

## Original Paper

# Research on the Design and Promotion of Macau City Brand

## Image

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### Abstract

*With the deepening of globalization, the shaping and promotion of Macao's city brand has become increasingly important in enhancing international recognition, attracting external investment and tourists, and enriching the local economic structure. This paper focuses on the design and promotion of Macao city brand image, and discusses its challenges and strategies in cross-cultural communication, the role of government, and the evaluation and feedback mechanism of brand promotion. The paper analyzes the difficulties encountered in the cross-cultural communication of Macao brand image and puts forward the localization promotion strategies for different markets. The need for government leadership and policy support in brand promotion is also discussed in detail and the importance of establishing evaluation indicators and user feedback mechanisms to ensure the effectiveness and continuous improvement of brand promotion is proposed.*

### Keywords

*Macau city brand, Cross-cultural communication, Brand promotion, Evaluation index, User feedback, Brand optimization*

## Introduction

### 1. The Core Elements of Macao City Brand Image

#### 1.1 Cultural and Historical Factors

Macau's city brand image is inseparable from its unique cultural and historical background. As the product of the intersection of China and Portuguese cultures, Macau has a unique multicultural background, and its historical blocks and buildings are listed as World Heritage by UNESCO (Li & Wang, 2020). Macao's Portuguese architecture, traditional festivals and diversified religious beliefs have formed a unique cultural atmosphere, giving the city brand a deep sense of history and cultural tension. For the design and promotion of urban brands, Macao needs to base itself on these profound

cultural genes in order to build a brand image with distinctive cultural characteristics; The excavation and protection of history and culture can also enhance the credibility and attractiveness of the brand, and help tourists to understand Macao's special position as a "meeting point of eastern and western cultures" (Shen, 2022).

### *1.2 Vision and Symbol Recognition*

Visual elements are an important part of the construction of brand image, which can quickly convey the uniqueness and attractiveness of the city. Macao's visual symbols contain a clever fusion of eastern and western elements. From the iconic ruins of St. Paul's Church to the bustling Macau Tower, these symbols are not only an important part of the face of Macao, but also a symbol of Macao's unique culture. These unique symbols should be systematically integrated and designed in the design of urban brand, so that they can become the brand identity with high recognition and strong memory. The city brand image of Macao can also widely apply visual symbols to public facilities, transportation tools and cultural and creative products through multi-level design schemes, so as to strengthen the communication power and recognition of the brand with a unified visual image (Guan, 2022).

### *1.3 Influence of Socio-economic Background on Brand Image*

As a world famous tourism and gaming center, Macao's economic strength has a significant impact on its brand image. The vigorous development of gaming and tourism makes Macao an important economy in the Asia-Pacific region, and this economic feature becomes one of the core factors of its brand image (Liu, Zhu, & Cui, 2023). The city brand image of Macau needs to showcase its international and modern economic development, while avoiding excessive dependence on the gambling industry and creating a comprehensive brand image in a more balanced way. In recent years, the Macao government has actively promoted industrial diversification, developed emerging industries such as exhibition, culture and education, and tried to broaden the connotation of the brand image from the economic dimension, so as to enhance the attraction of Macao in the international market.

## **2. Design Principles of Macao City Brand Image**

### *2.1 Principle of Uniqueness and Differentiation*

Uniqueness is the key for a brand to stand out in the market competition. The urban brand design of Macao should highlight its unique characteristics of "blending Eastern and Western cultures", so as to distinguish it from other regional urban brands. The economic openness, cultural diversity and geographical advantages of Macao as an international free port should be given full play in the design. The brand image has a unique positioning on a global scale. The realization of the principle of differentiation not only depends on the visual expression of the iconic buildings and cultural heritage, but also needs to combine the unique cultural experience and lifestyle of Macao to make the uniqueness of the concrete and emotional.

