

# **The Role of Artistic Expression in Shaping Brand Identity: An Empirical Study of Art Integration in Advertising Campaigns**

Feng Tan

Arts and Media College, WUHU Institute Of Technology, Wu Hu, 241000, An Hui,  
China

Ping Xing

Arts and Media College, WUHU Institute Of Technology, Wu Hu, 241000, An Hui,  
China

Mei Wang\*

College of Vocational Normal Education, WUHU Institute Of Technology, Wu  
Hu, 241000, An Hui, China  
wuhutanfeng1983@163.com

**Abstract:** In the period of market-oriented economy, enterprises are facing increasing competitive pressure, how to improve the competitiveness of enterprises, has become the core topic in the development of enterprises. Among them, it has become an effective and necessary means to build brand identity, enhance brand influence, and build competitive advantage through brand. In the research, this paper explores the role of artistic expression in brand building.

**Keywords:** Artistic Expression; Brand Identity; An Advertising Campaign

## **1. INTRODUCTION**

Art can produce strong appeal, and different from ordinary expression methods, it can improve the level and overall effect of display, form strong visual impact and artistic attraction, so as to enhance consumers' emotional identification and psychological tendency of enterprises, strengthen the image of enterprises, and improve the effect of brand building (Tian, 2023). In this process, advertising activities belong to one of the important means for enterprises to carry out publicity and brand building. However, in the specific implementation process, there are many influencing factors, and different enterprises are faced with different current situations, and the market environment will also show certain different characteristics in different periods. Therefore, it is necessary to comprehensively consider various factors and carry out relevant work by integrating art into advertising activities (Zhou, 2023) to carry out brand building. This paper adopts the mode of empirical research to highlight the pertinence and

practicality of the research, enhance the value of the research, enhance the combination of theory and practice, and provide reference for the application of artistic expression in brand identity building.

## 2. A THEORETICAL MODEL OF THE INTEGRATION OF ART INTO ADVERTISING CAMPAIGNS

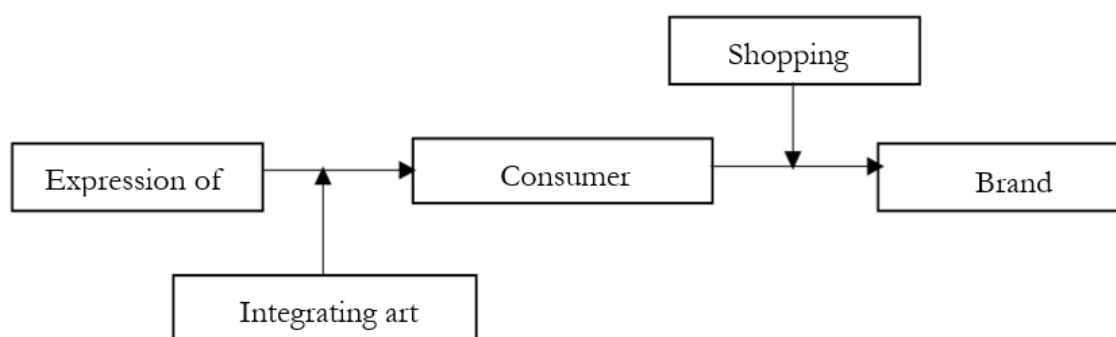
### 2.1 Mechanism of Action

Firstly, based on the analysis of the scheme of artistic expression and building brand identity. Among them, there are many ways of artistic expression, including experience and observation (Wei, 2022). However, when it is integrated into advertising activities, it reflects a strong purpose, that is, in order to shape the brand identity, it must meet the relevant needs, reasonable design, and reflect the pertinency of the needle. When building brand identity, enterprises have relatively many means, but they must consider the needs of consumers, otherwise they will lose practical significance (Guan, 2020). At the same time, it is necessary to consider its cost, feasibility and other aspects of the problem, comprehensive analysis, formulate specific programs. Secondly, channel analysis based on artistic expression and shaping brand identity. Based on the analysis from the perspective of building brand identity, there are two channels of artistic expression. Second, according to the needs of advertising (Wang, 2020), artistic design, reflecting the art of advertising, belongs to a kind of reconstruction mode. For the building of brand identity, it is mainly reflected in two aspects, namely, rational analysis and emotional establishment, which will affect the building of brand identity (Li, 2020). Among them, rational analysis refers to consumers' comprehensive evaluation on the quality, efficiency and reputation of enterprises and related products and services. Emotional establishment is an emotional identification generated by consumers, which comes from the fulfillment of corporate social responsibility, local feelings, and perception in the process of communication (Yi & Fan, 2023). Therefore, multi-angle analysis and multi-faceted efforts are needed to realize brand identity building through the mode of integrating art into advertising.

