copenhagen is a highly distinguished brand, renowned for its exclusive quality porcelain products and its immaculate design.

Behind every brand there is a strong talent team, every team member has a strong ability and high-knowledge background, every producer is an artist. "Royal Copenhagen" creator is chemists F•H• Miller, art directors are architects, designers, artists and other people who have a sense

of innovation. Copenhagen also attracts talents from universities, invites students from the design college of Danish School to design the products.

Besides craftsmanship and talent team, Royal Copenhagen also focused on the implementation of brand strategy. Copenhagen brand positioning is very clear, which is high-end luxury art porcelain. It focuses differentiation strategy, to provide customized services for a small number of inherent market, change the theme every year, develop series of products, it becomes different from other international brands. For example, Copenhagen finds the growth of Asian markets ability to buy luxury goods, it

begins to design Oriental porcelain products for Asian market, and invites Oriental designers involved in the design.

In addition, the Royal Copenhagen understand how to use multi-channel to sell products. It constantly participates in various competitions and exhibitions, and wins many design awards. At the same time, Copenhagen has opened many flagship stores in the world, its flagship store is multi-functional space including museum, shop, cafe, it gives consumers a unique shopping experience to feel Royal Copenhagen's history and culture atmosphere.



Fig.7 Products of Royal Copenhagen

2.2.2 Taiwan porcelain brand: "Franz"



Fig.8 Franz

Franz was founded in 2001 by Franz Chen. Franz Collection is the number one porcelain art designer and producer in Asia. With its headquarters in Taipei and factory in Jingdezhen, the company owns 200 retail stores in Asia and has marketed its functional art to several thousands of retailers in 56 countries.

Franz Collection aims to revive Chinese porcelain heritage and integrates classical, contemporary, Western and Eastern aesthetics. Inspired by nature, the brand intends to interpret the perfection and harmony among Heaven, Earth and Mankind and deliver the eternal values of culture. The company is able to produce three-dimensional porcelain



Fig.9 Products of Franz

art with traditional handicraft and modern technology.

Franz products are made in Jingdezhen, inherits the crafts of "Porcelain Capital". Besides, Franz keeps innovating new technology. "Under Cut" is one of the most difficult processes in manufacturing porcelain. Franz's unique patented technology, "Method of Making A Ceramic Ornament Having Short Undercuts On Surface Thereof," has successfully overcome this problem. This advanced technology allows Franz to produce unique artifacts with intricate details and relief that no other porcelain manufacturers can come close to duplicating.

Franz Porcelain is honored to have a design team who recognize and love to study the magnificent beauty of nature. The artists share a common ecological ideology and think of nature as a symbol representing all things as precious and inspiring.

In addition, the success of Franz is based on effective channels and celebrity. It owns 200 retail stores in Asia and has marketed its functional art to several thousands of retailers in 56 countries. At same time, Franz raises its awareness by winning international competitions. Franz Collection has won numerous awards, including "the Best in Gift" award from the New York International Gift Show, "The Best for Ceramic Gift" from the UK and "Seal of Excellence for Handicrafts" from UNESCO 5 years in a row. Franz celebrity also brings many halos. The former Chinese President Hu chose Franz as gifts for the American President Obama, British Prime Minister Brown and Russian President Putin while

former American President Bush Senior picked Franz as Christmas gifts for his family and friends. The Taiwanese President Ma presented Franz as gifts for the new Pope Francis. Other celebrities that picked Franz as gifts or collect Franz include Barbara Streisand, Elton John, the Queen of Nepal, the Princess of Kuwait and the Prince of Morocco.

Fig10. Products of Franz



2.3

The backgrounds of Mantingfang porcelain brand

2.3.1 The backgrounds of Mantingfang porcelain brand



Fig11. Mantingfang's predecessor

Mantingfang's predecessor is liquor brand, the package of liquor is made by porcelain in Jingdezhen. The entrepreneurs Mr. Jiang Haiping finds that Jingdezhen do not need one more liquor brand, but a real porcelain brand. Mr. Jiang wants to revitalize Jingdezhen ceramics industry, re-stand on the world stage.

Mantingfang brand positioning is the mid- and high-end products, with quality assurance, exquisite crafts, and high artistic value. Mantingfang target groups are mid- and high-end people, who love the traditional culture, have aesthetic taste, and a good income. They have a certain social status, also has a social circle with the same interests. The products of Mantingfang brand are not a single function, but multi-functional including ornament, collectability, function. Mantingfang brand aim is to be renowned on Chinese market and to become more international.

The brand of Chinese name is "Mantingfang", that comes from a poem by Liu Zongyuan, which means a garden filled with scented grass. The English name is Flowery Garden.

For developing Mantingfang brand, firstly we should clarify the relationship of the stakeholders. There are three stakeholders, Jingdezhen, Mantingfang and consumer market. The core point of interest is the interaction between brand and consumers on domestic and foreign markets. Besides, the external environment is also important for the development of Mantingfang, such as Jingdezhen ceramics culture phenomenon, national policies. Meanwhile, internal and external relations are interaction.

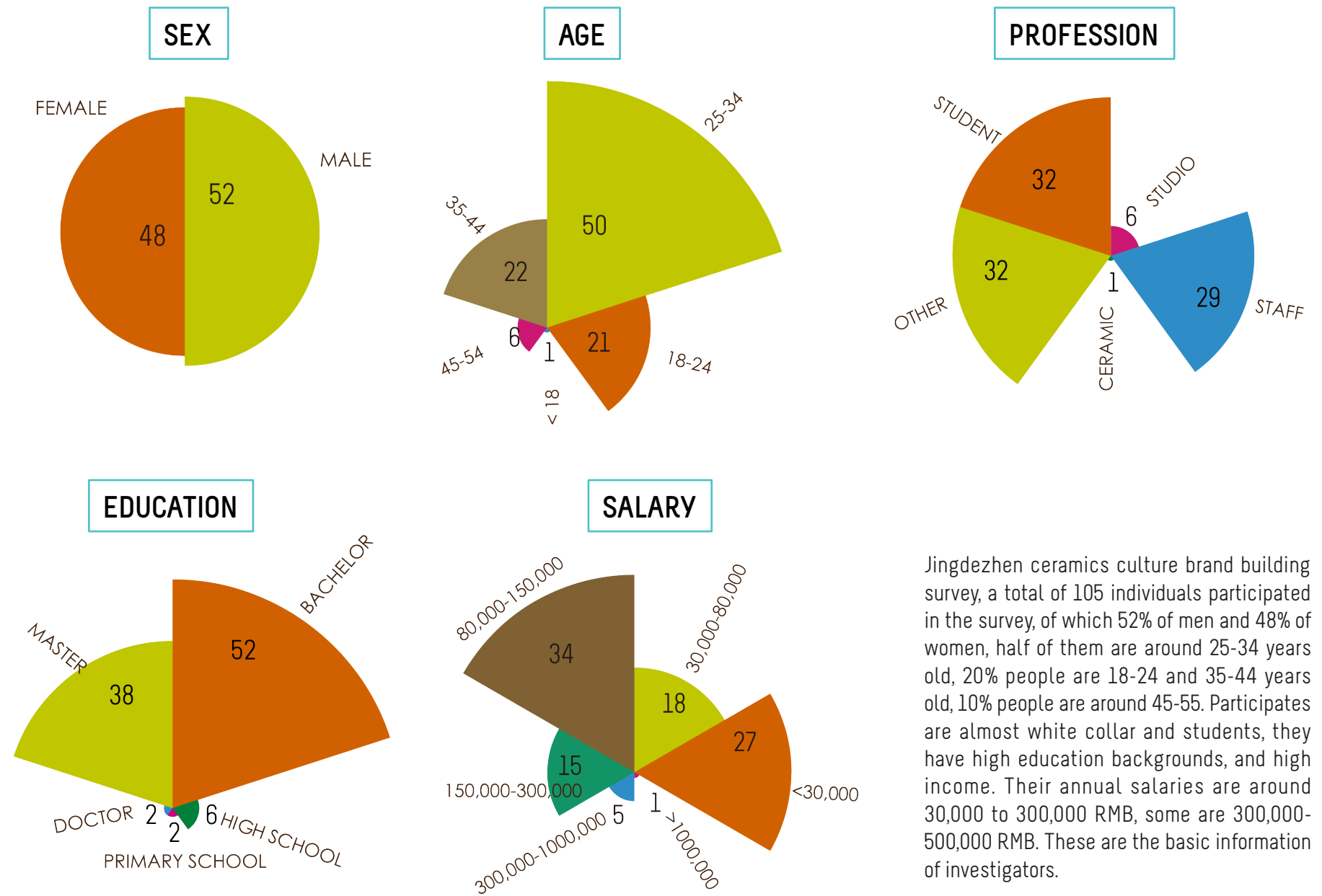
After knowing the macro backgrounds, I will apply the service system design tools to analyze Mantingfang brand and build scenario.



Fig.12 Field survey pictures of Mantingfang

2.3.2

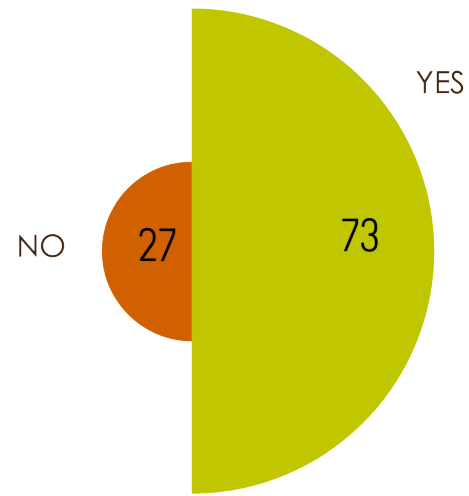
Questionnaire analysis of traditional culture



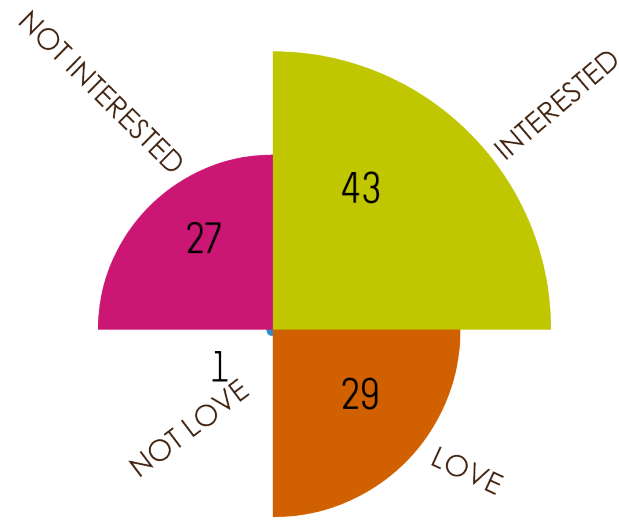
Dwg.2 The basic information of the investigators

Jingdezhen ceramics culture brand building survey, a total of 105 individuals participated in the survey, of which 52% of men and 48% of women, half of them are around 25-34 years old, 20% people are 18-24 and 35-44 years old, 10% people are around 45-55. Participants are almost white collar and students, they have high education backgrounds, and high income. Their annual salaries are around 30,000 to 300,000 RMB, some are 300,000-500,000 RMB. These are the basic information of investigators.

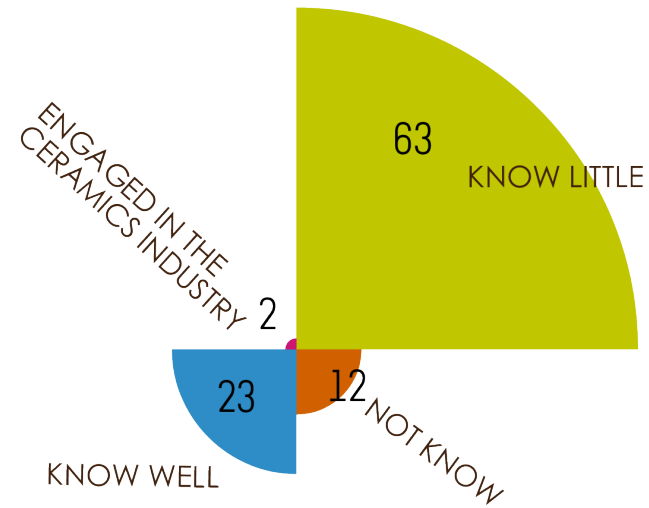
DO YOU LOVE TRADITIONAL CULTURE?



HOW DO YOU FEEL ABOUT CERAMIC?



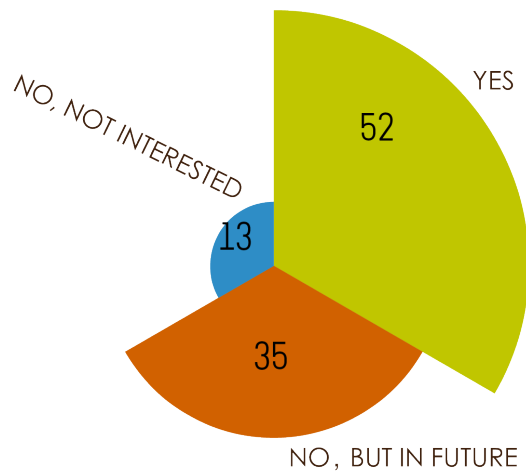
DO YOU KNOW ABOUT CERAMIC?