### *2.2 Principle of Continuity and Consistency*

The shaping of brand image is a long-term process, which needs to maintain the continuity of vision

and content. The design of Macao city brand image needs to be consistent in visual elements, communication slogans and promotion activities in order to form a high brand awareness. Continuity and consistency should also be reflected in Macao's culture, economy, tourism and other different fields, so as to achieve all-round brand promotion, which can avoid over-reliance on a single design theme, effectively enhance the brand's cognitive depth, form a strong brand association, and thus achieve a more lasting brand effect.

### *2.3 Principles of Identifiability and Dissemination*

The success of the brand can not be separated from high recognition and dissemination. The brand design of Macao needs to pay attention to the design of iconic city symbols and brand slogans to enhance the public's first impression and memory of the brand. The form of brand dissemination should be adapted to local conditions, combined with offline activities and digital platforms, and the brand concept should be efficiently transmitted to different groups; In terms of dissemination content, Macao can enhance its brand recognition and dissemination effect through strategies such as concise visual symbols and multilingual slogans, and ensure that its brand image is equally attractive to audiences with different cultural backgrounds (Meng, 2021).

## **3. Promotion Strategy of Macao City Brand**

### *3.1 The Application and Innovation of Digital Media*

With the development of digital communication means, the city brand promotion of Macao needs to increase the use of emerging digital media. Through multi-channel means such as social media platforms, online tourism communities and virtual reality technology, Macao can provide potential tourists with immersive brand experience and deepen their understanding and recognition of brands (Song, Zhang, & Chen, 2022). The brand promotion in Macao can also achieve accurate marketing of the audience through artificial intelligence, big data analysis and other technologies, improve the effectiveness of brand communication, and enhance the affinity and attractiveness of the brand through content creativity and user experience optimization in the interaction process of digital media.

### *3.2 Cultural Activities and Brand Interactive Promotion*

Macao city brand promotion should be closely combined with local cultural activities to enhance the public's sense of participation and identity in Macao brand image. For example, Macao International Fireworks Competition, wine and Food Festival and other cultural festivals with Macao characteristics can serve as key platforms for interactive promotion of city brands. These activities not only contribute to the dissemination of Macao culture, but also enhance the interaction and appeal of the brand through on-site activities, social media topics, cultural and creative product sales and other forms, so that tourists can further understand and experience the uniqueness of Macao city brand while participating in the activities.

### *3.3 Macao Brand Story and Narrative Promotion*

Brand narrative plays a crucial role in city brand promotion. Macao can make its brand image more

three-dimensional and emotional by telling stories rich in emotion, history and culture. Brand stories can be constructed around the historical inheritance, cultural figures and city memory of Macao, so that the city brand of Macao has stronger emotional resonance and memory points (Zhou, 2020). In terms of communication channels, Macao can make use of social media, short video platforms and other extensive communication channels, so that the brand image of Macao can reach more potential tourists in the form of story-based content, and inject more emotional connotation into the city brand promotion of Macao.

#### 4. Cross-cultural Communication of Macao City Brands

##### 4.1 Challenges and Strategies in Cross-cultural Communication

The challenges faced by Macao city brands in cross-cultural communication include cognitive differences, language barriers and conflicts of values. In European and American markets, Macao is often simplified as a gambling center, ignoring its rich connotation of cultural integration between China and the West. Brand communication in Macao needs to adapt to the local language and culture. Multilingual versions should be made according to different markets, and local cultural elements should be integrated. The historical and cultural heritage of Macao should be highlighted in the European market, and its historical ties with Portugal should be highlighted, so as to enhance the cultural identity of European audiences. Cross-cultural training and expert consultation, through the consultation of cross-cultural communication experts and the training of promoters, Macao can also strengthen cooperation with Portuguese-speaking countries, such as Brazil and Portugal, to enhance cultural understanding and reduce misunderstandings in brand communication. A multi-cultural exchange platform can also be established, and "Macao Culture Day" or "Macao Culture Week" can be held regularly in the target market through cultural exhibitions, overseas promotion conferences and other activities, including Macao music, dance and handicraft exhibitions, so as to increase the cultural appeal of Macao brands. On this basis, we can cooperate with cultural organizations of various countries to set up a cultural exchange platform between China and foreign countries, so as to make Macao's brand deeply rooted in people's hearts. Table 1 summarizes the main communication challenges, strategies and implementation measures faced by Macao in different national markets.

