

# The Construction And Dissemination Of City Brand Image From Zibo Barbecue Phenomenon In The Perspective Of New Media

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## **Abstract:**

*The popularity peak of Zibo barbecue has gradually passed, but the concept of Zibo barbecue still remains in the cognition of most Chinese people, and the duration of this cognition is limited. Therefore, Zibo Barbecue needs to be transformed into a city brand within the time window when the popularity fades and tourism is no longer the dominant factor in the popularity of Zibo barbecue. Truly upgrade the hot spots of Internet celebrities into permanent brand equity, and make this brand equity permanent and firmly engraved in people's cognition, which is also the need for reference and learning for other Chinese cities to build brand image and spread in the perspective of new media.*

**Keywords:** *Zibo barbecue phenomenon, City brand, Construction, Communication*

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## **I. Introduction**

When it comes to barbecue, Zibo comes to mind? Zibo can dominate the hot search, not a coincidence but a necessity. When Zibo first entered the public eye, it seized the opportunity to develop products with local characteristics, promote the urban cultural tourism industry in a fancy way, set up infrastructure and upgrade public services, and successfully completed the circle with the support of traffic. The brand of Zibo has been closely linked with barbecue, but this does not mean that it can continue to support the brand degree of Zibo city. How to build a sustainable city brand image is still a long way to go. However, looking back at the whole hot development process of Zibo barbecue, Zibo's experience is especially worthy of reference and learning for all cities in China [1].

## **II. Literature Review**

### **Zibo barbecue hot out of the reason**

Since March 2023, Shandong Zibo barbecue soul "three-piece set" in the social platform to blow a wave of dissemination, Zibo barbecue has become the new top stream of the Internet. In March alone, 4.8 million people came to Zibo to eat barbecue, the May Day holiday, Zibo daily received about 200,000 tourists, the local Zhangdian Eight Big Convenient Market is one of the national scenic spot "queue list" first [2].

Why is Zibo barbecue so hot? I think the main reasons can be attributed to the unique soul eating method, the help of mobile short video platforms, the initiative of government departments, and the strong human touch of cities.

### **From Zibo BBQ to City branding**

Zibo has redefined the city impression through city and food, and "Zibo Barbecue" has become the new brand equity and brand label of the city. Zibo barbecue brand activities conform to the needs of ordinary people, create momentum and attract the attention of the national media and the media. Through the fermentation of self-media and short video topics, secondary communication is formed, so that more people know the "brand" of "Zibo barbecue", and then enhance the overall visibility of the city brand.

In recent years, with the rapid development of mobile Internet and social media, online communication has gradually become an important way to obtain user resources. "Zibo Barbecue" event is to make full use of the communication attributes of the mobile Internet, through social media and short video platforms to increase interaction, to attract consumers' attention and participation[3].

Zibo Barbecue as a city business card by the government, businesses, media, citizens and Internet users to build together, the "flow" into "stay", leaving not only the tourists for Zibo barbecue's good reputation, as well as the whole city to concentrate on building the cohesion of the city brand image[3].

In recent years, many cities in our country have been building city brands, but because of the unclear positioning, the lack of development system, encountered a lot of problems, in the brand construction encountered a lot of resistance. The key point is that they don't last. Most of them are short-lived. However, the city of Zibo has successfully built the city brand through barbecue, which is firmly engraved in people's hearts, providing a good model for the construction of brand image of other cities in China.

### **The construction of multi-component city brand**

The shaping of Zibo city brand is the joint participation of many parties, thus forming a comprehensive publicity and communication of the city brand image. Netizens put forward hot spots, government macro layout, business improvement services, and enthusiastic feedback from the public, and then detonated a new round of hot discussion among netizens[4].

### **Netizens, citizens and the government jointly build a social media city brand image**

With the popularity of social media, more and more netizens and citizens begin to participate in the construction of city brand image. Internet users share and disseminate through online activities. Citizens contribute to the promotion of the city's image by sharing information about the city's food, attractions, culture and history offline. At the same time, such participation can also enhance citizens' sense of belonging and pride. The government also plays an important role in the construction of city brand image. The government can enhance the visibility and reputation of the city by strengthening the publicity and promotion of city brand image.

### **With the help of hot social events, the government actively promotes the construction of city brand image on social media**

As a city manager, the government should actively make use of hot social events to promote the construction of city brand image on social media. This is not only conducive to enhancing the visibility of the city, but also can promote the development of the city's economy and social progress. Public trust is greatly enhanced by the support and affirmation of the government. This support from the government is not only an

affirmation of the business, brand and product, but also plays an important role in shaping the image of the city[5].

### **Merchants participate in building a social media city brand image**

On social media, businesses can participate in shaping the city's brand image in a variety of ways to enhance their brand awareness and reputation. First of all, the business through the release of various forms of product information to promote their own brand, Zibo business combined with the local history and culture, geographical characteristics and other factors, to create a unique brand image, so that users have a strong sense of cultural immersion. Second, merchants actively participate in discussions and topics on social media. On social media, there are a lot of topics about barbecue food, businesses in response to user needs and feedback, and constantly improve and innovate products to enhance user experience. Third, merchants attract users through social media platforms by offering offers, promotions and other ways, and launching joint promotions and other ways to attract more users' attention and participation[6].

### **Media communication to maintain social media city brand image**

Media communication is very important for the maintenance of city brand image. Zibo barbecue, as a special food in Zibo city, has been widely concerned and loved. While the media spread Zibo barbecue, it also conveyed the city brand image of Zibo city.

The communication of media on social media platforms needs to pay attention to the authenticity and credibility of the content. The media should provide authentic and credible information through in-depth interviews and research. Media communication on social media needs to pay attention to the evaluation and feedback of the communication effect, timely understand the communication effect and user needs, and adjust and optimize the communication strategy. The media also need to pay attention to the positive values and cultural inheritance of the city brand image, and make positive contributions to the shaping and transmission of the city brand image.

## **III. Conclusion**

As an old industrial city, Zibo, through building a brand of food culture, enables the soft power of the city, and transforms into a cultural tourism city. Its popularity is accidental and inevitable.

All regions can learn from the experience of Zibo, take the initiative to act, plan as a whole, explore the characteristics, understand the diversified needs of different tourist groups, continuously upgrade the various links of dining, accommodation, travel, sightseeing, shopping, entertainment, etc., optimize the sense of tourist experience, and promote the construction and communication of urban image and high-quality development of cultural tourism industry.

The transmission effect of the city image needs time to test, how to boost the "network red" into "long red", "flow" to "stay" is worth in-depth study of the issue, the city image of the whole plastic and communication still need the active participation and joint construction of the whole society.

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