

Cultural Creativity in Experience Design Model

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Abstract. Experience economy is on the upgrade in the world and experience has become a new type of marketing mode and brand value. Its connotation is to satisfy the mental and spiritual needs of consumer. Popular cultural concept of consumption in global village era emphasizes on local culture value of itself on the contrary. Therefore, the study believes it makes the consumer experience local culture through marketing design and identify the local culture via interaction further. In the marketing design taking local culture as experience can make the consumer understand the historic background, characteristics and cultural essence deeply. With additional story and entertainment design and construction, it is conducive to promote identification of consumer to local industries and increase consumption willingness. The study takes Majoe as case to study and analyze local culture. On the basis of experience literature overview, it takes conversion as experiential marketing design, proposes design conversion method and construction mode. The purposes of the study are as the following. First, it discusses experiential marketing design related literature theoretical basis. Second, it takes “Local Culture” as the theme of experiential marketing design mode. Third, case study takes Majoe as the theme of experiential marketing design mode. In the conclusion, it proposes to take “Cultural Creativity” as the theme of experiential marketing design strategy and feasibility. The importance of the study is to apply humanity and characteristics of local culture to convert into design transfer media through theoretical basis of semiotics. Then it merges cultural design as experiential marketing to promote local culture values and construct an experiential marketing design conversion mode to be taken as reference for cultural experiential marketing application.

Keywords: Local Culture, Experiential marketing, Majoe, Semiotics.

1 Introduction

Economic value has been into experience economy era in current stage. (Pine II & Gilmore, 1998) In the experience economy era, marketing strives to create valuable

experience. (Schmitt, 1999) Experiential marketing indicates current completion methods are identical, and it is difficult to highlight differences on its performance, benefits, quality and services. Therefore, what the consumers want is to move their emotions and stimulate their spiritual needs. Schmitt proposes the concept of experiential marketing. Experiential marketing is to focus on the experience of consumer. It mainly relies on “experience media” to provide consumer with consumption experience situation and feel the value of “experience” products. While the current cultural creativity industry takes local culture to combine with creativity situation and commercial mechanism to promote and develop cultural creativity. Consumers can rely on experience mode to recognize multi-culture and increase industrial value. Therefore, it integrates cultural elements as experience design, provides development mode reference, and relies on Majoe case to discuss and understand creativity mode of experience design and intensify the connotation layer.

The study purposes are specifying as the following:

1. To discuss how to apply theme experience design on local culture.
2. To use the theories of experience and semiotics related scholars to construct basic development experience design.
3. To take culture as creativity design to experience the conversion mode of marketing.

2 Literature Review

The root of “experience” is to turn industry marketing thought to customization of service gradually, bring different feeding in the heart of consumers and create meaningful memory relying on personal involvement. As the different requirements of different layers of customers, industrial experience design also strives for different layers.

2.1 Experiential Marketing

Experiential Marketing theory scholar Schmitt (2000, Wang, Y. Liang ,X. Trans) believes that it makes the product or service create a kind of experience by providing sensing, appealing and creativity & situation related experiences. It is a kind of lifestyle marketing and social identity activities and makes efforts to provide s new experience for the consumers, and create different experiencing forms for the customers via 5 groups of strategy models, i.e. sense, feel, think, action and relationship and make the customers have a wonderful consumption experience. Pine II & Gilmore (1998) induces experience design to five method elements to describe the tendency of experiential marketing, i.e. the key point of market does not focus on marketing performance and effectiveness of products, but to shape the customer experience. The contents are described as the following (Table 1).

Table 1. Five Method Elements of Experience Design

Experience Design Element	Design Connotation	Execution Method
Set a theme for the experience	It is primary for to construct a good theme. Experience theme shall be clear, concise and attractive to let consumers feel the industry provided connotation clearly.	Take personal handling to deepen the sense of belonging and memories. Strengthen the experience of consumer to the space and event, and form interaction experience.
Shape impression and harmony with positive cues	Overall situations and personnel of consumption fields must be consistent with the theme. In this way, the consumers will have unforgettable memory.	Six pints to shape impression: 1. Time. 2. Space. 3. Technology. 4. Authenticity. 5. Qualia. 6. Specifications
Eliminate the negative factors	To shape perfect experience, it shall eliminate negative information which weakens the theme impression.	Eliminate all objects which may disperse the theme and concentrate on service essence and values.
Add souvenir	Design memory values. Souvenir is the memory for the field experience.	It shall provide souvenir sales, giving and independent making services.
Focus on five kinds of sensory stimulation	The more sense organs are involved in the experience, the more effective it will be to deepen the impression and difficult to be forgotten.	Use rich experiences to provide customers with entertainment, learning and relaxing requirements.
Provide experience for sales	When the industry provides experience for product sales, it is the start of industrial transformation.	Take appropriate costs to make consumers pay attention to the service quality and connotation.

