

# Exploration of cultural and creative product development strategy of Sichuan Sports Museum

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**Abstract:** This article aims to explore the development direction, design strategy and promotion strategy of cultural and creative products of Sichuan Sports Museum through literature research, market analysis, audience interview data combing and data analysis.

**Key words:** Sports; Cultural and creative products; development

## 1. Introduction

Cultural and creative industry has been regarded by many cities around the world as an important driving force for economic growth. With the social development of China, the state has introduced a large number of policies to promote the development of cultural industry from the management level, especially since the 19th National Congress of the CPC, the development of China's cultural industry has entered a golden period. Museum industry, as an important base for the dissemination of history and culture, has developed rapidly under the background of the combination of culture and tourism. Major museums have combined exhibitions with cultural and creative industries to launch a large number of cultural and creative products, and won good feedback in the market.

Sichuan has better resources which sports culture and relics. In 2008, the first wave of the development of China's sports culture and museums did not carry out large-scale expansion, but still concentrated its main functions in cultural exhibition, education and research. Under the background of this round of cultural and tourism integration, how to let Sichuan Sports Museum enter the public's vision and become one of the museums with business card effect in Chengdu area will play an important role in the development of cultural and creative products with communication function. Therefore, to explore the development of cultural and creative products of Sichuan Sports Museum, make cultural and creative products become an important factor to enhance its service, and achieve the purpose of attracting tourists, stimulating economy and promoting cultural exchanges with the strength of cultural and creative industries.

## 2. The purpose of research

1. Identify the development direction of cultural and creative products of Sichuan Sports Museum through research and market analysis.
2. Explore the design strategy of cultural and creative products of Sichuan Sports Museum based on the law of art development
3. Summarizing the promotion strategy of cultural and creative products of Sichuan Sports Museum based on the previous two studies

## 3. Research methods

1. Literature research: Analyze the literature related to this topic from the existing research, so as to get the basic theoretical support of the research.
2. Market research method: Investigate the development of cultural and creative products in other museums and interview consumer groups to obtain relevant data support.
3. Summary method: Through the whole research process, combined with the interviewees and the obtained data, the comprehensive results of the experiment are analyzed, and suggestions are given.

## 4. Research content

According to the definition of cultural and creative products, UNESCO puts forward that cultural and creative products refer to consumer goods with the ability to convey opinions, symbols and lifestyles. The biggest feature of cultural products is that they are not only souvenirs and gifts, but also culture themselves. The service object of cultural and creative products is the market and specific people, so the development of this cultural and creative products must have a clear development direction and cultural reflection. As a consumer product, it needs to take the market as the basis and the purpose of audience use as the guide. In this study, since the market share of sports cultural and creative products in Sichuan is relatively small, it is not enough to form reference data. Based on the interoperability of cultural and creative product development and design, the research on cultural and creative products of other museums in Sichuan is carried out.

At present, there is no official classification method for cultural and creative products in China. The investigation on the market development of cultural and creative products in major museums in Sichuan found that cultural and creative products mainly focus on light daily necessities, and the proportion of main commodity types from large to small are cultural office supplies, daily necessities, visual arts related, textiles and accessories.

**Table 1 Analysis of cultural and creative products in the market of museums in Sichuan region**

Commodity Type	Product	Features
Cultural office	Notebooks, pens, postcards, hand accounts, bookmarks, mouse pads, envelopes, letterheads, school bags, calendars, greeting cards, thumb drives	Wide variety, large base, appearing in series, large price range

Daily necessities	Refrigerator magnets, water cups, cutlery, umbrellas, cell phone accessories, drawpaper cases, key rings, mirrors, light fixtures, purses	Wide variety, large base, wide price range
Visual Arts Related	Decorative paintings, decorative displays, dolls, blind boxes	There are few kinds and obvious visual characteristics
Textiles and accessories	Scarves, hats, jewelry, beauty collections	The variety is less and the price is higher

The biggest difference between cultural and creative products and other products is that the products contain a large number of cultural symbols, and in order to enhance the commodity power and brand power of cultural and creative products, the key is to inject more cultural symbols into the products and brands from the level of materials, shapes, colors, graphics and communication, so that the products and brands have more cultural and aesthetic power<sup>2</sup>. In this round of market research, it is found that the cultural and creative products launched in the market are highly compatible with the museum cultural relics, and have strong cultural promotion. From the point of view of design, the design of these products adopts a combination of methods: color extraction, pattern extraction, cultural extraction, original engraving 4 kinds.

