

Advertising Communication and Visual Design of NongFu Spring Water in the New Media Environment

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ABSTRACT

With the advent of the new media era, the traditional form of advertising and visual design has a new development. Based on this background, this paper studies the advertising communication and visual design of NongFu Spring water. This paper aims to analyze and study the text visual design, graphic visual design and color visual marketing strategy in the advertising communication of NongFu Spring water, and explore the role of visual design in advertising communication under the new media environment, so as to promote the image and brand communication of NongFu Spring water, and improve the visual design effect in advertising communication.

Keywords: *NongFu Spring water, Advertising communication, Visual design.*

1. INTRODUCTION

New media is the change of media form caused by technological progress in today's era, especially based on wireless communication technology and network technology.[1] WeChat public number, Sina Weibo, community, and short video platform constitute an important element of the current new media environment. The rapid development of new media has a great influence on the communication mode of traditional advertising. Advertising communication gradually transfers and blends to the new media platform. The creation and dissemination of advertising content are changing.[2] Nowadays, advertising has become an indispensable part of daily life, and advertising forms and ideas have attracted people's attention. As a key element of advertising creation, good creativity is the embodiment of advertising success. It can directly catch the eyes of consumers and produce visual stimulation, so that consumers have a desire to buy products.

NongFu Spring water belongs to NongFu Spring Co., Ltd., and it is a drinking water production enterprise in mainland China, which was established on September 26, 1996.[3] The company has the brand of NongFu Spring, which is

famous all over the country with the advertising language of "NongFu Spring is a little sweet", and the brand awareness has increased rapidly. NongFu Spring adheres to the concept of pure nature, never using a drop of urban water, so it gets consumer recognition, forming a good advertising communication effect.

In order to make consumers get better consumption experience, NongFu Spring has made different creative visual design for different consumer groups. For example, it selects four seasons of spring, summer, autumn and winter for illustration design performance in the student water market, and the high-end water market expresses the natural ecological civilization of Changbai Mountain with a simple design style. These all explain the creative performance of NongFu Spring in visual design. However, in the new media environment, how to carry out advertising communication and visual design of NongFu Spring water so as to meet the requirements of advertising communication in the new era has become a problem worthy of study in today's era.

2. ANALYSIS OF NONGFU SPRING WATER DEVELOPMENT PRESENT SITUATION

NongFu Spring has been implementing differentiated marketing model. In recent years, NongFu Spring has continuously introduced new product concepts and theme advertisements, making NongFu Spring became one of the most popular brands in the bottled water market. At present, NongFu Spring has many categories of products, including drinking water, tea, fruit juice, fresh fruit, etc. In terms of advertising, it's care to the needs of consumers for health and safety, and passed the natural product attributes of NongFu Spring to consumers through advertising, so that NongFu Spring is distinguished from other brands of mineral water and establishes a unique corporate image.

3. ANALYSIS OF NONGFU SPRING COMPETITION UNDER THE NEW MEDIA ENVIRONMENT

Through investigation and study found that NongFu Spring water still has competitors at present, such as Wahaha, C'estbon, etc. These brands have a fairly high market share and have many years of experience in the operation of the water market. In the new media era, these brands have also made transformational strategic upgrading in advertising strategies. For example, Wahaha is committed to online development in recent years. In 2020, Wahaha established an e-commerce company to build multiple e-commerce platforms, including health products, food and drink, cross-border e-commerce and Habao amusement park. In addition, C'estbon uses big data and artificial intelligence to identify user portraits as brand marketing empowerment. With the help of one thing and one code technology, C'estbon builds a convenient and fast communication path with young consumers.