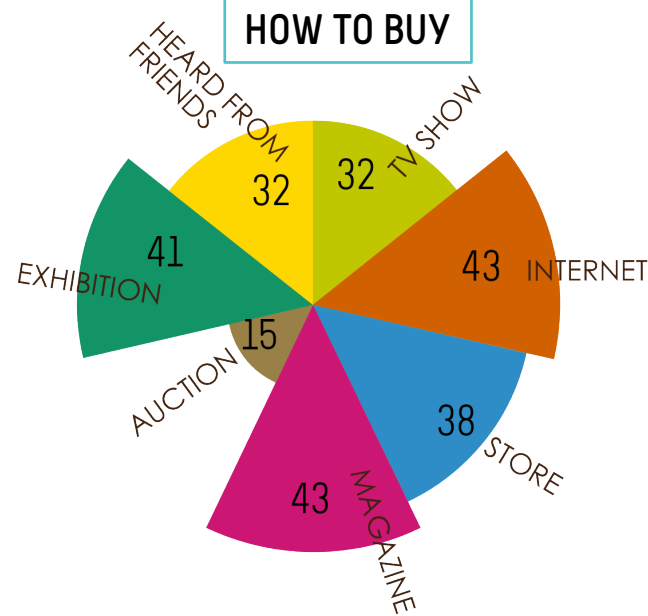
In these 105 investigators, 73% of people love traditional culture, 60% of these people are interested in ceramic culture, most people are interested, and 20% of people have studied ceramics.

Dwg.3 Investigators' Knowledge of ceramics

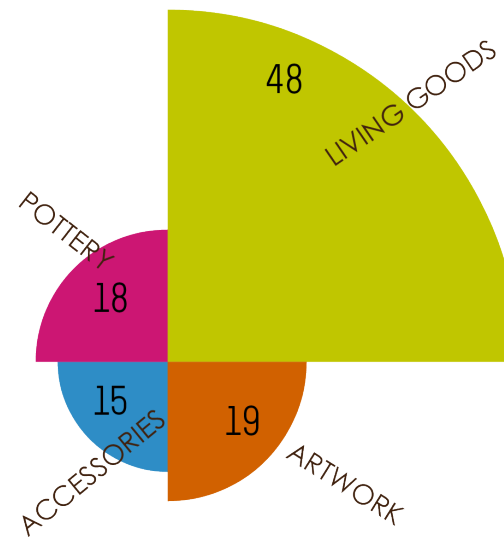
BUY CERAMIC ART WORKS



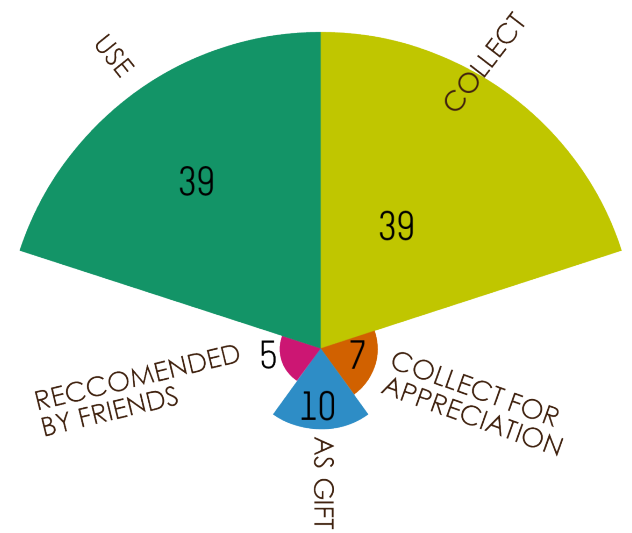
HOW TO BUY



WHICH TO BUY



WHY TO BUY

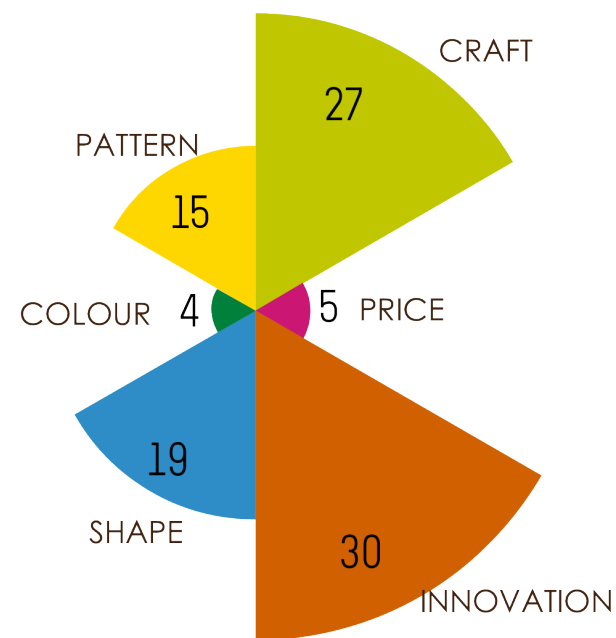


Dwg.4 Investigators' purchase status

On purchases of art crafts, 87% of people are interested in buying artworks, more than half of people have experience of buying artworks. Meanwhile, the information channel of buying artworks are diverse, such as in physical stores, newspapers, magazines, television channels, art programs, friends, exhibitions, internet, auction company, where magazines.

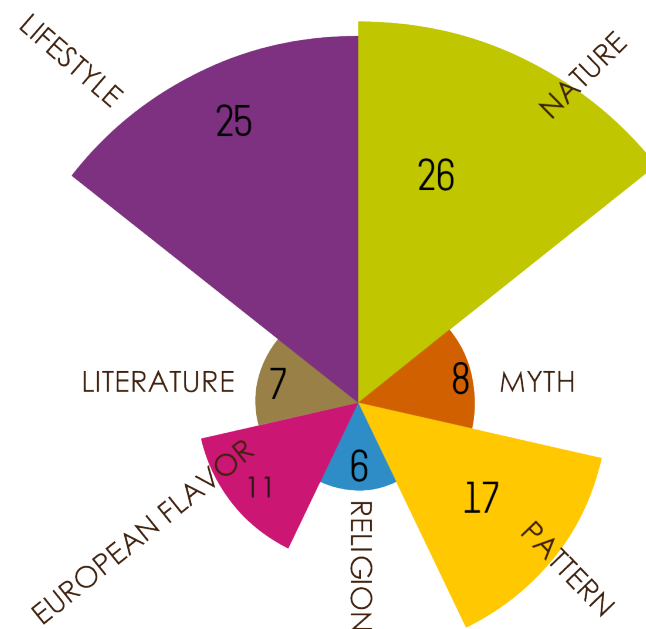
On the purchase of ceramic products, most people love to buy both exquisite and functional ceramics. From the chart, 39% people pay attention to function, and the other 39% people pay attention to collectability. It means function and collectability of porcelains are same important to current consumers.

WHICH PART OF CERAMIC YOU PAY MORE ATTENTION TO



Dwg.5 The details of ceramics consumers interested

WHAT KIND OF PATTERN YOU PREFER



When people buy porcelains, they primarily concern of the creativity and craft of products, then pattern and shape. For patterns, 50% of people love the natural and lifestyle, then decorative pattern and followed by decorative patterns and European style.

2.3.3 Target consumers of Mantingfang

Based on the above analysis, Mantingfang target group is mid- and high-end people, who have a stable income, love the oriental culture, have aesthetic taste and cultural education. Their social circle is rich, they all have multi- and wide information sources. They love life, concern the life quality and

spiritual pursuit. They have a wide range of interests, and respect the traditional culture, also pay attention to innovation and development. The consumer groups will focus on both the value of collection and experience of function.