**Table 2 Analysis of design methods of cultural and creative products of museums in Sichuan area**

Design Method	Representing the product	Type characteristics
Color extraction	Chengdu Museum - Hibiscus makeup series packaging	Extraction of cultural relics color is suitable for beauty product development
Pattern extraction	Chengdu Jiaozi Financial Culture Museum -- copper money aromatherapy lamp	Extract the local pattern to repeat the composition of the law to complete the design, for the common design techniques
Culture extraction	Sanxingdui Museum - Sanxingdui doll	Extract culture for secondary design, the promotion effect is good
Reproduction of the original	Sichuan Provincial Museum -- Dunhuang silk scarves	There are few kinds of scarves, and they are regular

Cultural and creative products improve consumer satisfaction by improving the expression and practicability of cultural and creative elements of new products, and change consumers' perceived value of cost to affect consumers' consumption intention<sup>3</sup> by enriching the division of price segments. In order to make the research conclusion more suitable and close to the market, a random interview was conducted among the market population. The data collected by interviewing 120 people showed that: most people think that the current development level of sports culture and exposition industry in Sichuan is low, and they hold a high expectation for sports cultural and creative products; Data analysis of 120 samples of sports cultural and creative products required by the price of the intendants accounted for 51%, the practicality of 27%; Compared with other types of cultural and creative products, the market holds low expectations for the creativity and visual properties of sports cultural and creative products.

Compared with history museums, the cultural and creative products market of sports museums in China is still in its initial stage. There are not a large number of samples, but there are excellent representative works -- Bing Dwen Dwen series of cultural and creative products of the mascot of the 2022 Beijing Winter Olympics. According to the statistics of China Securities Journal, the Beijing Organizing Committee of the Winter Olympics has developed a total of more than 5,000 licensed products, covering non-metal products such as badges and key rings, precious metal products, clothing, clothing and accessories, silk products, ceramic products, stationery, plush and toys of various materials and other categories. It can be seen that the door sports museum cultural and creative products around sports symbols to carry out systematic development is one of the future direction of the development of the industry.

## 4. Research results

### 1. Development direction of cultural and creative products of Sichuan Sports Museum

As early as 1991, overseas scholars put forward that the business of sports museum must have a good direction, independent business body and promotion model to obtain capital reserves. Through the preliminary research, the culture and creation of sports museum have good conditions for the development and promotion in Sichuan area relying on the platform of Sichuan Sports museum. From the perspective of development, museum has an important function of education, which provides a platform for education to the public through the platform<sup>4</sup> of museum. Therefore, cultural and creative development should first be rooted in the basic functions of Sichuan Sports Museum, develop educational and popular cultural and creative products, disseminate the history, tradition and spiritual connotation of Sichuan sports to the public, and enhance the public's understanding and sense of identity of sports culture, which is the prerequisite for the development of sports museum cultural and creative development.

Secondly, the "activation" of cultural relics is an important guideline for the development of cultural and creative products of the museum. The concept of "activation" is conducive to a deep understanding of the museum's function and value, to the realization of the creative transformation of Chinese culture, and to the promotion of its own innovative development<sup>5</sup>. Different from other historical museums, the literature collection of sports museums accounts for a large proportion in the cultural relics projects, which is difficult to form a good product effect in the cultural and creative development. Therefore, the "activation" of this part of the collection is very important. Choosing representative historical moments and activity records to "activate" and reproduce can effectively solve the problem of literalization of cultural relics objects.