4. ADVERTISEMENT STRATEGY OF NONGFU SPRING IN NEW MEDIA ENVIRONMENT

New media era provides a variety of channels and ways for NongFu Spring water advertising marketing. New media and NongFu Spring brand promotion interaction and win-win. The advertising and marketing content of NongFu Spring water in the new media era is mainly visual communication

content such as video, audio-visual and pictures, which is more loved by users and more diversified. For example, the NetEase's Cloud music and NongFu Spring implement cross-border marketing, and through the combination of online and offline promotion mode, not only realize the combination of visual and interactive but also realize the brand value. Simultaneously, NongFu Spring cooperates with Tiktok short video APP to advertise in the form of audio-visual presentation on the platform, causing consumers to resonate with the advertising content in the video. In the new media era, users pay more attention to the interactivity of information dissemination in addition to content and push accuracy. Users can not only evaluate information, but also forward it to achieve the decentralized effect of advertising communication.

5. NONGFU SPRING WATER ADVERTISING CLASSIFICATION

According to the marketing model of NongFu Spring, advertising can be divided into three categories according to the visual modeling of advertising, including short-term advertising modeling, medium-term advertising modeling and long-term advertising modeling.[4] From the perspective of visual design, advertising design on new media should adapt to consumers' reading habits. For example, when people watch on mobile phones, the central area and visual movement law, and the interest in three-dimensional modeling are much higher than those in plane modeling. Due to the limitations of the two-dimensional plane, the size of the product and the three-dimensional sense in the space are weak, and the audience has poor visual impact experience of the product. Add some three-dimensional modeling elements on the basis of NongFu Spring advertising, so that the audience's perspective and advertising products form a three-dimensional perspective relationship, increased the multiple experience of visual senses and enrich its visual content and visual effect in this way.

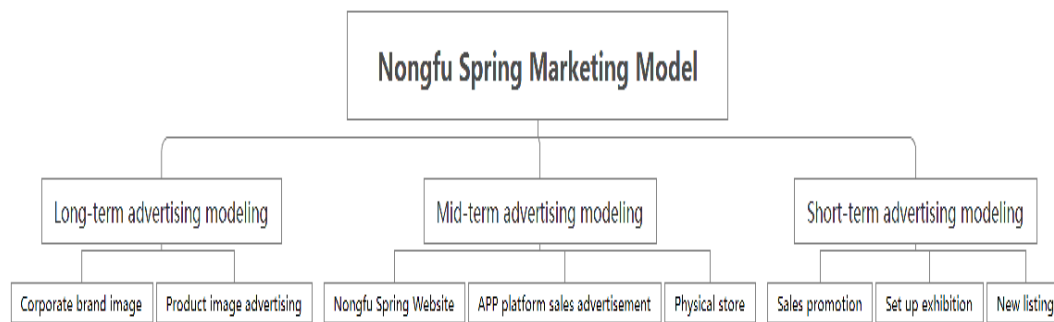


Figure 1 NongFu Spring advertising classification. (Source:self made by the author)

6. VISUAL DESIGN OF CHARACTER IN ADVERTISEMENT COMMUNICATION OF NONGFU SPRING

6.1 The Word Should Be Readable

Words usually have strong information exchange ability, which can enrich the content of advertising and improve the efficiency of advertising information dissemination.[5] As a kind of traditional visual graphics, the function of word is very obvious. The spread of information, the attraction of vision, the guidance of thinking and the storage of memory are the embodiment of text function. The function of words is mainly reflected in the dissemination of information, visual attraction, thinking guidance and memory storage. The most intuitive and clear message can better express the intention of advertising. In the design of text modeling, the selection of fonts cannot only be used to highlight the fonts. Furthermore, the type, size, weight and complexity of fonts should be subject to the needs of the whole advertising design, so as to avoid the feeling of confusion and highlight the key words. At the same time, people need to pay attention to the arrangement of fonts and the layout of graphic positions. The design of text layout is also the embodiment of the creative process. The key words and a large area of solid color form a sharp contrast, which is easier to produce visual impact and leave a shocking and profound impression. The text shape of the NongFu Spring water advertisement is shown in “Figure 2”.



Figure 2 Text shape legend of NongFu Spring water advertisement. (Source: <https://baijiahao.baidu.com/s?id=1717721601594012904>)

As shown in “Figure 2”, a large area of red and white fonts in the bottle forms a sharp contrast. Red usually gives people a visual stimulus, and the content is obvious, highlighting the visual impact of text modeling. In addition to the text layout form and text combination, and it can produce a visual sense of beauty, give people a new visual experience.