**Table 1. Cross-cultural Communication Strategies of Brand Promotion in Macao**

Communication market	Major challenges	Communication strategy	Implementation measures
European and American markets	Prejudice and stereotype	Localized language and cultural adaptation	Launch multilingual publicity content, focusing on Macao's historical culture and architectural features.

Asian market	Cultural identity and attraction are uneven	Cross-cultural communication and local cultural adaptation	Launch the "Macao Story" series to show traditional festivals and customs in Macao.
Portuguese-speaking market	Lack of cultural connection	Strengthen the cultural ties of Portuguese-speaking countries	Cooperate with Portuguese-speaking countries to hold cultural exchange activities and establish cultural identity.
International market	Language barriers and cultural differences	Multi-channel localized communication	Multilingual content, international visual symbols and design of social media

#### 4.2 Brand Promotion Methods in Overseas Markets

Macao's overseas market brand promotion needs a combination of various strategies, taking into account online and offline channels to enhance the brand's influence and coverage in the international market (Wang, Huang, & Zhang, 2020). Macao can open official accounts on mainstream social platforms in the world (such as Instagram, Facebook, YouTube, etc.), regularly publish contents related to Macao's culture, history and tourism experience, show Macao's urban features and cultural activities through video clips, live broadcasts, etc., attract the attention of overseas audiences, launch the "Macao Story" series on YouTube, invite internationally renowned KOL to participate, and tell their travel experience in Macao, so as to make the content more infectious and attractive. Macao can participate in or sponsor tourism fairs, international cultural festivals and other activities held around the world to show its brand image. It can also hold a "Macao Culture and Tourism Promotion Conference" to invite local media, travel agencies and opinion leaders to participate in activities to deepen their understanding of Macao. These activities can provide a good offline brand display platform for Macao and attract more potential tourists. Macao can cooperate with well-known brands in key overseas markets to launch joint promotion activities, cooperate with international hotel brands to launch hotel services with the theme of Macao customs, or cooperate with airlines to design Macao's special in-flight services, strengthen brand contact points, and enable potential tourists to get in touch with Macao's brand image before traveling and increase brand awareness.

#### 4.3 Attraction and Communication to International Audiences

In order to enhance the attraction of Macao brands to international audiences, brand communication in Macao should dig deep into its unique cultural, historical and natural resources, so that it has obvious differentiated competitive advantages. Macao can use local traditional festivals (such as Ma Ge Temple Fair and Dragon Boat Festival) and unique cultural activities (such as Macao International Fireworks Competition and Macao Film Festival) to attract international audiences, and provide unique cultural

experiences for international tourists by broadcasting festival activities live on social media and cooperating with international travel agencies to launch "festival travel packages". Macao can invite foreign media and travel bloggers to make in-depth tours of Macao, and tell Macao's cultural stories through media articles, documentaries and other means, so that more international audiences can intuitively understand Macao. Media publicity not only includes online reports, but also can cooperate with foreign TV stations to produce Macao specials, so as to enhance the attractiveness of brand image with deeper content. Macao's brand content needs to have a multilingual version, so that international audiences can obtain brand information quickly and conveniently. Macao can launch a series of "Macao Stories", covering the food, traditional customs, street features and other contents that combine Chinese and Western cultures, and convey Macao's multicultural image to international audiences by visual narration and multilingual subtitles.