George

45
Entrepreneur
Love traditional culture
Love ceramic culture
Like to collect artworks



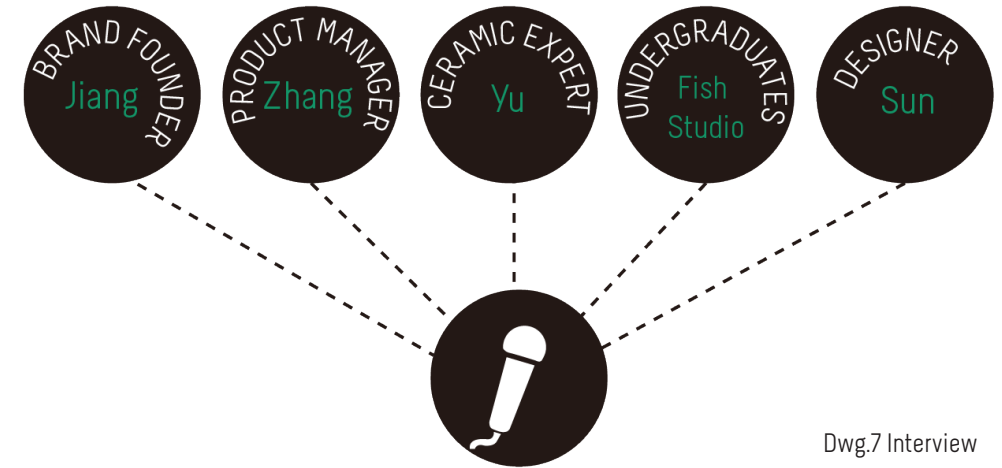
Mike

35
Designer
Love traditional culture
Love design ceramic products
Like cross-border exchanges

Dwg.6 Persona of Mantingfang

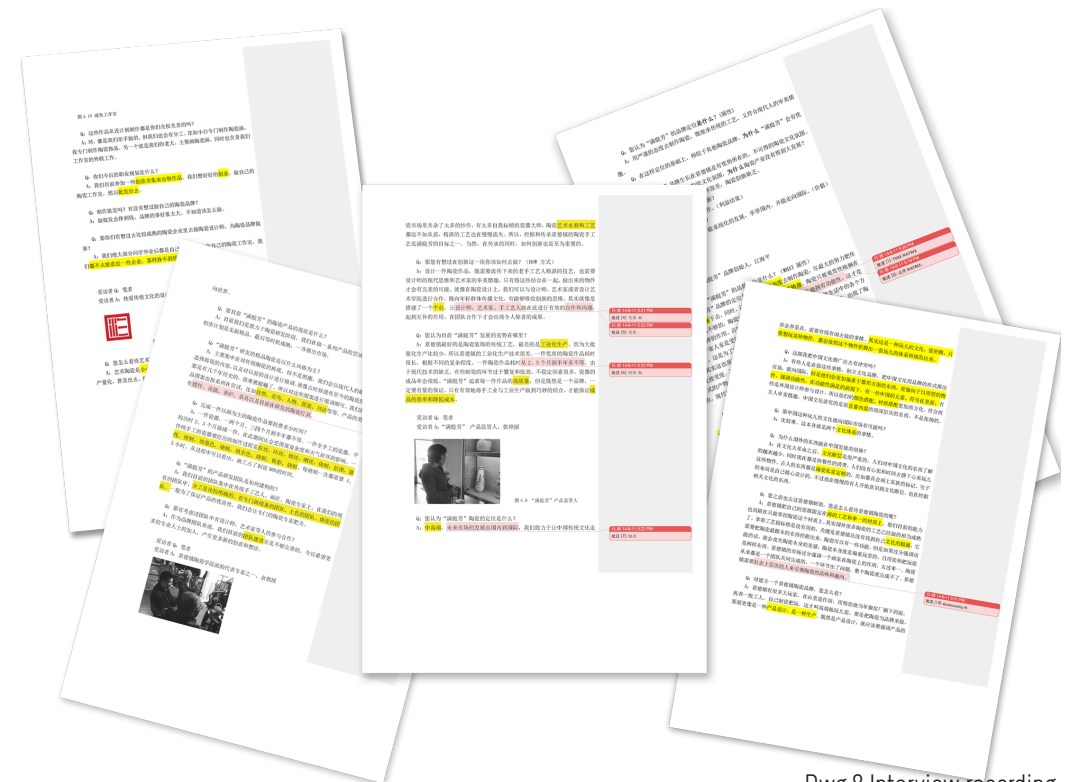
2.4

Matrix analysis of Mantingfang

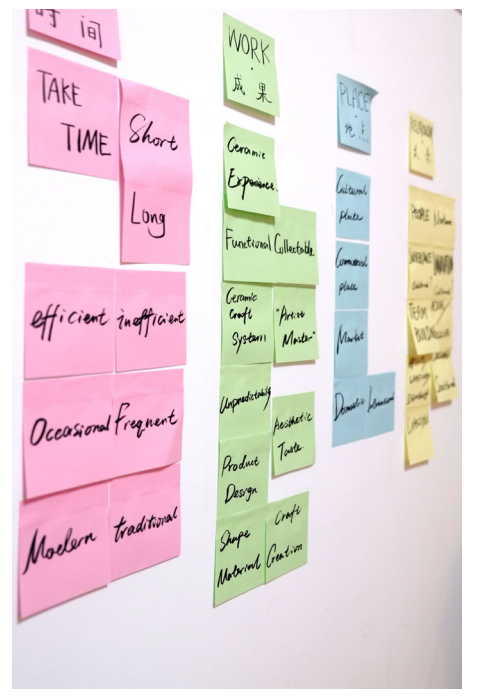
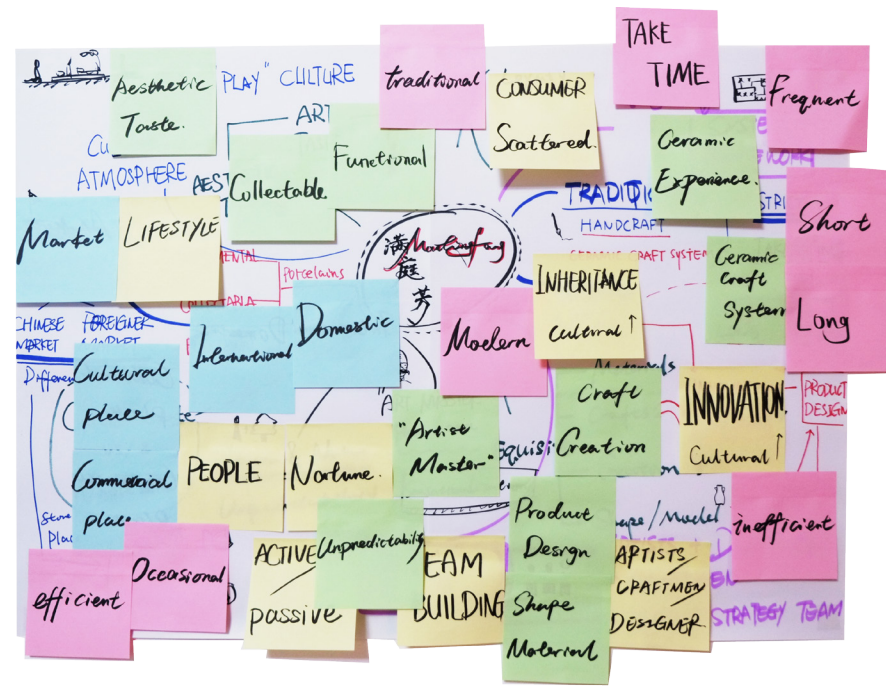
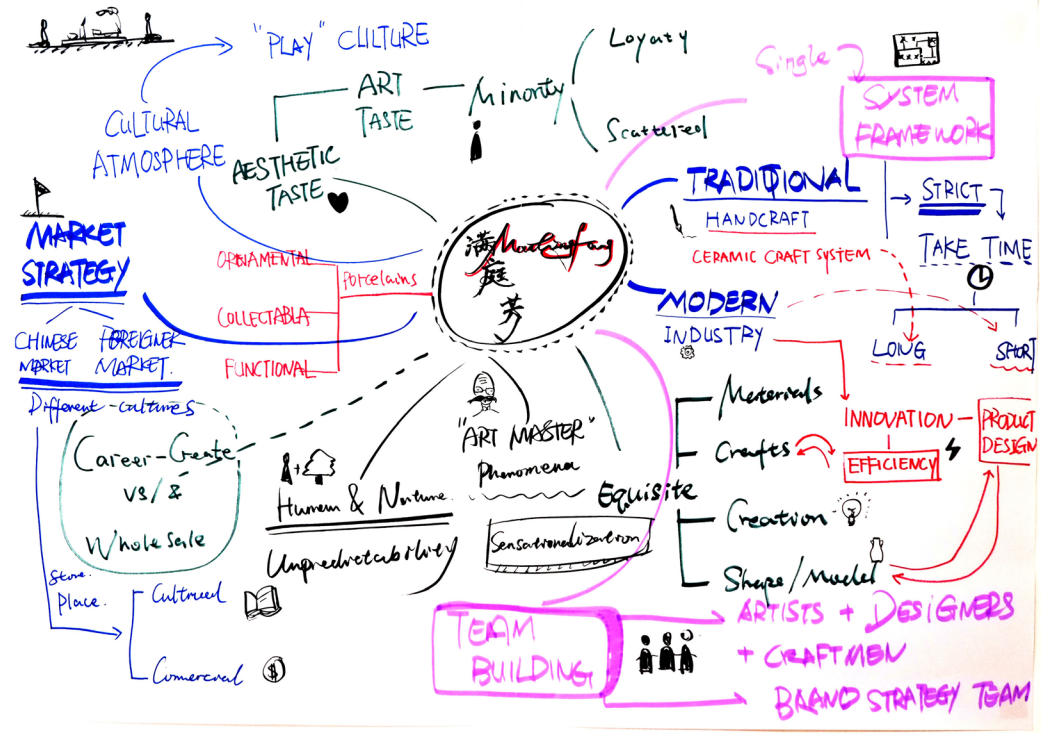


Dwg.7 Interview

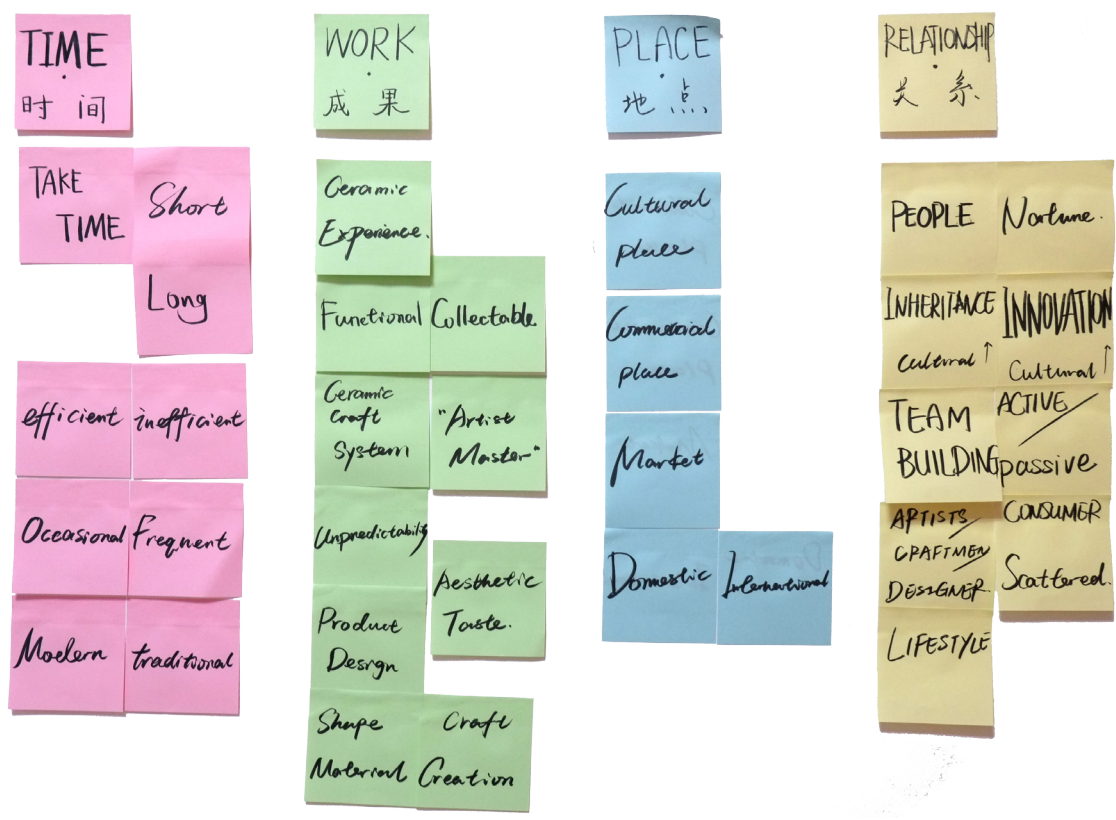
From the keywords of exploration, I divide them into 4 parts – Time, work, place, and relationship. I choose value adjective words as matrix words for analysis, matrix analysis is the effective way for finding the opportunity of development of Mantingfang.



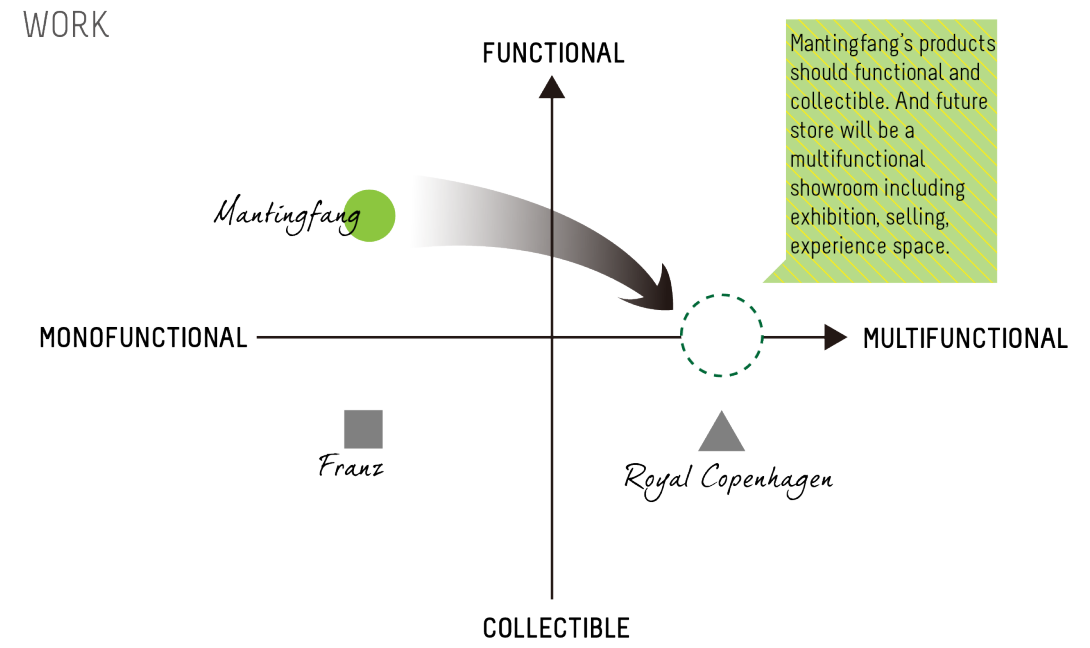
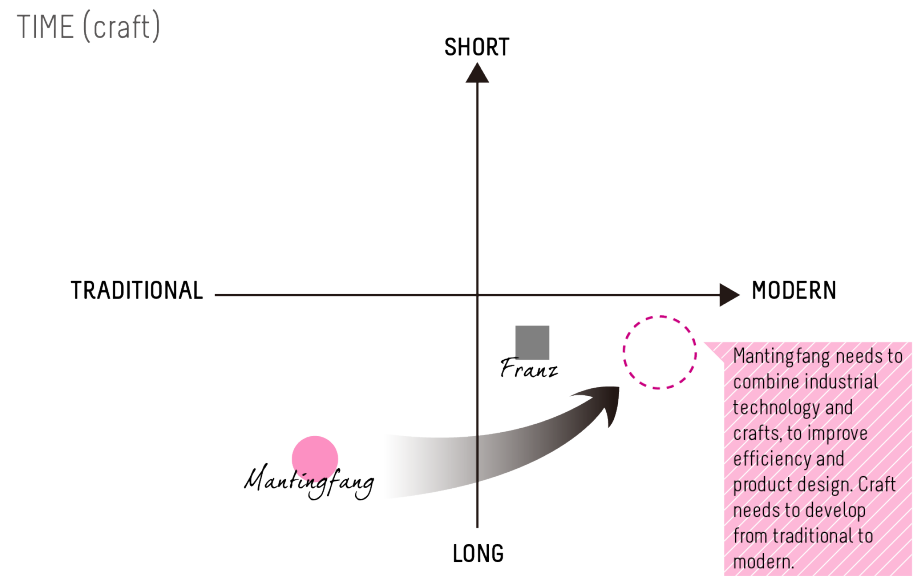
Dwg.8 Interview recording