6.2 Advertising Text Should Have Visual Creativity in the New Media Era

Visual creativity is mainly through the visual signal as the carrier to achieve the purpose of advertising. Visual creativity originates from the deep understanding and insight of the brand, and it is regarded as a unique and novel visual expression technique and also as a personalized embodiment. NongFu Spring advertising appeals for a quality and shape a healthy natural water brand. In the new media era, advertising text needs to have visual creativity, highlight product attributes through creativity, truly understand the heart of consumers, and resonate with it. Examples of advertising terms for some farmer springs are shown in “Table 1”.

Table 1. Advertising language of NongFu Spring

NongFu Spring Advertising Content			
1	NongFu Spring is a little sweet	11	Deep water, drink is taste
2	A sip a day keeps the doctors away	12	Every time you drink a bottle of NongFu Spring, you will donate a penny for the children in the poor mountains
3	Fortunately, nature lies in quality	13	The milk of the earth brings up a Generation of children
4	We don't do water producers, only do the Nature of the dark	14	The source of water in the mountain top
5	My beautiful water maintenance	15	The highest good is like water and it is endless
6	In order to health, you should measure the water you drink	16	Mountain spring is the farmer tea
7	The quality of water determines the quality of living	17	Use your heart brew tea, good water, good tea, good people drink
8	High "silicon" good water,natural treasure	18	You feel cool to drink a bit
9	Alpine is water, and the sound is in the word	19	Quality mineral water
10	The true meaning of the water is pure,natural	20	Longmen Qingquan,you can hear good mountains and water

7. COLOR VISUAL LANGUAGE IN ADVERTISING COMMUNICATION

7.1 Analysis on Color Strategy of NongFu Spring Advertisement

Marketing has become the main factor in the face of complex market competition, so advertising communication comes from this. Color marketing plays an important role. Color is an important factor for advertising to disseminate and express content. It can transmit certain information to the audience through its own characteristics, and strengthen the connection between the audience and advertising.[6] In the packaging design of NongFu Spring, it pays attention to the relationship between product itself and color, leaving a deep impression on consumers in a short time.

As shown in "Figure 3", the main colors of the company logo are red, white and green. Above the sign is a continuous green mountain shape. From the perspective of color, green usually symbolizes environmental protection, health, pure nature and vitality. It can bring consumers environmental protection, safety, natural feeling in visually. Below the trademark is the name of the red NongFu Spring. Red usually brings great visual impact, and its content is more compelling. From the overall point of view of the trademark, through the red and green collocation, you can realize the color contrast is distinct, leaving a deep impression. It not only reflects the characteristics of product environmental protection, but also improves the audience's attention to the product.



Figure 3 Text shape legend of NongFu Spring Water advertisement. (Source: <https://www.meipian.cn/1asf9iut>, <https://t.qianzhan.com/daka/detail/200324-f1d97b0b.html>)

7.2 Using Color To Increase the Added Value of NongFu Spring Aquatic Products

In view of the blank of the domestic high-end water market, NongFu Spring has launched the first domestic high-end mineral water with low sodium spring in Changbai Mountain as raw material in early 2015. The main sale channel including high-end hotels, restaurants, high-end supermarkets and so on. The high-end water has caused a sensation after listing and has important strategic significance in the domestic high-end mineral water market. The mineral water is divided into two series, including light green transparent glass bottle containing gas mineral water and colorless transparent glass bottle without gas mineral water. On the brand logo of the bottle body, the main color of the NongFu Spring brand - red, this makes the whole brand break the monotonous and boring, so that it injects vitality and vitality, increases the added value for the high-end water of NongFu Spring, and establishes the brand symbolic color. The high-end water packaging design of NongFu Mountain Spring

takes the representative animals and plants of Changbai Mountain as the main body of illustration. The color of illustration adopts the white-grey system of realistic style, which is expressed in the form of screen brush, and combined with the glass bottles that are crystal clear like water droplets, which is simple and fashionable. The use of this color combination can improve the visual aesthetic experience of the product and increase the value of advertising and the product itself. The high-end water of NongFu Spring is shown in "Figure 4".