### 2.2 Theoretical model

In this study, the theoretical basis for the establishment of the theoretical model is SOR theory, that is, the "(S) stimulus - (O) individual psychology, psychological - (R) response" model. Among them, S stimulus belongs to

the external stimulus, which in this study refers to the stimulus generated by artistic expression to consumers. O Individual psychology and psychology refer to the changes in relevant aspects of consumers, specifically referring to the emotional and rational identification of consumers with enterprises. R reaction represents the behavior of consumers after the reaction, including product purchase and active publicity, which provides support for the building of corporate brand identity. On the whole, the role of artistic expression in shaping brand identity can be realized through the mode of art integrating into advertising activities, and the effect of its integration is directly related to the effect of artistic expression and the shaping effect of brand identity (Wu et al., 2021). The specific theoretical model is shown as follows:



**Figure 1:** Theoretical Model

However, based on the analysis of changes in consumer cognition and demand, corporate brand building is a long-term work that should be carried out continuously. Therefore, this study believes that through the mode of integrating art into advertising activities to carry out brand building (Ferreiro-Rosende et al., 2023), we should make a detailed analysis of the cultural background and the current situation of art development in different times, keep pace with The Times, and reflect the dynamic thinking and strategic view, so as to enhance the actual effect of this work.

### 3. EMPIRICAL RESEARCH ON THE INTEGRATION OF ART INTO ADVERTISING CAMPAIGNS

#### 3.1 Research and Development Design

##### 3.1.1 Purpose of Research

In order to carry out the empirical research on the integration of art into advertising activities, the corresponding data are obtained through the investigation. The purpose of the investigation is mainly reflected in three aspects: first, through the investigation, the actual situation of the

investigated objects in the integration of art into advertising is understood in detail, and the way of art into advertising is analyzed as the research basis; Secondly, by summarizing the effect and demand of art integrated into advertising, the effect of art integrated into advertising is determined, and the role of artistic expression in brand building is analyzed (Van Riel & Van den Ban, 2001). Thirdly, based on the research, we understand the problems and deficiencies existing in the integration of art into advertising activities, which can be used as the basis for subsequent work improvement.

### 3.1.2 Method of Investigation

At the time of the survey, two main survey methods were used. First, the questionnaire survey method. The relevant information is mainly obtained by issuing questionnaires. Its target group is mainly consumers. In the previous research, too much emphasis was placed on the research information collection of enterprises, and less attention was paid to the information and opinions of consumers, which was difficult to meet the needs of market-oriented development. In particular, the purpose of integrating art into advertising activities was to build brands, which needed to be recognized and supported by consumers to form a good mass base. Only in this way can brand influence and value be reflected (Van Riel & Van den Ban, 2001). Therefore, in this investigation, we obtained public information on the effect of integrating art into advertising activities, problems and suggestions through questionnaires. Second, the interview method. The main objects are the top 10 enterprises in the primary, secondary and tertiary industries in X province, including construction, medicine, finance, agriculture, industry, tourism and other industries, with 10 enterprises in each industry, a total of 30. The content of the interview was based on the mode of integrating art into advertising activities and the brand effect generated. In general, the results of this empirical study can reflect the integration of advertising into art activities in X province, and analyze the role of artistic expression in shaping brand identity based on the results, which is representative and practical.

### 3.1.3 Implementation of Investigation

In this survey, consumer information and research work are mainly carried out with the help of communities and enterprises. Mainly through wechat, QQ, email and so on to send and recover. In terms of interviews, specific work was mainly completed through the modes of field interviews,

telephone interviews and video interviews. The reliability and validity test results of this survey are shown in Table 1 and Table 2. The reliability is above 0.8, indicating credibility. The validity is 0.888, between 0.8 and 0.9, which is reasonable (Rodner & Kerrigan, 2018).