Data Source: The data of the study is collected from Pine II and Gilmore (1998).

2.2 Semiotics Study

Currently, many studies have also applied semiotics in anthropology, sociology, history of ideas, cultural history, aesthetics, art and other fields, and become the interpretation language for connotation. Saussure believes symbols generate meaning by the relationship between them, and the connotation of design can be applied on the basis of cultural symbols, which can show the connotation meaning and value of design. French semiotician Barthes (1972) explains the meaning of symbols and culture. He believes object is often away from the meaning of itself in human cultural life, while demonstrates the special cultural meaning termed as

“denotative meaning”. Special meaning contained in the cultural society is involved in the cultural layer. Outreach righteousness based on the symbolic is expressed via the emotions of applicator, and it belongs to “connotative meaning”. Hofstede (2005) points out Symbols, Heroes, Ritual & Norm and Value are the four key elements in our culture. Moreover, the four elements are all tangible symbols and existed in daily life of all nations’ culture, which is deserved for all designers to take the tangible symbols as the ideation of creativity. In the book *Chinese Semiotics* (Zhou,2000), it also proposes that it has constitutive property, causality, meaning and social domination association method behind the cultural phenomena due to cultural semiotics. (Li, 1993) It can provide us the root causes to understand the cultural creativity or cultural diffusion. That is to say, using cultural conversion method can seek to get rich times and conduct data collection and analysis for symbols, ritual practices, relationships, character, values and other materials, and then covert into application elements.

2.3 Meaning of Semiotics

The study of semiotics linguists Saussure (1983) takes linguistics as the starting point. He believes symbol is composed of “Signifer” and “Signified”. The Signifer is to transmit the physical entity of symbols, such as sound, shape and materials. It is perceived by our senses as “expression”. The Signified is to transmit the concepts or ideas of symbols, i.e. the involved psychological concepts of symbol, which is a kind of “concept”. Generally called symbols can be divided into verbal symbol and non-verbal symbol. Verbal symbol is the accumulated results of long-term “creativity” of human. It constructs historical events, social context, cultural scale, and even the inner world of subject and private space etc (Zhou,1993). Currently, exegetics or semantics summarizes the linguistic meanings and divides the meaning into “original meaning”, “extended meaning” and “borrowed meaning”. (Tan,1981) The connotation of “extended meaning” and “borrowed meaning” is echoed with the connotation of “Signifer” and “Signified” of Saussure.

3 Study Method and Process

Experiential marketing can be showed through the application of cultural element. Cultural symbol itself also has “indicative meaning” and “implied meaning”. Therefore, the connotation of experience design conversion can rely on the application of semiotics to show the meaning the values. The symbol application of designer is to achieve the design purposes and communicate and transmit information with the participators. However, it is deserved to discuss and study for the whole thought process of designer on how to master the element and convert the element into symbols to transmit required information.

The study purposes of the paper are just to convert the cultural element into experience design and cast into field situation design so as to achieve the aims of experiential marketing. The study has total 5 steps and “Experience Design Model” is

summarized by integrating the above literatures. (Fig 1) First, it takes experience design element as the content setting. Second, it is the culture property selection, which is divided into substance, material, behavior, customs, ideology and intangible spirit. (Hsu, & Lin, 2011) Third, analyze characteristic culture and select figure, culture, geography, landscape, property (Hofstede, 2005) and four key elements of culture: symbols, model figures, ritual norms and values as experience element application. Fourth, it applies Signifier and Signified of semiotics to interpret conversion design on cultural, history, custom and other connotations. Fifth, it uses cultural symbols to covert the connotation meaning of experience design and merge the four aspects in experiential marketing theory (Pine & Gilmore, 1998), “Entertainment”, “Education”, “Esthetic” and “Escapist” in the field space design. An environmental situation which is conducive to create memory and concretization of experience connotation are sufficient to produce memory to the consumers. On the basis of it, it develops experience design model.

