

Research on the Promotion Path of Regional Public Brand Empowerment

—Taking 'Nan Xi Jia Pin' in Yongjia County of Wenzhou City as an example

Xiaoyu Wang, Sitong Lai, Yuli Gao, Gaoxiang Chen, Jiayi Chen, Yuxing Ma

Wenzhou Polytechnic, Wenzhou, Zhejiang 325004, China

ABSTRACT

The purpose of this paper is to explore the basic role of national poverty alleviation support in rural revitalization, especially in areas such as Yongjia County, which is faced with the problems of small per capita cultivated land area, heavy business and light agriculture in the industrial pattern, and insufficient development of agricultural economic advantages. This paper points out that Yongjia County needs to carry out in-depth professional investigation and research on the empowerment and promotion of public brands to analyze the current situation and problems of the industry, and combine local characteristic culture with rural industry to provide accurate services for the local area. In this context, the 'Nan Xi Jia Pin' Yongjia County Public Brand Empowerment Promotion Strategy is proposed. This strategy not only helps to promote Yongjia's economic development, promote local characteristic culture, improve public brand efficiency, avoid repeated investment, but also brings learning and communication opportunities covering multiple fields for rural agricultural industries. In addition, the strategy can also strengthen cooperation and resource sharing between Yongjia and other developing villages, and show the country Yongjia's simple cultural characteristics, ideas and models. Therefore, the development of Yongjia county public brand empowerment is urgent and important. In order to provide useful reference for the construction and development of regional public brands of agricultural products in other regions.

KEYWORDS

Rural revitalization; Public brand empowerment; Characteristic cultural integration; Resource sharing and cooperation

1. INTRODUCTION

In the strategic overall situation of the great rejuvenation of the Chinese nation, rural revitalization and cultural construction are mutually supportive and complementary, and together constitute an important strategic project for national development. At the same time, the report of the 20th National Congress of the Communist Party of China also emphasizes the importance of cultural construction, and proposes to accelerate the 'building of a cultural power' as one of the long-term goals of 2035, which further highlights the key role of culture in promoting national development and enhancing national cohesion.

In this context, the importance of regional public brand empowerment promotion strategy is increasingly prominent, which provides new ideas and paths for the deep integration of rural revitalization and cultural construction. The strategy of regional public brand empowerment enhances

the overall competitiveness and market influence of the rural industry by integrating local cultural resources and creating a brand image with regional characteristics. This strategy not only helps to promote the innovation and development of rural economy, promote the increase of farmers' income, but also promotes the harmonious progress and cultural prosperity of rural society. Through brand operation, local characteristic culture can be effectively inherited and promoted, and the cultural soft power of rural areas has been significantly improved.

Yongjia County, as a millennium ancient county, has a profound cultural heritage and rich specialty resources. However, in the current environment of increasingly fierce market competition, how to effectively integrate local characteristic resources and enhance the brand image and market competitiveness of agricultural products and specialty snacks has become an important issue in the development of agricultural industry in Yongjia County. As consumers' demand for food safety and health quality continues to increase, the quality requirements for agricultural products and specialty snacks are increasingly stringent. Although Yongjia County is rich in specialty products, due to the lack of effective brand integration and marketing strategies, its agricultural products and specialty snacks are often difficult to form an effective market influence, and cannot fully demonstrate its unique local characteristics and cultural connotations. In addition, the in-depth promotion of the rural revitalization strategy provides an important opportunity for the brand development of agricultural products and specialty snacks in Yongjia County. Through the implementation of regional public brand empowerment promotion strategy, it can effectively promote the innovation and development of agricultural industry in Yongjia County, enhance the added value and market competitiveness of agricultural products and specialty snacks, and then promote farmers' income and regional economic development.