Table 1: Results of Reliability Test

<b>The Project</b>	<b>Number of Indicators</b>	<b>Cronbach a</b>
Art is Integrated into the Advertising Campaign Model	4	0.811
Art into the Effect of Advertising Campaigns	4	0.812
Art into the Issue of Advertising Campaigns	4	0.844
Art into Advertising Campaign Recommendations	3	0.836
in General	15	0.899

Table 2: Validity Test Results

<b>BMO Measurement</b>		<b>0.888</b>
Bantlet Test of Sphericity	Approximate chi-square	3001.200
	Df	445.1
	Sig	0.001

### 3.2 Analysis of Results

The results of this survey were statistically analyzed and used as the basis for empirical research. The results are as follows:

#### 3.2.1 A Model in which Art is Integrated into an Advertising Campaign

Through the interview, it is concluded that 30% of the enterprises, when integrating art into advertising, use the original art works to lead to the content of the enterprise to promote, and enhance the attraction and public attention through art works.

30% of the enterprises mainly adopt the mode of artistic background setting in relevant aspects to set off the products and contents they want to promote, so that the public can enhance the recognition of the enterprises and products in this environment and realize the "upgrading" of understanding. 35% of the enterprises, in terms of advertising design, into the art design thinking, the formation of artistic advertising mode, such as leaflets design, billboard design, event site design, all reflect the art. 5% of the enterprises, relatively high-end in the relevant aspects, hire well-known understanding of art, with the help of their art explanation, display, etc., to achieve publicity (Vanolo, 2008).

### 3.2.2 The Role of Artistic Expression in Brand Building

The opinions of the interviewees and the questionnaire respondents in relevant aspects are integrated as follows: First, 93% of the respondents believe that artistic expression can change the Angle and level of the public's understanding of the enterprise, change the perception that "the enterprise propagates for its own interests", eliminate the inner "aversion" to the enterprise propaganda, and thus enhance the recognition of the enterprise; Secondly, 98% of the employees believe that they can enhance emotional communication with enterprises based on art, and enhance "intimacy" and psychological tendency. Cause consumers to support the development of enterprises because of the "resonance" of art, and help enterprises to promote; Third, 95% of the personnel believe that after art is integrated into advertising design, the visual impact is strong, so that it forms a lasting impression, thus strengthening the brand effect. For example, based on the analysis of human physiology, some personalized things have a deep impression on people and can stay in the brain for a long time (Kottasz et al., 2008). Therefore, it is helpful for enterprise brand building; Fourthly, 97% of the people believe that the integration of art can have a guiding effect on people, enabling people to position enterprises and products based on the perspective of art cognition, and their love and identification of art will also be transformed into the love and identification of enterprises.

### 3.2.3 Public Satisfaction with the Integration of Art Into Advertising Campaigns

After sorting out the research data, the public's satisfaction with the integration of art into advertising activities is as follows: 355 people are very satisfied, accounting for 19.7%. 404 people were satisfied, accounting for 22.4%. General 636 people, accounting for 35.3%. 255 people were not satisfied, accounting for 14.2 percent. 151 people were very dissatisfied, accounting for 8.4%. It can be seen that the public is not satisfied with the actual situation of the integration of art into advertising activities, and their satisfaction is relatively low. It proves that the work in this aspect is feasible but there are shortcomings, which need to be continuously improved and perfected, otherwise the actual effect will be weakened (Hudson et al., 2015).

### 3.2.4 Public Demand for Artistic Expression in Brand Building

According to the survey, 95% of the public believe that enterprises

should reflect artistic thinking and carry out artistic design in brand building, so as to strengthen its effect and attractiveness. It supports and agrees with the behavior of relevant parties of the enterprise. 90% of the people believe that the integration of art into advertising makes them more impressed by the advertising of enterprises, and they hope that enterprises can strengthen investment in relevant aspects and carry out targeted design based on their artistic cultivation and level. 96% of the public believe that when art is integrated into advertising campaigns, it should pay attention to the combination with the product, and too "deviation" will weaken its effect (Makkonen & Olkkonen, 2017).