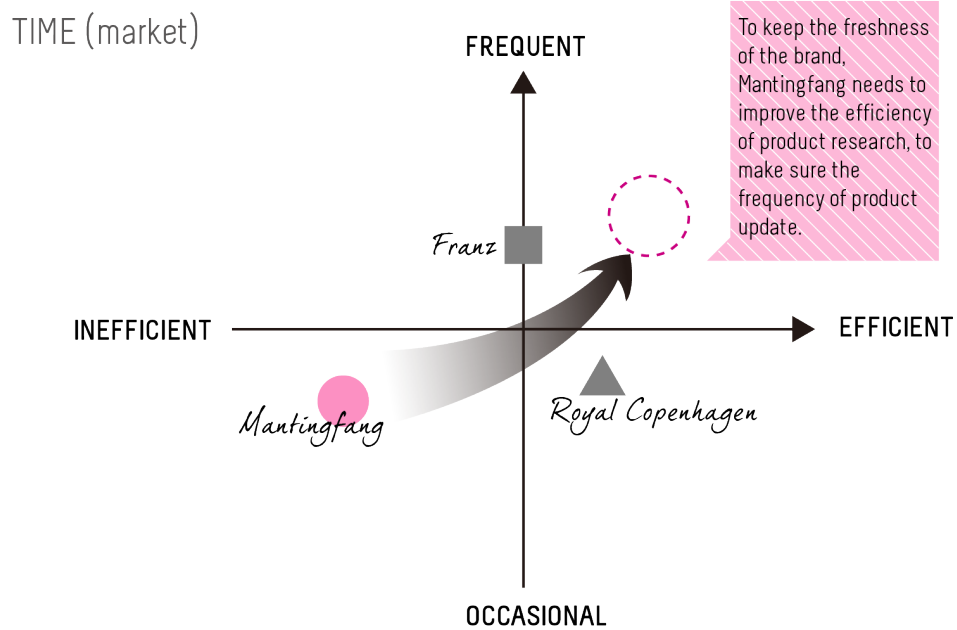
Dwg.10 Keywords for matrix analysis



TIME	WORK	PLACE	RELATIONSHIP
traditional/modern	monofunctional/multifunctional	domestic/international	independent/cooperative
long/short	functional/collectible	large/small	offering/need
occasional/frequent	sustainable/unsustainable	physical (store)/virtual (network)	cultural inheritance/cultural innovation
inefficient/efficient	independent/cooperative	cultural/commercial	passive/active
	cheap/expensive		Scattered/faithful



Dwg.12 Work matrixes

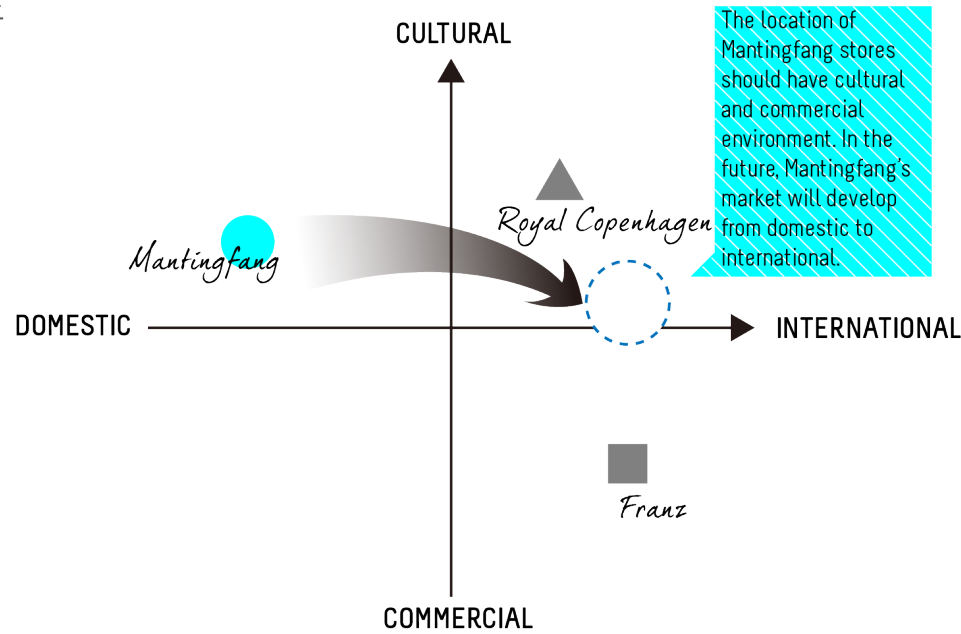


Dwg.11 Time matrixes

On the WORK matrix, it emphasizes the product effect and point-of-sale terminal design. Mantingfang products should be both functional and collectible. Mantingfang should learn from Royal Copenhagen flagship store design, that including museum, shop, café function spaces in the store. It is not only to give consumers a special shopping experience, also let them feel the history of Royal Copenhagen and culture atmosphere. Mantingfang brand is not just selling products, but let consumers feel the traditional ceramic culture and fall in love it. So Mantingfang's future store will be a multifunctional showroom including exhibition, selling, experience space.

On the TIME matrix, there're time of craft and time of market. On the time of craft, Mantingfang needs to combine industrial technology and crafts, to improve efficiency and product design. Craft needs to develop from traditional to modern. On the time of market, to keep the freshness of the brand, Mantingfang needs to improve the efficiency of product research, to make sure the frequency of product update.

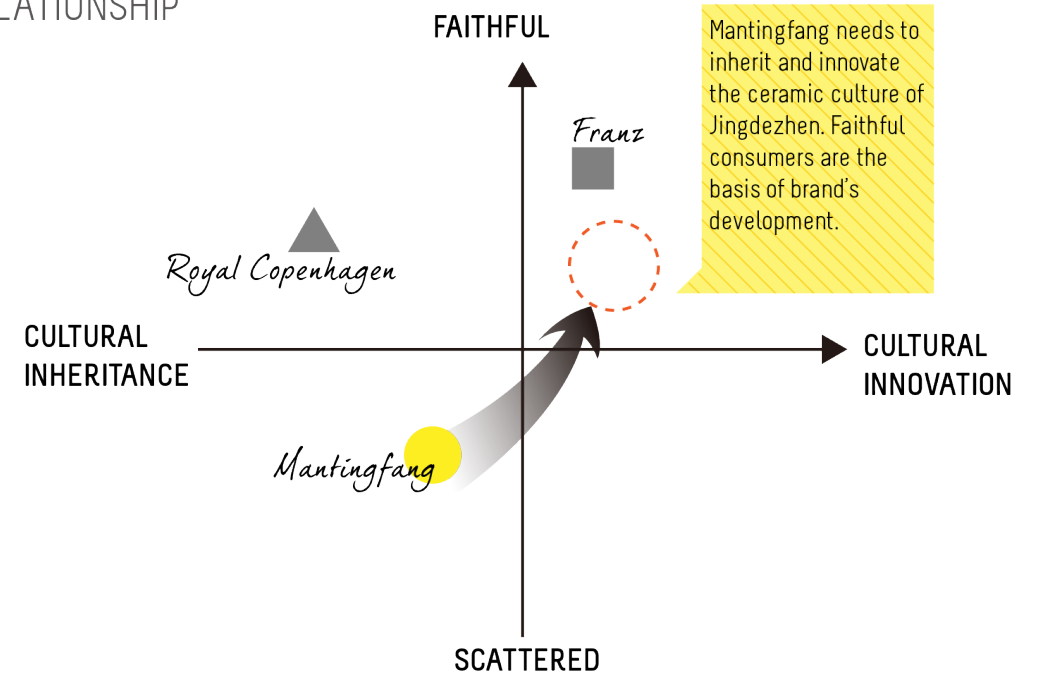
PLACE



Dwg.13 Place matrixes

On the PLACE matrix, the current "Mantingfang" sales office is located in Jingdezhen GUYAO Museum Park, which has the cultural atmosphere. But expert the cultural store location, Mantingfang need to increase store location in other cities, it can be located at more commercial areas. So the location of Mantingfang stores should have both cultural and commercial environment. In the future, Mantingfang's market will develop from domestic to international.

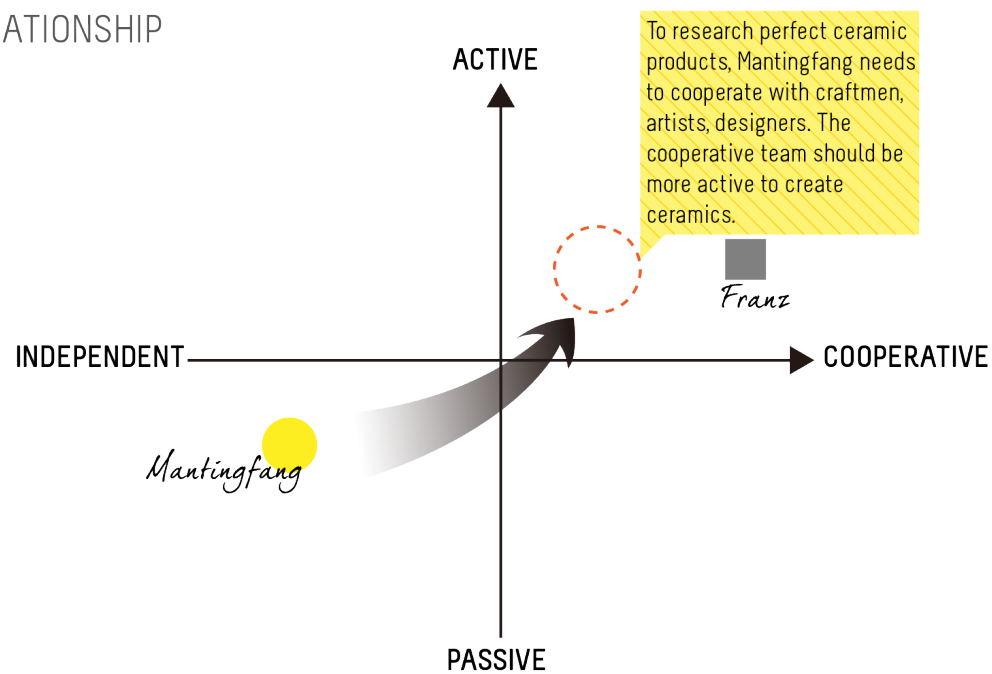
RELATIONSHIP



Dwg.15 Relationship matrix

On the RELATIONSHIP matrix, there're relationship of products and relationship of consumers. On the relationship of products, the current brand team is weak, it needs team building, cooperating with craftsmen, artists, and designers. The cooperative team should be more active to create ceramics. On the relationship of consumers, Mantingfang needs to inherit and innovate the ceramic culture of Jingdezhen. Faithful consumers are the basis of brand's development.

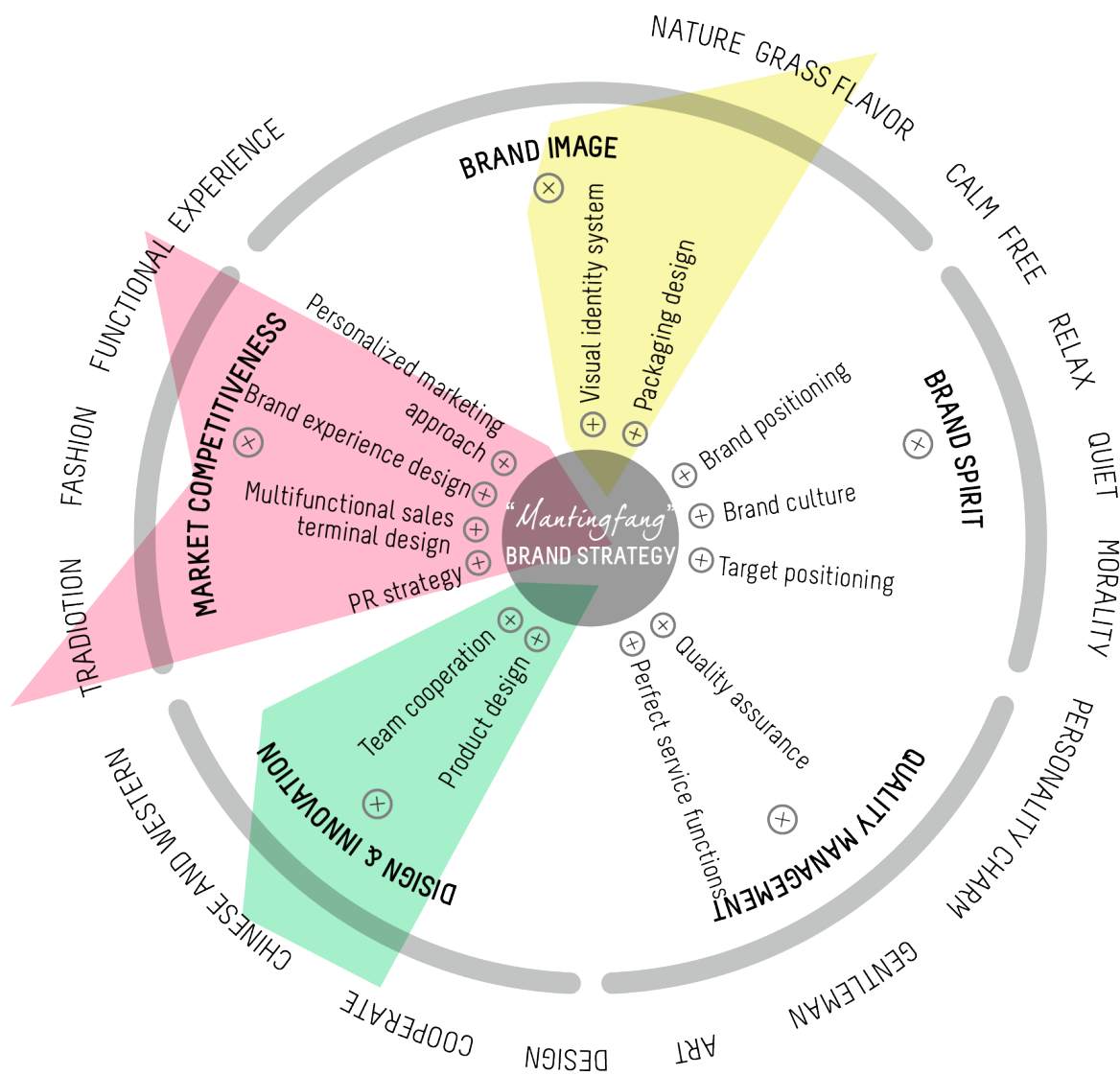
RELATIONSHIP



Dwg.14 Relationship matrix

2.5

Scenario of Mantingfang brand strategy



Dwg.16 Scenario of Mantingfang brand strategy

To build Mantingfang porcelain brand, the key is that Mantingfang needs a complete brand strategy system. In this scenario, the keywords of Mantingfang are nature, grass, flavor, calm, free, relax, quiet, morality, personality, charm, gentleman, art, design, cooperate, chinese and western, tradition, fashion, functional, experience. The Mantingfang brand strategy has 5 parts – Brand spirit, brand image identity, quality management, design and innovation, market competitiveness. In this thesis, I mainly talking about 3parts – brand image identity, design and innovation, market competitiveness.