2. ANALYZES THE BUSINESS MODEL OF COMPETITIVE PRODUCTS

2.1. Brand Representatives of Mixed Snack Products

2.1.1. Shaxian snacks

(1) Brand introduction

Shaxian snacks, originated from Shaxian County, Fujian Province, have a long history. It is popular for its variety, unique flavor and affordable price, and has become a brilliant treasure of Chinese cuisine. Shaxian snacks gather classic delicacies such as stewing pots, noodles, Steamed Jiaozi, etc., each of which carries traditional crafts and wisdom of craftsmen. The brand insists on quality first, strictly controls food materials and processing, and ensures safety and hygiene. At the same time, we should pay attention to cultural inheritance and innovation, integrate traditional crafts with modern marketing, and let more people appreciate its charm.

Nowadays, Shaxian snacks have spread all over the country and gone to the world. Whether in the city or in the countryside, you can taste its delicacy. It not only satisfies the taste buds, but also helps the local economic development and injects new vitality.

(2) Business Model

The business model of Shaxian snacks is mainly chain operation and franchise, through standardized and unified management and operation. It has realized the rapid expansion of the brand and the wide coverage of the market. This model pays attention to the shaping and maintenance of brand image, through unified store design, decoration style and service standards. Enhance the consumer experience. At the same time, Shaxian snacks pay attention to the innovation of food quality and taste, and constantly introduce new varieties and special delicacies. To meet the diverse needs of consumers.

Shaxian snacks are actually franchised under the management of the government. Because it basically only allows local people in Shaxian County and relatives from other places to operate, it also needs

to be trained by the trade association. Quality control is relatively good, and this is where Chinese food chains are relatively weak.

(3) Reference value

The business model of Shaxian snacks is very mature: there are core products, good inventory management, stable profits, high turnover rate, and good personnel cost control. This efficient and easily replicable business model has naturally been extended to the whole country by the working people of China. In a word, its reference value has the following two parts: a. Innovative business model, the model of learning Shaxian snacks is guided by the brand of 'Nan Xi Jia Pin'. We will promote the operation, standardization, chain and industrialization of 'Nan Xi Jia Pin' in Yongjia area. Through the relevant support policies of the 'Nan Xi Jia Pin' government, the powerful enterprises are encouraged to set up various catering companies of 'Nan Xi Jia Pin'. And set up headquarters economy in Yongjia to integrate the innovative business model of 'Nan Xi Jia Pin' superior market resources. Promote the industrial upgrading of 'Nan Xi Jia Pin'. Establish a commercial management model; b. Promote the 'Internet +' mode, make full use of the IPV4-IPV6 big data exchange platform, and promote the application of big data in the catering industry. Improve the ability to collect and analyze large data resources, Drive 'Nan Xi Jia Pin' industrial technology research and development system innovation, production management mode change, business model innovation and industrial value chain system reconstruct and build 'Nan Xi Jia Pin' industrial alliance.

2.1.2. Lanzhou stretched noodles.

(1) Brand introduction

Lanzhou stretched noodles, originated from Lanzhou in Northwest China, has its unique taste and profound cultural heritage. It has become a well-known brand in the world. Its noodles are strong and smooth, the soup base is mellow and rich, with rich ingredients, every mouthful is memorable. Lanzhou stretched noodles not only pays attention to the selection of food materials and the inheritance of cooking skills, but also seeks breakthroughs in continuous innovation. It is committed to bringing consumers a more delicious and healthy eating experience. At the same time, Lanzhou stretched noodles also carries a strong regional culture, which is an important part of Chinese food culture.

(2) Business model

The business model of Lanzhou stretched noodles combines chain franchise with direct operation, which realizes the rapid expansion of the brand and the wide coverage of the market. This model focuses on standardized management and unified operation. Through the unified brand image, decoration style and service standards based on regional culture, the consumer experience has been enhanced. At the same time, Lanzhou stretched noodles emphasizes the freshness and quality of food materials and adheres to traditional handicraft stretched noodles techniques. Ensure that each bowl of noodles is full of authentic flavor. In addition, Lanzhou stretched noodles is constantly innovating, introducing new products and special tastes to meet the diverse needs of consumers. In terms of market promotion, Lanzhou stretched noodles expands its brand influence and attracts more consumers through the combination of online and offline. This business model provides a strong guarantee for the sustainable development of Lanzhou stretched noodles, and also promotes the spread of Chinese food culture.