## **5. The Role of Government in the Promotion of Macao City Brand**

### *5.1 Government's Leading Role in Brand Promotion*

Macao can set up a city brand promotion office, responsible for coordinating all kinds of brand promotion activities, to ensure the consistency and coherence of brand image in the promotion, this agency is responsible for coordinating the resources of various government departments, to formulate the annual plan and strategy of brand promotion. The government should formulate the Macao brand development plan, clarify the brand positioning, development path and annual objectives, and ensure the sustainability of the promotion activities. The plan should be led by the government and integrate the forces of culture, tourism, economic development and other departments to ensure the long-term construction and maintenance of the brand image. The government may set up a special brand promotion fund to support activities related to brand promotion in Macao. The fund may fund brand promotion, cultural promotion, event planning, etc., and support local enterprises and cultural institutions to participate in promotion activities.

### *5.2 Policy Support and Resource Allocation*

The government can provide policy incentives for enterprises that have contributed to brand promotion, such as tax relief and activity subsidies, to encourage enterprises to actively participate in brand promotion activities. At the same time, for cultural industries and non-gaming industries, the government can provide additional policy support to promote the diversification of Macao's brand image. The government can coordinate the resources of different departments and jointly support brand promotion activities. For example, through the cooperation between the Tourism Bureau and the Cultural Bureau, the brand project of "Macao Cultural Tourism" can be jointly created, so that cultural promotion and tourism promotion can complement each other, so as to share resources and maximize benefits. The government can set up a special plan to encourage the development of non-gaming industry, support the non-gaming industry through policy subsidies and loan concessions, and promote the transformation of brand image from "gaming city" to "multicultural city". The Macao government

has set up a number of policy support and resource allocation measures for brand promotion to systematically promote the spread of Macao's brand image. Table 2 lists these main measures and their expected effects.

**Table 2. Government Policy Support and Resource Allocation for Brand Promotion in Macau**

Policy direction	Measures	Expected effect
Leading agency for brand promotion	Set up brand promotion office and make annual promotion plan.	Improve the consistency and effectiveness of promotion activities.
Financial support	Set up a special fund for brand promotion to support cultural activities and international market promotion.	Enhance the sustainability and diversity of brand promotion.
Preferential policies	Provide tax relief and resource concessions for enterprises related to brand promotion.	Encourage social resources to actively participate in brand promotion.
Non-gaming industry development	Provide policy support for non-gaming cultural tourism activities and industries, and enhance the diversified image.	Reduce the dependence of Macao brands on the gaming industry and enhance the awareness of multi-brands.

### 5.3 The Synergy between Government and Social Resources

The government can lead the establishment of the "Macao Brand Promotion Alliance" to encourage local enterprises, cultural institutions and media to participate in the city's brand promotion and jointly plan and execute large-scale promotion activities. It can also guide social resources to participate in brand communication through the government platform, such as jointly launching preferential activities with local enterprises during Macao festivals to improve the interaction of brand promotion. Through cooperation with local enterprises and cultural groups in Macao, the government can support more folk cultural activities to go to the international market, such as uniting Macao traditional handicrafts and intangible cultural heritage groups, funding their participation in international cultural exchange activities, and enhancing the multicultural display of Macao brands. The government can also set up "brand promotion contribution awards" or other incentive mechanisms to commend enterprises and individuals with outstanding performance in brand promotion and mobilize the enthusiasm of social resources.

## 6. Evaluation and Feedback Mechanism of Macao City Brand Image Promotion

### 6.1 The Evaluation Index of Brand Promotion Effect

The evaluation of Macao city brand promotion needs to establish a scientific and comprehensive

evaluation index system in order to accurately measure the actual effect of brand communication. Therefore, we can adopt the method of combining key performance indicators (KPI) with quantitative analysis to ensure that brand promotion activities have clear measurement standards. For example, we can make a quantitative evaluation from the aspects of tourist flow, international media exposure, social media interaction rate and average consumption level of tourists to understand the acceptance and influence of the brand in the global market, and the tourist flow can reflect the attractiveness of brand promotion; The interaction rate of social media can show the communication effect of the brand among the younger generation. The Macao government can publish the effect report of brand promotion every quarter, clearly show the achievements and shortcomings of brand promotion and provide the basis for the next promotion strategy. This transparent evaluation system can not only enhance the traceability of promotion activities, but also increase the scientificity of brand promotion, and help the government adjust the promotion strategy in time to achieve the optimal allocation of resources and the sustainable promotion of brands.