On brand spirit building, brand positioning is the foundation, then generate a distinctive brand image once you have brand positioning. Mantingfang brand positioning can be "the first new Jingdezhen ceramic brand", it can use cultural forces of Jingdezhen, inherit the tradition and innovate the culture. The core of the brand spirit is brand culture, it is the soul of the brand. Mantingfang brand culture leads people to love nature, to be calm and quiet, casual and free. Mantingfang's target consumer is mid- and high-end people, they love the oriental culture, they all have the artistic taste and cultural conservation.

On the brand visual image, visual identity system design is extremely important. Brand is an intangible concept, it must exist by product experience, and visual identity system is the package of brand concept.

Quality and service are the core values of product. In order to operate a good brand, the first step is to insure the quality of every product, in the production process

to strictly control product quality, and then complete service system, to maintain brand image, in order to cultivate a loyal consumer groups.

On design and innovation, team building is important. Mantingfang current team is too single, we need to build a big brand team including craftsmen, artists, designers, brand planner, marketing strategists.

Any product needs market, no market, no brand. Different market has different characteristics, brand needs to understand how to meet different demands of different market, to stimulate consumer's desire to buy. Meanwhile, brand experience is more and more important, it focus on the communication between consumers and products. In addition, Mantingfang brand needs public relation strategies, such as ceramic design competition, ceramic workshop, design exhibition, to enhance the brand reputation and advertise brand image.

CREATION

3

Creation stage of building porcelain brand of Jingdezhen

3.1

Mood board of Mantingfang Porcelain brand



Dwg.17 Moodboard of Mantingfang brand

Man Ting Fang is a brand that respect traditional culture, but also pay attention to innovation. This brand is quiet and free, to let people slow down in the daily life, to feel the wisdom from traditional culture. It has a perfect sense of ceramic technology and innovation. Mantingfang brings you exquisite porcelains to life, exquisite craft, exquisite shape, exquisite material, exquisite innovation, you can use its products to drink a cup of tea, smell perfumes and paint, etc. People can feel the charm of traditional cultural heritage in the process of using products.

The keywords of Mantingfang porcelain brand are nature, grass flavor, calm, free, relax, quiet, morality, personality, charm, gentleman, art, design, cooperate, Chinese and Western, traditional, fashion, functional, experience. From brand spirit to every product, Mantingfang always gives you happy-go-lucky attitudes towards life.

3.2

Mantingfang brand image identity design

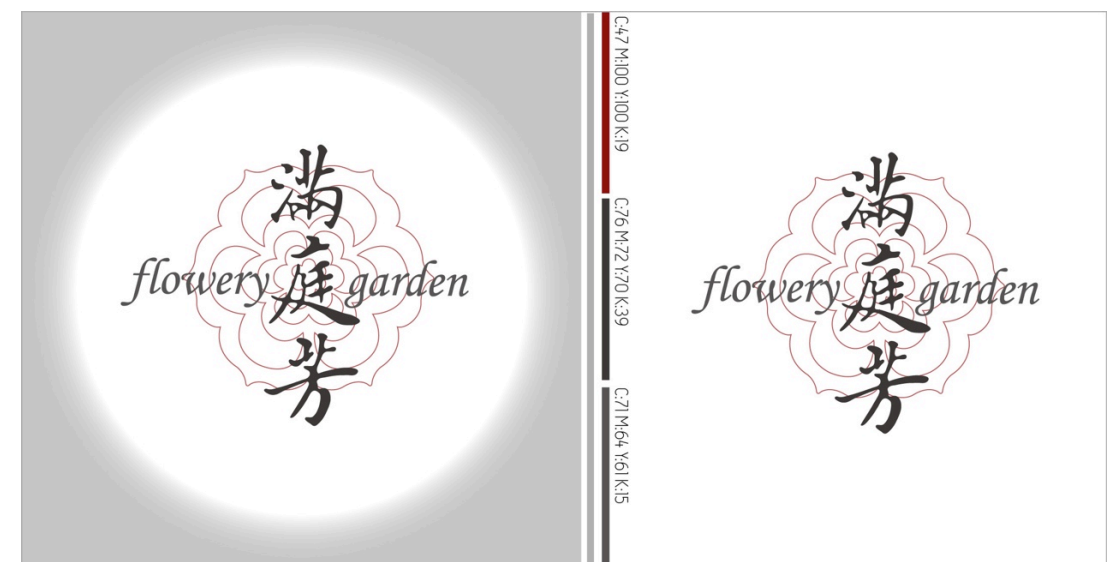


Fig.13 Mantingfang original logo

Mantingfang's original logo is the combination of graphic and Chinese calligraphy, the key color is dark red, dark brown, the overall style of original logo looks more traditional. Based on the original style, the current logo redesigns 3 aspects of details:

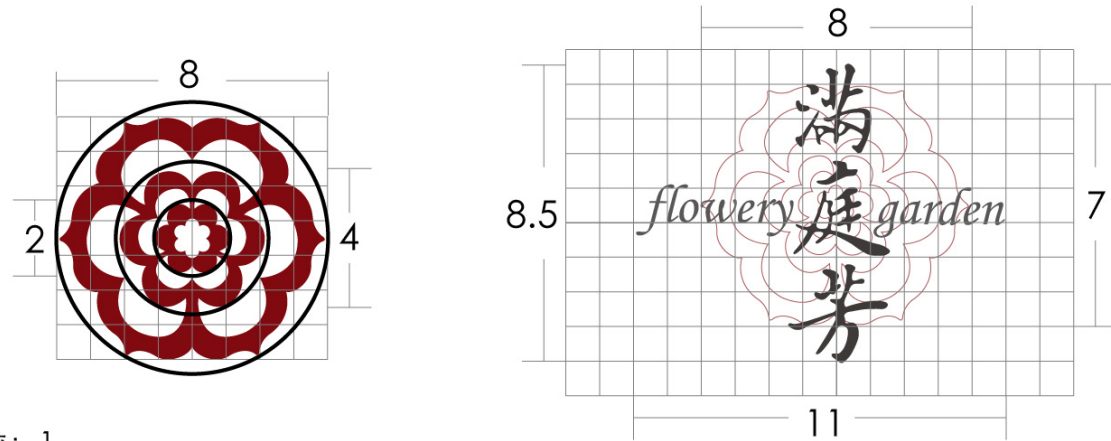
- 1). New logo style should be combination of tradition and modern;
- 2). Mantingfang needs English name;
- 3). Mantingfang's logo has three elements: Chinese and English name, and graphic, logos can be flexibly applied different combinations.

Mantingfang new logo is more design changes after the application of color is more elegant in color proportion, retain the original dark red, but the area of red has been reduced, only used in graphic outline, and change Chinese word from black to dark grey in order to reduce antique feelings of the original colors. New logo has 3 elements—Chinese words, English name, the graph. Chinese calligraphy words are the key visual, the graph as the background, to make three parts clear to identify.



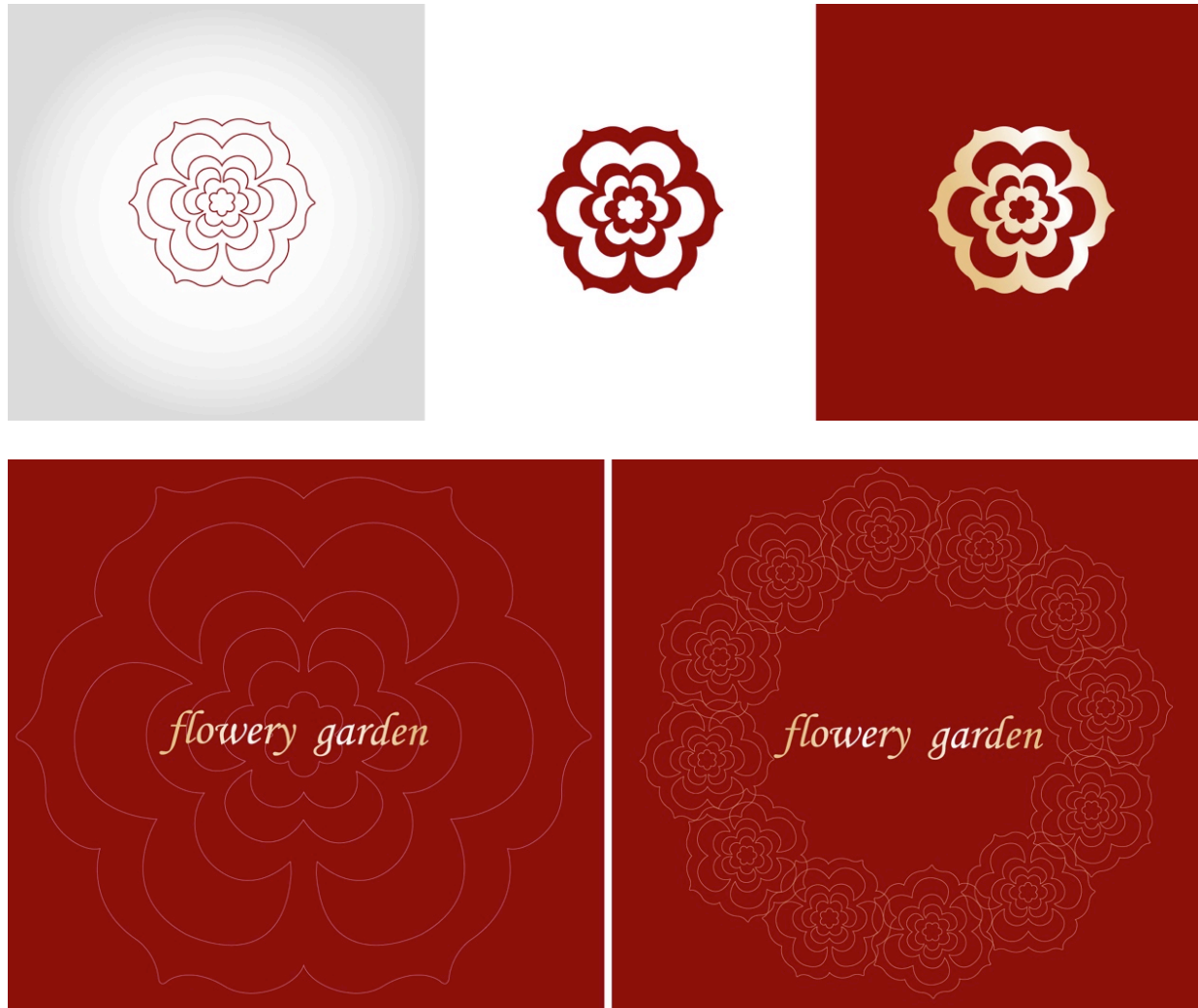
Dwg.18 New logo of Mantingfang

LOGO specification and application



单位: 1

Dwg.19 The specification of Mantingfang logo



Dwg.20 A variety of forms of logo



Dwg.21 A variety of application of logo

Brand image identity system requires brand must be complete, uniform, and professional. On the applications of logo, from products to work clothes, brand should have a unified identity system, including products, packaging, work clothing, work tools, printed matter, advertisement, website, APP and so on.

Mantingfang, Begin all anew.