(3) Reference value

Generally speaking, we can learn from the following points: a. Chain operation mode, through unified standards and image. Realize the rapid expansion of the brand and increase the market share; b. Lanzhou stretched noodles adheres to traditional handicraft and food quality, which has won the trust of consumers; c. Lanzhou stretched noodles keeps innovating and introducing new products to meet the diversified needs of consumers and enhance the competitiveness of the brand; d. Strengthen the

cooperation with the government, set up the trade norm, and put an end to the inferior foreign operators;

2.2. Provincial regional public brand representatives

2.2.1. Lishui Mountain Farming

(1) Brand introduction

Lishui Mountain Farming, originated from the picturesque Lishui, Zhejiang Province, is a well-known brand based on green ecology and quality agriculture. It adheres to the principles of ecological planting and natural breeding, and is committed to providing consumers with healthy, safe and delicious agricultural products. Lishui Mountain Farming not only pays attention to the quality of products, but also integrates farming civilization with modern marketing concepts to create a unique brand image. It actively assumes social responsibility, promotes the sustainable development of agriculture, and injects new vitality into rural revitalization. At the same time, Lishui Mountain Farming is constantly innovating and developing new varieties to meet the diverse needs of consumers. Choosing Lishui Mountain Farming means choosing health, quality and trust.

(2) Business Model Analysis

The operation of 'Lishui Mountain Farming' adopts a full-category promotion model, and the business model of Lishui Mountain Farming focuses on the combination of green ecology and quality agriculture. Through the use of ecological planting and natural breeding methods to ensure the high quality and health of products. At the same time, with the help of brand building and market promotion, the popularity and influence of Lishui Mountain Farming will be enhanced. In addition, Lishui Mountain Farming also pays attention to establishing close relationship with consumers, providing personalized services to meet consumer needs. This model not only achieves economic benefits, but also promotes the sustainable development of agriculture, and has broad market prospects.

(3) Reference value

Firstly, Lishui Mountain Farming adheres to the green development concept of ecological planting and natural breeding, which provides an example of sustainable development for modern agriculture; Secondly, Lishui Mountain Farming pays attention to brand building and enhances its market competitiveness by improving product quality and image; Finally, Lishui Mountain Farming Brand, as an agricultural enterprise, promotes its research and development, standardized production of farmers, and marketing promotion of distributors. Agricultural investment company brand operation, consumer participation and feedback. This model has important reference significance for building 'Nan Xi Jia Pin' Yongjia characteristic agricultural regional brand. It is necessary to strengthen the promotion of the association with Yongjia area and provide tourists with real high-quality agricultural experience in combination with the feelings of Nanxi River agricultural tourism. We can learn from the experience of mountain farming in Lishui, make full use of special products and geographical advantages, and combine tourism to create brand consumption; Carry out special cultural festivals and food festivals and other activities to promote; create regional business cards, strive for government support, so that the brand becomes a regional representative.

2.2.2. Xinchang preferred

(1) Brand introduction

Xinchang preferred, originated from the beautiful Xinchang County, is a brand focusing on high-quality agricultural products and food. It is committed to excavating and promoting high-quality food materials in Xinchang area, through careful selection and strict quality control. Bring the most authentic and healthy products to consumers. Xinchang Optimization not only pays attention to the taste and quality of products, but also emphasizes the health and nutrition of products. In order to meet

the modern people's pursuit of healthy life. At the same time, Xinchang preferred also carries the mission of inheriting and promoting local culture, so that more people can understand and love Xinchang's food culture.

(2) Business Model

'Xinchang Model' is based on the scientific understanding of the laws of agriculture with Chinese characteristics. In view of the current problems of decentralized small-scale peasant economy and low ability to resist risks, the government needs to organize and solve decentralized management. Capital investment and market demand, but not government. The government should play a key role in the specific stage of agricultural development to ensure social stability and sustainable agricultural development. In the historical period, we should bravely assume our own responsibilities to create a good platform for agricultural development.