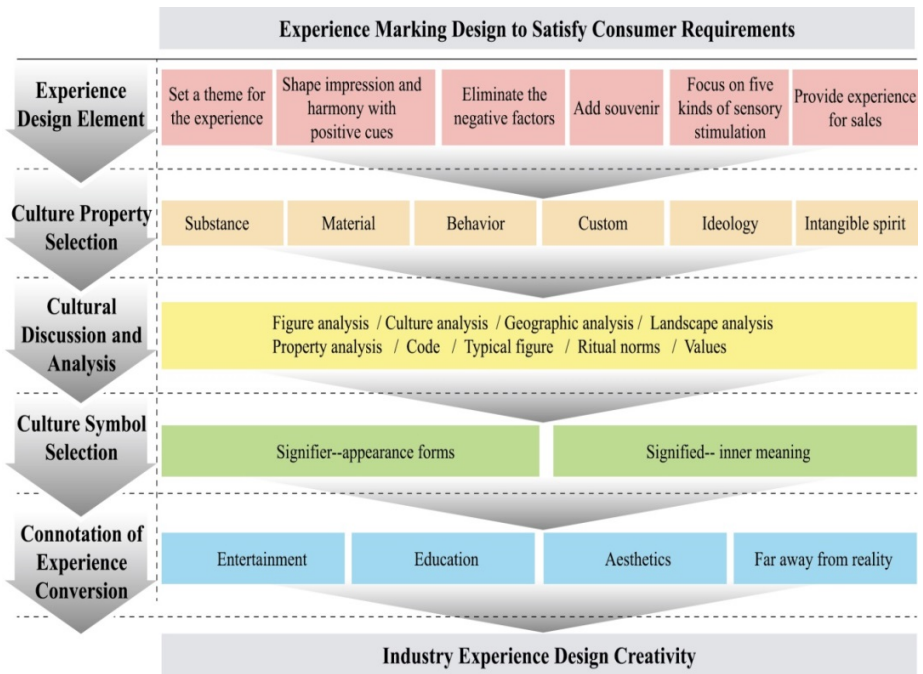


Fig. 1. Experience Marking Design to Satisfy Consumer Requirements

4 Case Study of Cultural Creativity Conversion Experience

“Taiwan” has a kind of market competitive advantages with qualia and value identification. (World Chinese Entrepreneurs, 2010) and it is located in Dali, Yunnan, which has long cultural history and beautiful scenery. Hence, Majoe takes “land of idyllic beauty”, “return to the original nature”, “Far from the Hubbub” and

“Happy Life” as core ideas to be converted into design connotation. There are six scenarios coming from “Free” concept, including self-owned scenarios: Martial art, Secret manuscript, Disciple, Kung Fu, Discuss, and Practice.

4.1 Local Culture Conversion Experience Design

Set the Theme for the Experience-Form the Unique Sect. Majoe takes the “Exquisite Chess Board” plot in the Semi-gods and the Semi-devils of Jin Yong’s novel as accommodation room No, and takes chess piece to select room. After selection, the young knight errant (service personal) will lead you to the room. The room is also furnished distinctively. The tea plantation is located at the high position of Mountain Cang, Dali, where can look into the Erhai Sea from a high place. It is suitable to be far from the hubbub and be as conversion development process.

Shape Impression and Harmony with Positive Cues-Secret Book Viewing. The knight errant will takes “Tea Cooking and Martial Discussion” storytelling plots at fixed time to provide “Pu’er Tea Valuable Book” for tea selection experience and provide customers with historical allusions to understand the Pu’er Tea, from Tea-Horse Road to the shape of Pu’er Tea, then to classification of Pu’er Tea and production year related knowledge, tea making and tea cooking technology, so that the visitors can have deep experience travel of Pu’er Tea.

Eliminate the Negative Factors-Disciple Selecting. Experiential marketing takes closing and personal sensing as the appeal to go into the tea plantation to pick tea leaves personally and experience the history the people’s commune period. Then, the visitors will feel the temperature of tea plants and enjoy the fun of tea picking. Furthermore, it uses tea plant adoption to deepen the memory of local place. Majoe also takes tea plant adoption mode to maintain interaction relationship with visitors continuously, and send tea plant caring and growing photos the adoption visitors to cause the willingness of consumer to return for another visit.

Add Souvenir-Secret Gongfu Emerged. In the transition mode from tea plant to scenic tea plantation, visitors are asked to visit the making process of Pu’er Tea. With the fold song of Bai nationality, tea making process of Majoe is taken in show method. Tea fixing, rolling, drying, fermentation, steaming and pressing to tea cakes and final packaging process to finished products are shown in front of the visitors. The consumers will witness the whole making process and arouse the willingness to buy. Finally, it is taken as souvenirs with combination of memory to bring back home.

Focus on Five Kinds of Sensory Stimulation-Clam Kongfu Discussion. (Jianghu Feast) Yunnan is rich in traditional Chinese medicine and mushroom mountain products. The herbs and organic foods are taken as the calling to attract visiting tourists. In addition to enjoy local delicious food, it can also give consideration to healthy. However, it uses the martial plot in The Semi-gods and the Semi-devils as the name of each dish. When the young knight errant serve the dishes, they will tell the story of history and martial arts. The tourists also get impression memory and topicality on Dali style.