Poster design

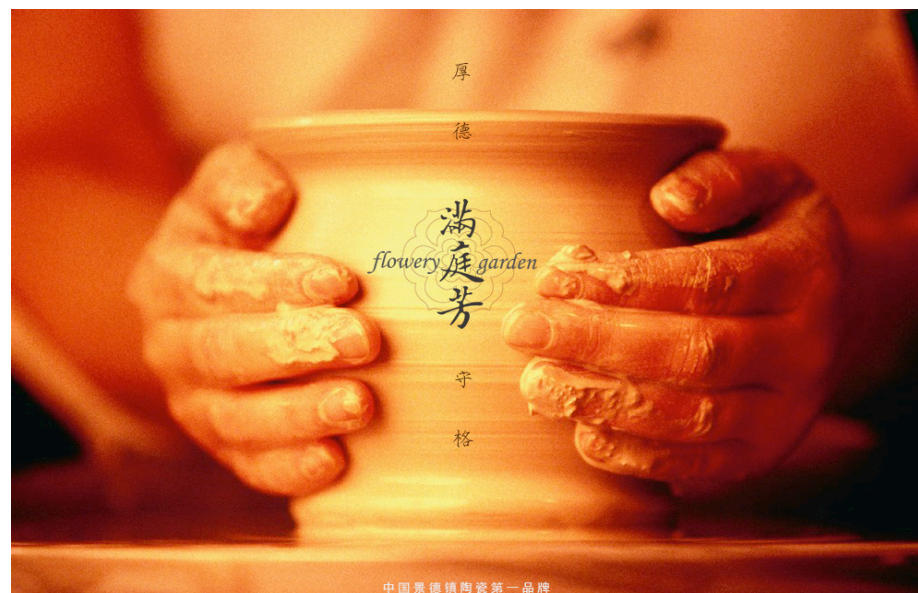
Mantingfang aims to be the best porcelain brand in Jingdezhen. But, the status of Jingdezhen ceramic is low-quality, wholesale markets, so that the reputation of Jingdezhen ceramics is damaged, and the status of "Porcelain Capital" shakes. In this situation, "Mantingfang, begin all anew!" is the slogan of the brand, which means not just the beginning of Mantingfang, also beginning of Jingdezhen ceramics.

The brand spirit of Mantingfang is "Hou De, Shou Ge", they are the Chinese traditional virtues. "Hou De" means open-mindedness, honest and tolerant, sincere and kindly. "Shou Ge" means the principles of character, not influenced by outside prejudices. Such spiritual needs to be integrated into all aspects of the brand, so that consumers can generate brand trust, especially in the porcelain design and production. Thus, the series of posters show the process of handmade Mantingfang porcelain, it makes the brand transparent and wins consumer trusts.

Dwg.22 Mantingfang posters



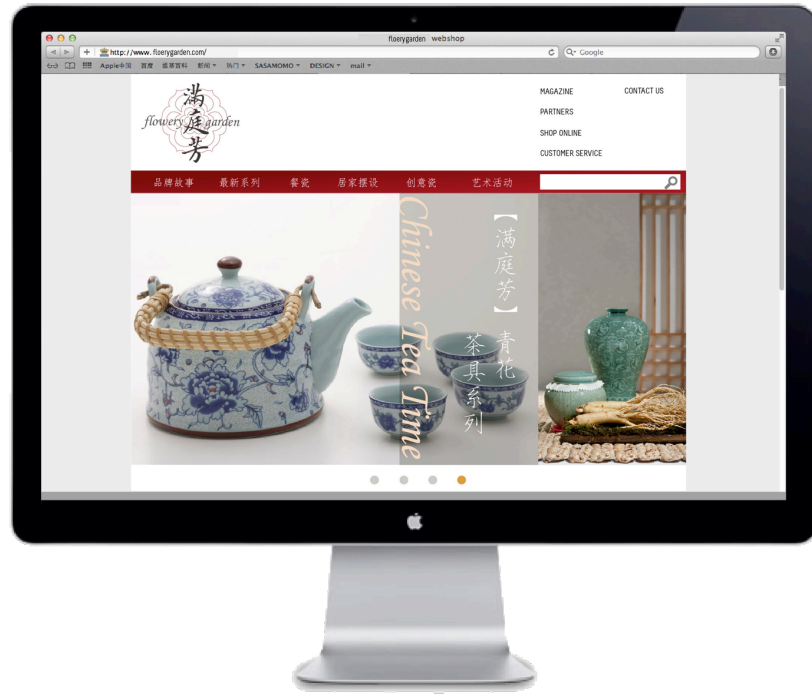
中国景德镇陶瓷第一品牌



中国景德镇陶瓷第一品牌



中国景德镇陶瓷第一品牌



Dwg.23 Mantingfang website and application

Website and App design of Mantingfang

Brand main style is sedate and elegant, on the website of Mantingfang, the visual focus is on product pictures, which show porcelains in daily life scene, and the attitude of the lifestyle. Website has horizontal and vertical structure. Horizontal structure is divided into six parts: brand story, the latest series, porcelain dishes, home furnishings, creative porcelain, and activities. There are five vertical structure parts: e-magazine, partners, online store, customer service, and contact. Meanwhile, consumers can check the latest brand updates and buy products on Mantingfang Application.

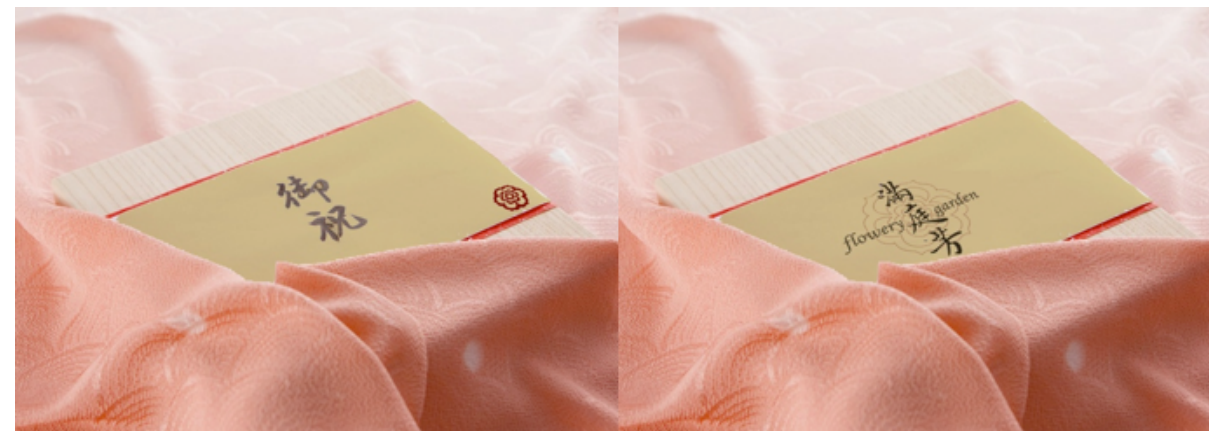
Packaging Design of Mantingfang

Dwg.24 Mantingfang package design



Mantingfang packaging design uses wood material and silk cloth, the color is wood color and dark red. Based on the shape of the products, packaging box is divided into thin type and square type. Every box has Mantingfang thanks card, the brand will concern about every detail of consumer touch.

Besides, Mantingfang has special package service for gifts porcelain. Still wood box, but using the champagne-golden art paper, you can write the greetings, Mantingfang can provide consumers pen and ink, also provides brush writing greetings service.



Dwg.25 Mantingfang gift package design

3.3

Mantingfang product analysis

Mantingfang brand product positioning is mid- and high-end products, high-end products enhance the brand image, mid-end products increase the final production. A good brand product can enhance the brand's identity, enhance brand image, and strengthen the brand's unique style. Therefore, the analysis of brand products is crucial.

Firstly, on the timeline, Mantingfang products have traditional and innovative parts. Traditional products retain the traditional craft, style, and pattern design, redesign a small part of ceramics. Innovative products will redesign for pattern, shape, function, material, experience part of ceramics, to meet the demand off the modern lifestyle.

Fig.14 Traditional shapes of porcelains



Fig.15 Creative porcelains





Fig.16 Visual creativity porcelain design

Secondly, on the visual design, porcelain shape design and pattern design are critical. The patterns of Mantingfang porcelains are about nature, landscape, people, lifestyle, symbolic totem, religious myths, and calligraphy. Mantingfang's pattern design is influenced by ceramic style of Qing Dynasty, which is too complicated. In order to meet the aesthetic standard of modern people, we need to redesign the pattern. Porcelain's Shape and pattern should be matched.

Fig.17 Multi-material porcelains

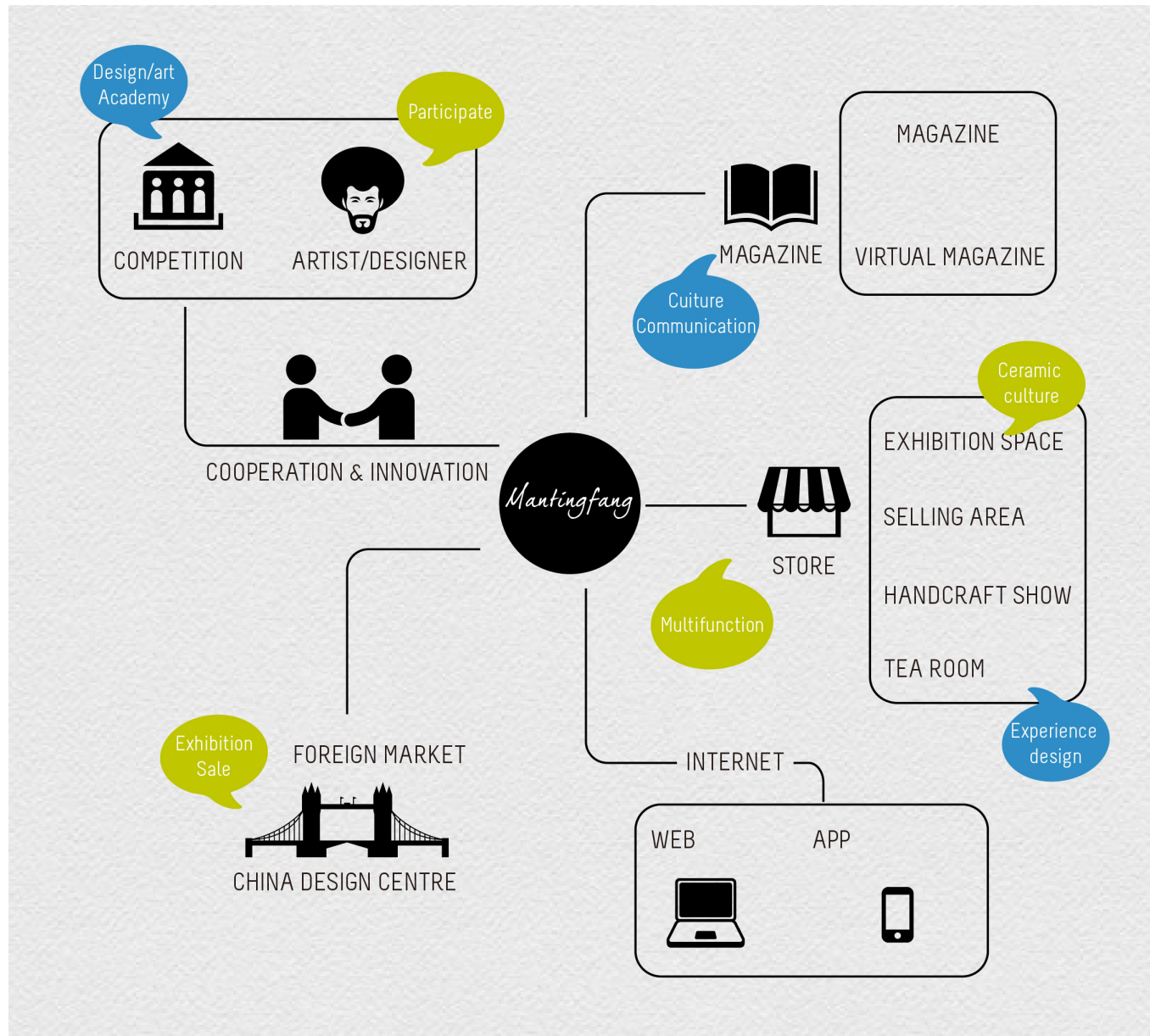
Thirdly, on the product function, Mantingfang porcelain products have ornaments, vase, censer, tea sets, furniture, lamps and so on. Mantingfang brand emphasizes the perfect combination of aesthetics and function. Porcelain is physical and spiritual object, it is not only to appreciate, but to touch. In addition, porcelain can be innovated on materials. Porcelain is a hard and cold material, if combine some warm and soft materials, such as bamboo, wood, metal, the product will be more special and emotional.

On the same time, what makes Mantingfang different from other porcelain brands is that, Mantingfang emphasizes product system and user experience. Every product is not a single one, but belongs to a series, it will be displayed in a cultural life experience scene in the end.



3.4

The offering map of Mantingfang porcelain brand



Dwg.26 Mantingfang offering map

Mantingfang offers 5 parts: network, store, magazine, activities, and foreign markets.

On the network, Mantingfang has official website, online store, and mobile application to know the latest brand updates and buy products.

Mantingfang flagship store is a multifunctional shop, including exhibition space, handcraft showroom, selling area, and tea room. In the flagship store, consumers can know Jingdezhen ceramic culture, watch part of the ceramic production process, also drink a cup of tea in Mantingfang tea room to feel every Mantingfang's product, in the end if you love it, you can buy porcelain products in selling area. Mantingfang flagship store provides consumers a full range of service experience.