Figure 4 NongFu Spring high-end water packaging advertising figure legend. (Source: <https://new.qq.com/rain/a/20200108A0LONF00?pc>)

NongFu Spring Student Water as shown in "Figure 5", the bottle caps feature a colourful illustration style design, created by the famous British designer Brett Ryder, through hand-drawn illustrations show the world's best mineral water source Changbai Mountain throughout the year and different animal images. The four series of illustrations are lucid and lively, and the background is light yellow, which forms a contrast relationship with the blue butterfly, colorful flowers, antelope, brown bear and fox in the picture. It is easier to highlight the visual center and is very attractive. The red font of NongFu Spring is still used in the logo, highlighting the unique brand image of NongFu Spring. With the harmonious combination of the image, the colors, blue, green, pink and yellow, which were applied next to the text, create an aesthetically pleasing sense. The whole is full of natural customs and childlike, as if in Changbai Mountain natural world. Starting from aesthetics and psychology, the students' water of NongFu Spring causes consumers' resonance emotion and increases its added value for the advertisement of NongFu Spring.



Figure 5 NongFu Spring student water packaging advertising figure legend. (Source: <https://daxueconsulting.com/market-research-market-soft-drink-china/>)

8. VISUAL EXPRESSION OF GRAPHIC IMAGE IN ADVERTISEMENT COMMUNICATION

Figures are the most intuitive, silent and universal visual language of human beings.[7] In the new media era, image plays an important role, and even occupies a dominant position, which is more widely accepted by people of different cultural levels than language. As far as the effect of communication is concerned, graphics are easier to recognize and memorize than words, making people understand and respond more accurately and quickly.[8]

In modern design, the key points of design are no longer limited to information transmission, but seek more personalized formal language. Creative graphics can greatly improve the visual effect of packaging advertising, so that packaging advertising closer to reality, bring rich and colorful visual impact to the audience and leave a deep impression. Therefore, it is also crucial to accurately grasp the graphic features.

Although there are relative competitors in the field of bottled water, but the NongFu Spring with its "we don't produce water, we are just nature porters" and "NongFu Spring a little sweet" advertising, and its own unique brand identity, it has quickly become the first in the field of domestic bottled water. The NongFu Spring was changed in 2010, and the landscape of Qiandao Lake in the original LOGO was replaced by the shape of "virtual coke". Above the LOGO is a continuous green mountain shape, reflecting the quality of water more secure. In other bottled drinking water design, the specific graphic expression is not obvious, but only focuses on the expression of

brand awareness. NongFu Spring in the brand image building process, highlighting the focus of the green mountains on the small wings flying, the picture is very vivid, the green water below the mountains ripples. The whole picture is harmonious, showing a vibrant scene of nature. People naturally associate good mountains with good water. At the same time, it also echoes the core concept of NongFu Spring and grasps the main characteristics of NongFu Spring. The core of the advertising graphics of NongFu Spring is pure nature, green and environmental protection.

As shown in “Figure 6”, the advertising graphics of NongFu Spring are expressed in a concrete design way, which highlights the core concept of the product, and also has a strong impact visually. The graphic accurately convey the image of the enterprise brand concept.



Figure 6 NongFu Spring graphic advertising figure legend. (Source: <https://www.meipian.cn/1asf9iut>)

9. CONCLUSION

In the new media environment, advertising design presents diversified characteristics and broadens advertising communication channel. However, the difference with the traditional advertising communication is that the new media era pays more attention to the advertising content, especially the visual effect in advertising communication. Visual design has increasingly become the focus of product advertising design. Through the research on the advertising communication and visual design of NongFu Spring, NongFu Spring maximizes the role of visual design in advertising content and form. At the same time, it promotes the brand communication and brand image promotion of NongFu Spring.

AUTHORS' CONTRIBUTIONS

Yadi Du is responsible for experimental design; Xiaoju Liu contributed to revising and editing.

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