Provide Experience for Sales--Hidden Cultivation. After selecting room via turning the chess piece, tea storytelling, dish storytelling and tea picking experience, visitors go back to the room and have as rest. When in the room resting, in continues the experience of local culture. Continuing with the meaning of martial arts door selected in the “Exquisite Chess Board”, the connotative story in the door number shall be merged into the indoor layout. Collaborated with the aroma loved and selected by the visitor, lit incense is disseminated and filled in the room slowly and visitors can soak for a bath to relax the body completely, which is like far from the hubbub and in the land of idyllic beauty.

In one word, 6 plots of experiential marketing conversion for Majoe converts the culture into the experience design process and the concept development of design application. It is collected as in Fig 2.

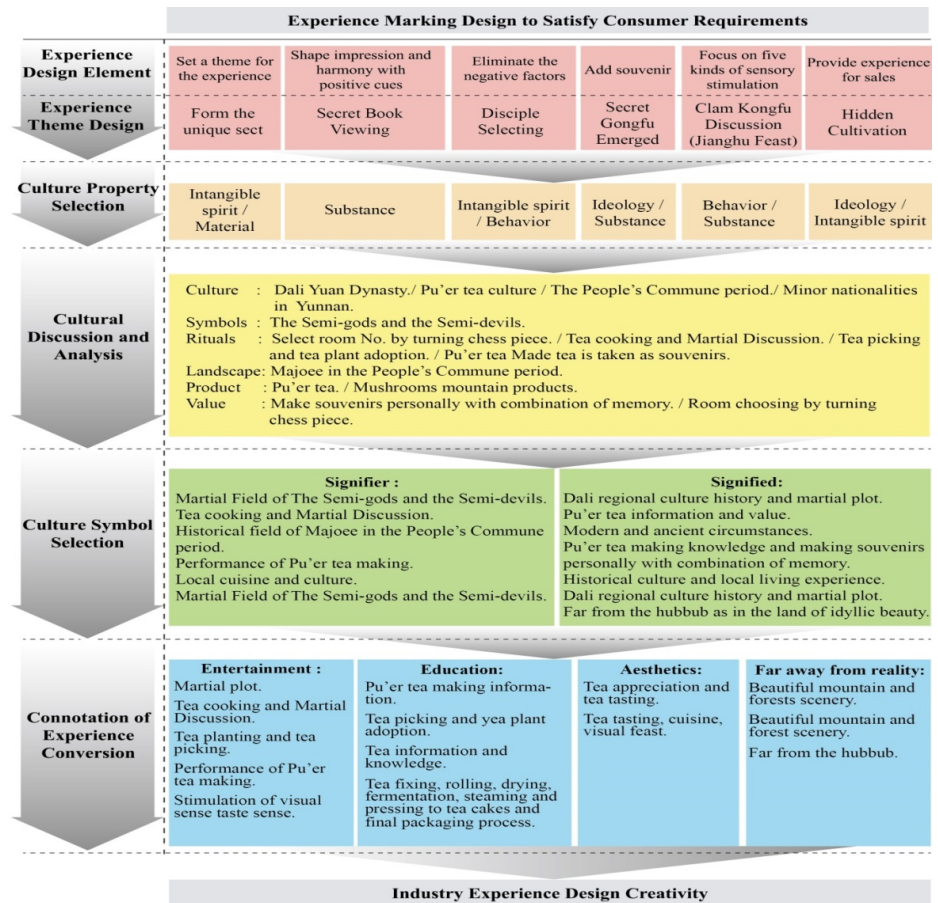


Fig. 2. Majoee Culture Conversion and Experience Design Process (collected by the author independently)

5 Conclusion and Suggestions

According to the semiotics literatures and experience theories, the study constructed experience design mode takes the Majoe case to analyze the contents and results and illustrate the marketing mode of converting culture into experience is applied in relationship construction of consumer. It enables to provide more persuasive proof and obtain deeper connotation value. The contribution of the study is to make illustration in three dimensions. Cultural experience design can repack the local culture and rethink the symbolic significance of cultural codes from it. It is conducive to enhance cultural awareness and cultural acceptance. Cultural creativity design industry transforms the culture and applies it in experiential marketing. It is conducive to improve brand differentiation of the industry in the market, and has identity and competitive power. For research purposes, with the local culture as the theme of the story, it collects and plans to provide a transformed thinking and reference.

It has changes in consumer patterns. At the beginning, consumers pursue a variety of different experience to obtain unforgettable experience and memories and get real spiritual needs satisfactory. Industrial creativity value lies in providing consumers with new value experience, and the culture is always the best source of creativity. Just through experience design, it can allow consumers to understand the background, features, uniqueness and culture of local industry, meet the demand and increase inner impressions of consumption and degree of recognition, which will all leave memories to achieve consumption and brand reputation. In this study, it takes Majoe case to interpret the marketing method of converting culture into experience in order to provide reference principle for conversion mode. Follow-up studies still need to think deeply on value-added constructive method of cultural creativity.

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