### 3.2.5 The Problem of Integrating Art into Advertising Campaigns

To sum up the problems in the integration of art into advertising, it is mainly reflected in the following three aspects: 35% of the people believe that art does not meet their needs when it is integrated into corporate activities. The main reason is that the masses have different cultural needs and cognition without education level, age, cultural training and other aspects, so there are differences; 40% of the public believe that the existing integration mode is relatively single, and the enterprise does not analyze the integration needs from the perspective of the public, and does not reflect the subjective status of the public, presenting a situation of "how I advertise, how you see it"; 15% of the public believe that some enterprises pay less attention to the combination of art with products and enterprises when integrating art into their publicity activities. Although they are all artistic, they are too "novel" to associate with enterprises and products, and it is difficult to establish a sense of identity in related aspects (Kim & Sullivan, 2019; O'reilly & Kerrigan, 2013).

### 3.2.6 Suggestions for Integrating Art into Advertising Campaigns

The suggestions on the development of relevant work are summarized as follows: More than 90% of the interviewees believe that the existing work of integrating art into advertising activities lacks professional talents, whether it is the staff of the advertising department of enterprises or some full-time advertising companies, there are deficiencies in relevant aspects. Therefore, it is necessary to cultivate relevant talents. Colleges and universities should pay attention to the development of relevant majors, curriculum design and students' ability cultivation. All the people, in the relevant aspects of the work, must be done to the public demand as the center, otherwise the art of advertising will lose the "effect", therefore,

must be done to the relevant aspects of advertising art to meet the needs of the public; In addition, the respondents also proposed that the integration of art into advertising activities must be legal and compliant to avoid false induction and damage to the interests of the public. At the same time, it will also damage the corporate image and credibility. Therefore, the work of enterprises in relevant aspects must be principled, and the relevant departments also need to strengthen supervision. Form a good situation of standardization, legalization and specialization.

## 4. CONCLUSIONS AND SUGGESTIONS

### 4.1 Conclusion

Through this study, the following conclusions are mainly drawn: First, artistic expression plays an important role in building brand identity, which cannot be ignored. It enables the public to enhance the positioning level of enterprises through art, generate a kind of emotional exchange and communication in art, and form artistic attraction and psychological tendency. Second, when art is integrated into advertising activities, targeted work must be carried out according to the needs of the public, especially close to "people's livelihood", which is easy to understand, otherwise it is difficult for the public to perceive. Third, the main problems in the integration of art into advertising activities are that it is difficult to meet the needs of the public, the form is single, and the combination with the propaganda content is poor. Under the influence of related problems, the effect of building corporate brand based on artistic expression is poor. Fourthly, in order to strengthen the brand building effect of the integration of art into advertising activities, it is necessary to reasonably set the integration mode based on the needs of the public and the needs of brand building, strengthen the effect in multiple dimensions, and enhance the influence of the corporate image based on art.

### 4.2 Suggestions

Based on the above research results, when integrating art into advertising activities, the following suggestions are put forward to strengthen the effect of brand building: First, pay attention to people's needs. Corporate brand building is a kind of behavior facing the whole society. Therefore, in the process of integrating art into advertising activities, it is necessary to conduct demand research and design reasonably according to the objects faced by advertising. In specific implementation, demand information can be obtained through investigation, and cluster analysis can be carried out



on the information, and targeted design can be carried out according to different categories. For example, some young people are more inclined to "trendy" culture. In terms of art, cubism and abstract art ideas can be integrated into it to enhance its attractiveness and interest. Second, innovative integration mode. At present, the mode of enterprises in relevant aspects is relatively old, which is mainly realized by the artistic enhancement of artistic display of artistic works and advertising design. Therefore, it is necessary to change this situation through innovation. In the work of relevant aspects, an experiential mode of art integration is adopted to enhance the impression of the public through the improvement of their sense of art experience. For example, in the advertising design of clothing, we can be bold and innovative, and make ordinary people wear the new version of clothing, and carry out runway show, image design and photo taking from the perspective of art, so as to generate a sense of honor and enhance their support for the brand clothing. Third, pay attention to the application of new media technology. At present, the society has entered the era of network information, and the use of new media technology has become inevitable. Therefore, in the process of integrating art into advertising activities, we should consider how to apply new media technology and set up targeted models, that is, "artistic advertising design based on new media". For example, the use of new technology for color, shading, lines, background environment and other aspects of the design, strengthen the effect of art display. It can also use existing technology to integrate animation design related elements and concepts to increase the interest.

#### 4.3 Concluding Remarks

To sum up, artistic expression plays an important role in the brand identity building of enterprises. In addition, when carrying out relevant work, it is necessary to carry out targeted integration of art into design based on the needs of the public, and effectively use new media technology to strengthen its effect in various aspects.

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