Third, relying on the abundant resources of ethnic minorities in Southwest China, we should develop cultural and creative products of ethnic

minority sports with Sichuan characteristics. The Yi nationality and the Tibetan nationality, which account for a relatively large proportion in Sichuan, all have traditional sports, such as rope-jumping, oil-pole climbing, top playing, horse racing, bullfighting, wrestling, swing and other traditional sports, which can develop unique cultural and creative products and enrich the cultural types of cultural and creative products.

Fourthly, closely follow the events to do a good job in the development of cultural and creative products with business card effect. Bing Dwen Dwen series of cultural and creative products is an important case of IP development. In the same way, combining with the mascot of the World University Games held in Chengdu in 2023, the ICONS of individual competitions and other symbols with the event's business card effect, rational use and development can also become another direction for the cultural and creative development of Sichuan Provincial sports museum.

## 2. Cultural and creative product design strategy of Sichuan Sports Museum

According to the market people's demand for cultural and creative products of sports museum and the current market status of cultural and creative products of museum, new products must maintain their uniqueness in order to have good competitiveness in the market. Through the integration of Sichuan sports and cultural elements, create cultural and creative products with Sichuan characteristics, reflect the uniqueness of regional culture, and increase the attractiveness of products; Diversity, the products can appear in a single or series way, covering four categories of daily necessities, cultural office, visual arts, textile jewelry, and expand the price range to meet the consumer needs of different people. Ensure the practicability of cultural and creative products, so that consumers can actually apply to life after purchase, increase the frequency of use and long-term use value of products. At the same time, we should pay attention to the artistry of product design, improve the aesthetic value of products, and attract more consumers' attention and purchase desire for products.

Design cultural and creative products through diversified means, set up a special department to manage the cultural and creative development of museums to sort out cultural relics and culture, select representative objects to develop cultural and creative products. External cooperation with universities and art institutions in Sichuan region to carry out cultural and creative product design solicitation, through the form of competition to discover excellent cultural and creative product design schemes and incubate the results, forming a benign development relationship between museums, schools and enterprises. At the same time, it can cooperate with other enterprises to "activate" joint cultural and creative development for a certain IP of the museum. At present, the "activation" of cultural and creative products co-branded by KFC, Heicha and other fast selling enterprises is also a new strategy for cultural and creative product design.

## 3. Promotion strategy of cultural and creative products of Sichuan Sports Museum

Setting up an exhibition marketing area in the museum is the most basic means to promote cultural and creative products. Usually, cultural and creative products are combined with museum exhibition activities to increase product exposure and sales opportunities through on-site exhibition sales and audience interaction. In order to optimize the function of exhibition marketing, the sports museum marketing area can be combined with coffee leisure, book bar, sports activities and other areas to form a unique marketing area.

In the new media era, the energy of network is an important carrier of communication. Most museums adopt the mode of online plus offline when selling cultural and creative products, and expand the sales channels of museum cultural and creative products to further places<sup>6</sup> through e-commerce. Art design and packaging are carried out on museum official websites and social media platforms, venue activities and products are regularly pushed through Weibo, wechat and other media, and online publicity and sales are carried out through online channels, so as to enhance the visibility and market coverage of museums and products in the museum.

Strengthen cooperation with related sports organizations, sports venues, schools and local cultural and tourism departments, and incorporate cultural and creative products into their operation or promotion channels to expand the influence of products. In particular, products developed by ethnic minority sports can be put on tourist routes through local cultural and tourism departments to increase the visibility of venues.

Through large-scale exhibitions such as cultural Expo, experience marketing can be carried out at the venue. Through the experience activities of cultural and creative products, consumers can personally feel the characteristics and value of the products, and word-of-mouth communication and sales promotion can be carried out through personal experience.

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**Article subject information:** Sports Social Science Research Center, Key Research Base of Humanities and Social Sciences of Sichuan Federation of Social Sciences and Education Department, Number: TY2023210 "Research on the Development Strategy of Local Sports Museums in Sichuan under the Background of Cultural and Tourism Integration" research results of the first phase