Mantingfang has its own magazine, the magazine not only introduces Mantingfang brand products, but show the world's ceramic culture to consumers. It has publishing magazine and e-magazine, giving consumers different reading experiences. It enhances authoritative and

professional brand image in the minds of consumers.

Mantingfang will be held activities, such as exhibition, competition, auction, to strengthen cooperation and innovation of multidisciplinary talents. Mantingfang will also invite excellent designers, artists to participate in the design of new series of products to build brand awareness.

Mantingfang porcelain brand's goal is to enter the international market, so in order to win the foreign market, Mantingfang should make use of various design exhibition platform to show its own brand porcelain products, to enhance brand reputation. Mantingfang current collaboration platform is Chinese design center in London.

3.5

The touchpoint map of Mantingfang porcelain brand

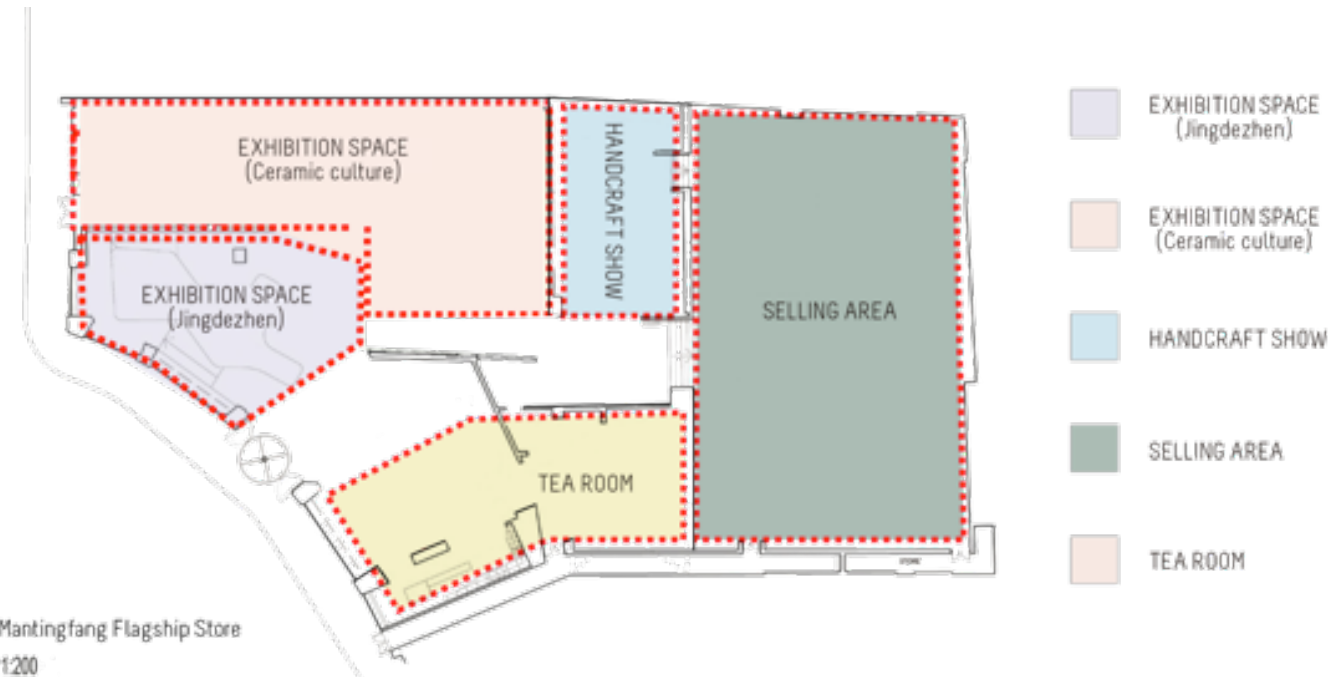
3.5.1 The touchpoint map of Mantingfang porcelain brand



Dwg.27 Mantingfang touchpoints map

The touchpoints of Mantingfang porcelain go to flagship store, they will get more brand are salesman, craftman, digital information from electronic interactive interactive media, tea room, package, media, salesmen, craftsmen, and you can flagship store, brochure, pavilion, posters, experience every Mantingfang product in the brand magazine. First you can know tea room. In the end, when consumers decide Mantingfang brand by official website, to buy the product, packaging, cards are all mobile application, magazines, or the parts of touchpoints. propaganda posters, then consumers will

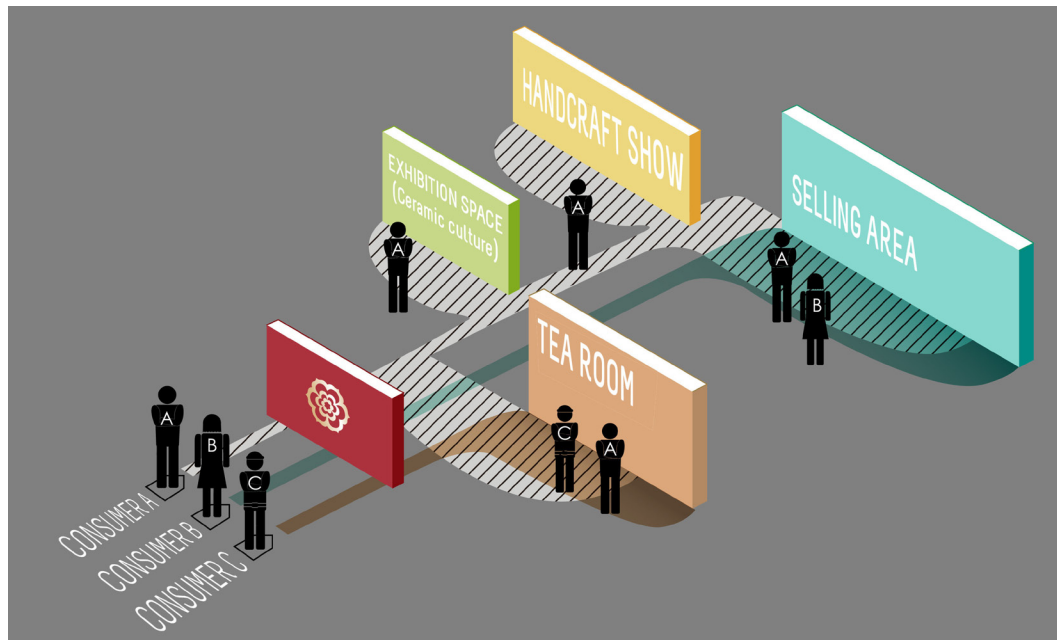
3.5.2 Flagship store experience of Mantingfang



Dwg.28 The layout of Mantingfang flagship store

As an important touchpoint of Mantingfang, Flagship store emphasis on multifunctional experience design. Flagship store is divided into five functional areas, such as exhibition space, handcraft showroom, selling area, and tea room.

Here are 3 consumers experience store in different paths. Consumer A enters store, first he watch the ceramic culture display to backgrounds of Mantingfang. Then he see the porcelain exhibition which cooperated with designers and artists. The next space is a showroom to display the process of craftsmen. A also choose to drink a cup of tea in Mantingfang tearoom, in the end, he will consider whether he wants to buy or not. Consumers B is already familiar with Mantingfang brand, she will go directly to purchase products. Consumers C likes Mantingfang tea room atmosphere, he often go to tea room to drink tea, after drinking, he is looking around in sales store to buy some new products.



Dwg.29 Consumers walking tracks in Mantingfang store


3.6 The storyboards of Mantingfang porcelain brand

One person is George, 45 years old, he is a successful entrepreneur, he loves culture, particularly fascinated by Chinese traditional culture.

One day, George received an invitation card by the exhibition center, invite him to see a ceramics exhibition. George went to the exhibition, in front of the exhibition center he saw Mantingfang brand poster, he became curious. In the exhibition, George were very interested in exquisite and creative porcelains, he asked staff the information of artworks. Staff introduced to George Mantingfang porcelain brand, and cooperation with famous designers and artists. Staff gave George Mantingfang internal contact. By information card, George knowed this brand more, and decided to go to Mantingfang flagship store. So on Sunday George went to Mantingfang flagship store, when into the store, George saw ceramic culture display area, which has Jingdezhen

ceramics culture and porcelains. Then George saw two porcelain craftsmen concentrating production of porcelain, one was painting on the porcelain, the other was making the porcelain. George was interested, had a conversation with the craftsmen, knowed that they are the inheritors of Jingdezhen ceramics crafts. After watching the handcraft show, George found Mantingfang tea room, in the tea room, every product is made by Mantingfang, including tea pot, furniture, painting and so on. He drank a cup of tea, and felt the atmosphere of tea room, touch every product of Mantingfang, he fell in love with the high-quality porcelains, he decided to buy some. He went into the selling area, and picked the products he liked, and he was very satisfied with this experience in Mantingfang.





MIKE
35
Designer
Love traditional culture
Love design ceramic products
Like cross-border exchanges





one day, M was invited by Mantingfang to co-design ceramics






Deisgners、artists、craftmen co-design workshop



Works



Mantingfang ceramic exhibition



Designer talked with people who interested in his design in the exhibition.



After exhibition, mike often go back to mantingfang to talk about ceramic things.



They build a longtime cooperation.



Mike also like to drink tea in Mantingfang tea room.



Mantingfang gave mike a VIP card



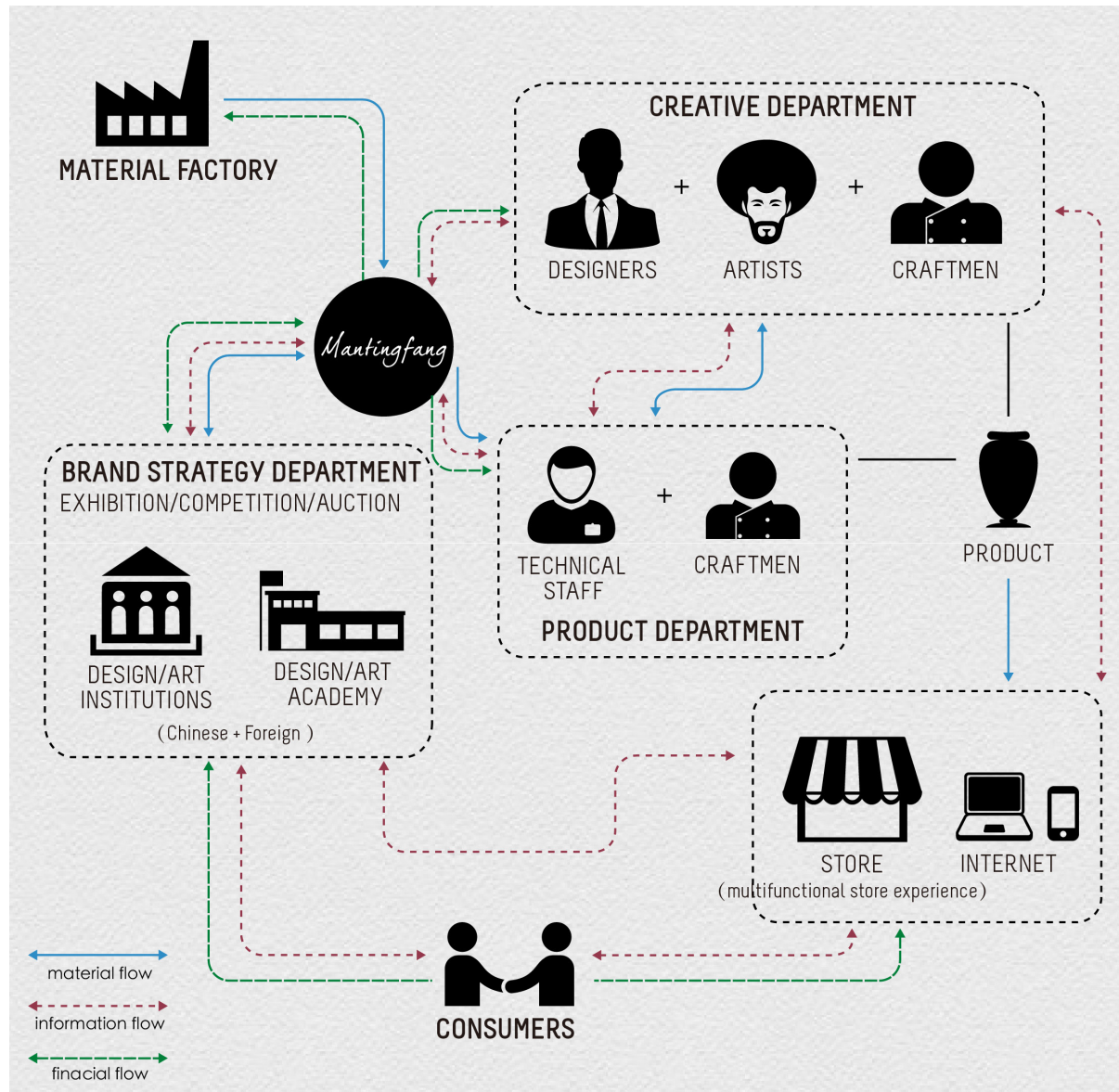
Mike become a member of Mantingfang tea room.