**Table 3. Evaluation Index System of Macao Brand Promotion Effect**

Evaluation index	Explanation	Expected function
Tourist flow	Count the number of international tourists entering Macao.	Assess brand appeal
Average consumption level	Count the spending amount of tourists in Macao.	Understand the driving effect of brand promotion on economy
Media exposure rate	The number of exposures of Macao brand image in international media	Measure the communication effect of brand in the international market
Social interaction rate	Like, comment and share data of brand content on social media.	Evaluate the brand's influence and interactivity on social platforms.
Tourist satisfaction	Tourists' satisfaction with the overall experience of Macao	Evaluate the consistency between brand image and user experience

### *6.2 User Feedback and Brand Image Improvement*

User feedback plays an important guiding role in the process of brand image promotion, which can help Macao brands understand the real feelings of the market on the city image. Macao can establish efficient and convenient feedback channels through various channels, such as online satisfaction surveys, social media message boards, tourist comment areas on official websites, etc. Through these channels, tourists can express their comments and suggestions on Macao's tourism experience in time. The government can further discover the potential problems in brand image communication through user feedback. If tourists generally think that Macao's brand image is excessively concentrated in the gambling industry, the government can increase the proportion of publicity in culture and ecology in



future promotion, so as to form a more diversified brand image. At the same time, through the regular analysis of tourists' comments, Macao can quickly adjust the content of brand promotion, enhance the realism and diversity of brand image, and make it closer to market demand. By incorporating user feedback into the core process of brand image improvement, Macao can more accurately locate the optimization direction of brand image.

### *6.3 Continuous Improvement and Brand Image Optimization*

Brand promotion is a dynamic process, which needs to constantly adapt to market changes and the diversification of audience needs. The continuous optimization of Macao brand image should be reflected in the promotion content, communication strategy and activity design. Macao can conduct regular evaluation and resumption of brand promotion activities, and convene relevant departments of brand promotion to hold optimization meetings every quarter or every six months to discuss optimization measures according to the latest market feedback and evaluation report. If the feedback shows that the "cultural heritage" elements in the brand image are more attractive to tourists, Macao can increase publicity investment in historical attractions and cultural activities in future promotion activities. Macao can also introduce modern information technology, track the effect of brand promotion activities through big data analysis and artificial intelligence technology, adjust the promotion scheme in real time to improve the effect, track the user's concerns and comment hotspots in the international market in real time through social media analysis tools, and quickly adjust the brand content direction of Macao according to these data. The Macao government can also make a long-term brand optimization plan together with the brand promotion team, and fine-tune the brand strategy according to market feedback every year to ensure the lasting attraction and competitiveness of the brand image in the global market, so as to realize the sustainable development of the brand image.

## **Conclusion**

The brand promotion in Macao needs to be localized according to the needs of different cultural markets, so as to enhance the acceptance and understanding of the brand in the international market. At the same time, the government plays an indispensable leading role in brand promotion. Through policy support and resource allocation, the government can effectively integrate social resources and realize the sustainability and diversification of brand promotion. The establishment of scientific brand promotion evaluation indicators and user feedback mechanism is the key to ensure the continuous optimization and improvement of Macao's brand image. Through real-time collection of tourist feedback and regular evaluation of brand promotion effects, Macao can timely adjust its brand image according to market demand and ensure its long-term appeal to international audiences. In the future, Macao should continue to deepen the scientific management of brand promotion, enrich and diversify its city brand image through dynamic optimization and continuous improvement, so as to build a unique and competitive city brand in the global market.

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