The other person is Mike, 35 years old, he is a designer, he loves oriental culture and ceramic design, likes the cross-border exchanges and cooperation.

One day, Mike got a call from Mantingfang, invited him to participate in the workshop of Mantingfang ceramic design with other designers, artists and craftsmen, in the end Mantingfang would hold a exhibition to everywhere in the world. Mike was interested in this activity, and agreed to participate in the cooperation. Then Mike came to Mantingfang deisgn studio, and participated in the cooperation of various designers, artists, and Mantingfang craftsmen. After a period of efforts, finally had the perfect works of ceramic design. Then Mantingfang held the exhibition and invited people to visit. In the opening ceremony, Mike's work paid a lot of attention and he communicated with visitors who interested in his works. After the exhibition, Mike loves to concern about Mantingfang brand development, and he likes to go Mantingfang flagship store to talk about the latest developments of ceramic design with Mantingfang. Meanwhile, Mike is also Mantingfang tearoom VIP member, he likes to occasionally invite a few friends in the Mantingfang tearoom to drink tea, talk about porcelains, and then buy some products.

3.7 System map of Mantingfang porcelain brand



Dwg.32 Mantingfang system map

In the system map, the key is 3 flows: material flow, information flow, financial flow. When you see many flows in one procedural, that means the process is very important to the main stakeholders. We can find in the system map of Mantingfang porcelain brand, the brand marketing strategy department has 3 flows to Mantingfang. Many people don't figure out why so many companies need to invest non-profit activities and public welfare establishment. They seem like no money back, but actually enterprises will get a plenty of information of market needs and trends. At the same time, enterprises can transmit their brand image and brand spirit to the market, to win more potential consumers.

Such as Mantingfang brand strategy, hold exhibitions with cooperation of designers and artists, competition with cooperation of design and art colleges. In this process, financial flow is not the most important, but the information and reflection from it is the most important for brand reputation and popularity.

In the system map of Mantingfang, first buy porcelain material from factory, then designed ceramic products by creative team including designers, artists, craftsmen, produced by craftsmen and technical staff, in the end transport the works to each point of sale. Meanwhile Mantingfang will hold a series of events and competitions, to develop the domestic and foreign markets.

In system map of Mantingfang, the material flow is not complicated, as long as to ensure the stability and security of transportation, so the information flow and financial flow are more important to brand benefit. In order to build a larger ceramic communication platform and a broader market, to get creative resources, the information flow is the most important.

4.1 COOPERATING WITH DESIGN COLLEGE (D&I)



Fig.18 Cooperation course pictures

College of design and innovation of Tongji University is a college that aims to cope with global challenges and elevate the quality of life and to promote social reforms and realize sustainable development.

Mantingfang participated in the course of D&I, to strengthen the communication between students and Chinese traditional culture. The course is called Chinese culture experience and design. The main objective of this course focuses on product design and gift design inspired by the traditional, modern and international Chinese culture.

In the course, Mantingfang invited Jingdezhen ceramics expert and craftsmen, to introduce Chinese porcelain culture to students, so that students could learn more expertise knowledge and actual operation, and to enable students cooperate with professional craftsmen to design porcelains. After design sketches, Mantingfang help students to produce the porcelains. Finally, students works displayed in the exhibition, Mantingfang selected excellent works and awarded honors.

The following are some excellent ceramic works from students. The first work is "Tea man", which is focused on the user experience. When you use it, you can shape it in different ways. Also the tea set does not occupy space, compared to the traditional tea set it is more modern and simple.

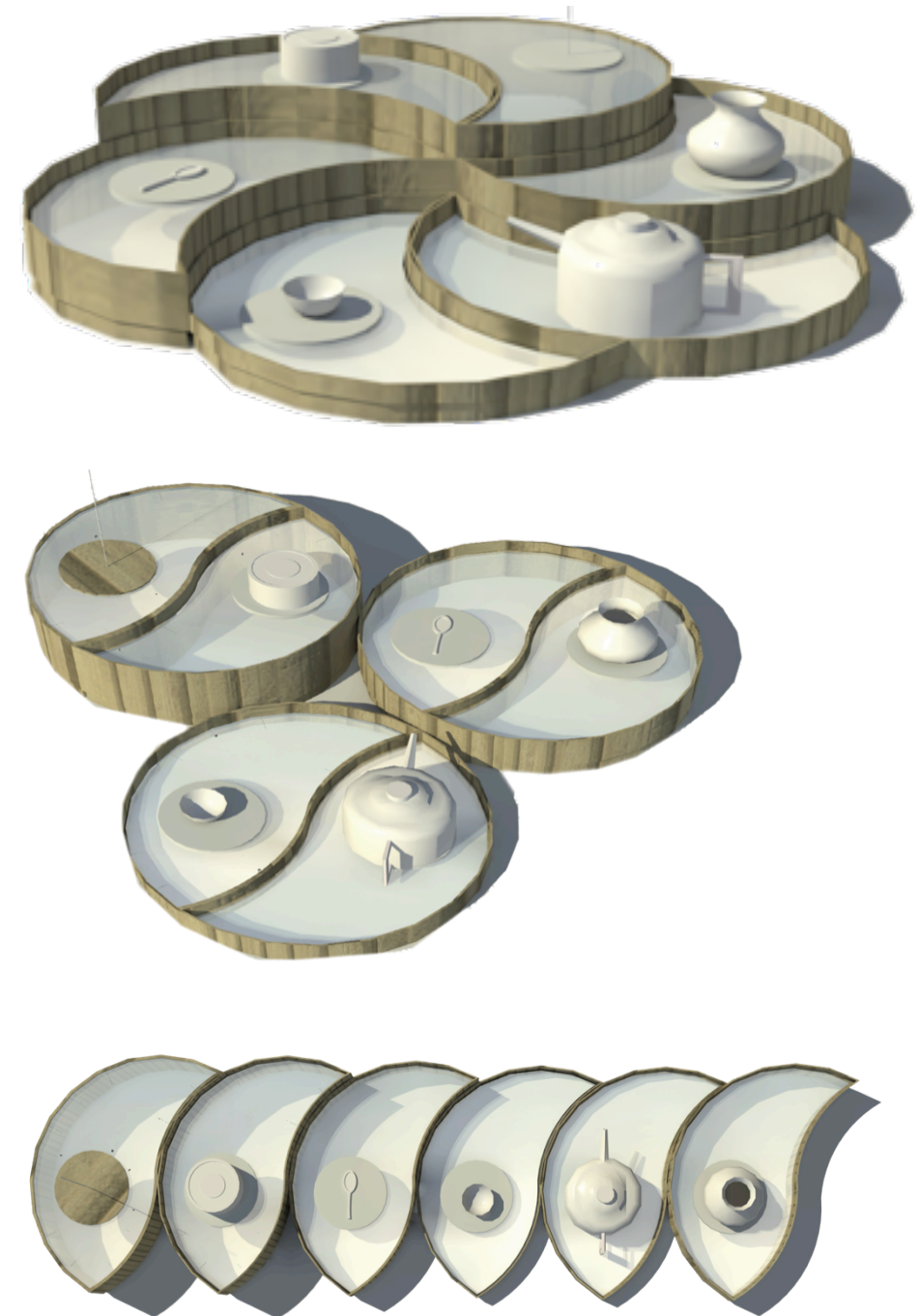


Fig.19 Student work 1--Tea man

4.2 COOPERATING WITH CHINA DESIGN CENTRE

China Design Centre
中国设计中心

Fig.21 China Design Centre logo

China Design Centre was established in 2013 in London. office in central London. Its mission is to make the world appreciate the excellent Chinese original design; to provide international exchange platform; to promote design cooperation of China and Britain.

China Design Centre is showing the world the original Chinese design, including architecture, products, furniture, crafts, etc. It enhances the impact and value of the intangible cultural heritage, encourages artistic innovation, promote Chinese young designers walk into the international stage, and provides international business opportunities for Chinese original brands.

Now China Design Centre is collecting excellent Chinese designers and original brands in Shanghai. This is a great opportunity for Mantingfang to show itself in the international market. Mantingfang is discussing the cooperation with Chinese Design Centre and the exhibition space in the building of China Design Centre. At the same time, Mantingfang is preparing every aspects of brand for the exhibition, such as brand typical porcelains, brand image, advertisement, flagship store need to prepare perfect.



Fig.20 Student work 2--Lotus leaf

The second piece is "Lotus leaf", the concept comes from the shiny dew hanging on the lotus, it uses "magnetic" and "porcelain" concept, to express "Life" + "mystery". The plates are embedded with magnets, spoons and forks can be attached on the plates, just like the dew hanging lotus. Such concept has its function, when you drink soup, the silver spoon placed in the plate will not fall into the soup.

Through study and practice in the course, students not only have learnt more knowledge of porcelains, also have a deep impression of Mantingfang brand, and fall in love with Chinese traditional culture. In this cooperation Mantingfang also get a lot of creativity and inspiration to widen their design ideas more open.



Fig.22 China Design Centre exhibition building and poster

SUMMARY

5

Summary & Future steps

5.1 Summary

The plight of Chinese ceramic brand is caused by a variety of factors, not only internal but external factor. As an enterprise, can not control the factors of the external environment, but for the internal factors, it can manage the internal factors by modern management system strategy. Porcelain brand enterprises need brand strategy consciousness, apply a variety of means to build, manage brand, and play a brand value for the enterprise.

Brand building should apply advanced management strategy and design methods - service system design. Through service design thinking methods to build the brand, it has iterative process of exploration, creation, reflection, and implementation. Applying service design in Mantingfang brand building, it helps to find the current problems and opportunities, to build a scenario for development, then create and design systematically. Then, put the creation into the market to test experimentally, get feedbacks from the test, so that to improve the brand for getting to the market.

When I use 25 tools of service design, I find that not every method can solve problem, we need use tools flexibly to get the solution.

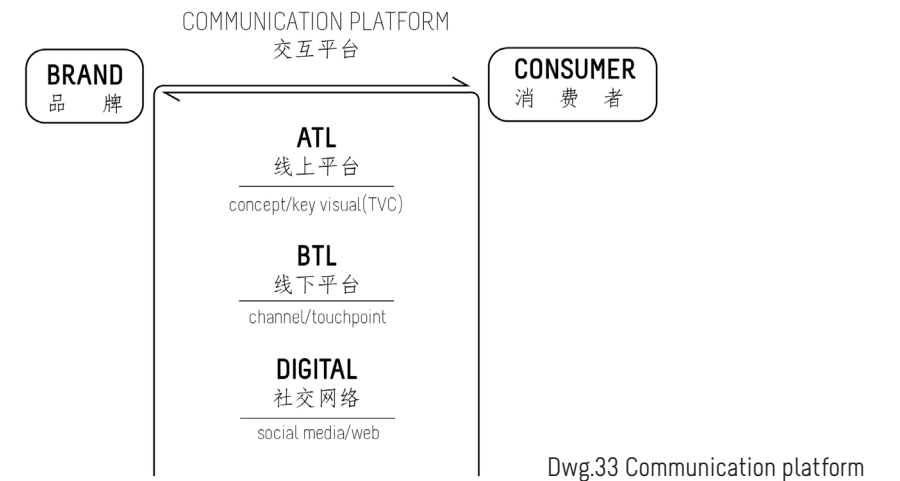
Meanwhile, in my thesis, application of service design method is more based on theory, I did not put all design into practice and the market, so the thesis is lack of objective feedback data from the market. I look forward to participate in the future plan of Mantingfang brand development.

In a word, new ideas and new exploration need courage and wisdom, both practice and theory prove that the direction of Mantingfang brand building and development in this thesis is totally correct. We should keep developing the forms and contents of brand by service design methods.

5.2 Future steps of Mantingfang porcelain brand

The future steps of "Mantingfang" porcelain brand development include the following aspects:

1. Strengthen every communication platform. Communication platform between brand and consumer is one of the most important aspects for brand developing. Communication platforms include ATL(above the line), BTL(below the line), and social media. Every platform is channel of propagating brand image, to attract more and more consumers.



2. Multi-region and multi-discipline cooperation. Future Mantingfang will be more open in design and creation, it is not limited in Jingdezhen, but to cooperate with different regions and different disciplines, so that Mantingfang's development will be more creative and dynamic.

3. From domestic market to international market. Mantingfang will launch different products for different markets. Mantingfang will set up flagship stores and participate in the exhibition in both Chinese and foreign market.

4. More patents. Mantingfang porcelain products need to get more patents, such as ISO, MA, SGC, to be the most professional and authoritative porcelain brand. Mantingfang aims to be the world's famous porcelain brand, to provide consumers the best quality porcelain products with strict production process, unique ceramic techniques, the traditional and modern design style.

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Thesis "Applied research of service system design for Chinese culture brand strategy"

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Supervisor: Davide fassi

Academy year: 2013/2014

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