(3) Reference value

All in all, Its reference value has the following parts: a. To achieve a unified brand image, unified identification standards, unified packaging design, unified supervision and administration, unified publicity and promotion. And promote diversified marketing, adopt franchise, authorization and other modes to expand the brand sales model. It has adopted the methods of setting up flagship stores, cooperative franchise stores, authorized stores and online micro-stores to build its brand in an all-round way. To this end, the government has also introduced policy support to jointly promote brand building; b. In order to build and enhance the brand image in a unified way, the relevant departments have set up a special working group, which is located in the county supply and marketing cooperatives. The group is responsible for organizing and coordinating brand building and major issues, reviewing and implementing reward and subsidy funds, and leading the operation of flagship stores. At the same time, it also coordinates the product supply, sales price determination and brand management of each store. This initiative aims to promote brand building, improve operational efficiency and strengthen brand image; c. To implement the strategy of Rural Revitalization as the main focus, so as to improve the production efficiency of agriculture and increase the income of farmers. In order to achieve this goal, it has actively promoted the development of quality agriculture and green agriculture. And vigorously advocate the core position of quality improvement and green development in agriculture, so as to promote the sustainable and healthy development of agriculture.

3. 'NAN XI JIA PIN' REGIONAL PUBLIC BRAND EMPOWERMENT PATH RESEARCH

In order to further explore the promotion strategy of regional public brand of agricultural products in Yongjia County, This paper takes the agricultural product area of Yongjia County in Wenzhou City as the core research object. At the same time, it draws lessons from the development experience and business model of brands such as Xinchang Optimization and 'Lishui Mountain Farming'. Based on these analyses, we put forward the optimization and development path of regional public brand of agricultural products in Yongjia County.

3.1. Conception of 'Nan Xi Jia Pin' Regional Public Brand Enabling Promotion

3.1.1. General idea of 'Nan Xi Jia Pin' regional public brand empowerment and promotion

The core goal of promoting the regional public brand of agricultural products in Yongjia County. It is to promote the formation of a pattern of benign interaction and common development between sub-brands and regional public goods brands. In order to achieve this goal, we need to accurately invest in the key factors affecting the brand, optimize the allocation of market resources, strengthen the advantages, and make up for the shortcomings. In order to enhance the comprehensive benefits of the whole brand system.

Based on the deep analysis of the current situation and problems of regional public goods brand of agricultural products in Wenzhou, This chapter will further conceive the promotion strategy of the regional public brand of agricultural products in Yongjia County. This strategy will focus on three aspects: the main analysis of brand promotion, the optimization of production and processing links, and the innovation of agricultural products sales links. The purpose is to explore the effective ways to enhance the regional public brand effect and market competitiveness of agricultural products from the theoretical level.

The specific objectives include: First, to clarify the main responsibility of promoting the regional public brand of agricultural products in Yongjia County. Stimulate the enthusiasm of all parties and gather all social forces to jointly promote brand promotion; The second is to gradually explore and improve the infrastructure and marketing mode suitable for the development of regional public goods brand of agricultural products in Yongjia County. Provide a strong guarantee for the sustainable development of the brand; The third is to expand the market influence of the regional public brand of agricultural products in Yongjia County and enhance the brand awareness. And then lead and drive the development of agricultural products brand in the surrounding areas.

3.1.2. Main body analysis

The construction and promotion of regional public goods brand of agricultural products in Yongjia County can not be achieved overnight. The construction and promotion of regional public goods brand of agricultural products in Yongjia County is not a one-day success, but a gradual process. It requires the joint participation and concerted efforts of local governments, industry associations, leading enterprises, farmers and other stakeholders. As shown in Figure 3-1, these participants are not only the executor in the process of brand promotion, but also the direct beneficiaries. They constitute the core force in the construction of regional public brand of agricultural products in Yongjia County. Only by defining and implementing the main responsibility of each link of brand building can we ensure the maximization of brand benefits. To achieve win-win results in the interests of all parties.

In this process, local governments should play a guiding role and provide policy support and financial support; Trade associations should play the role of bridge and link to promote communication and cooperation among all parties; Leading enterprises should play a leading role in demonstration and lead industrial development; The majority of farmers should actively participate in improving their own quality and jointly promote brand building. By defining the main responsibility, we can form a joint force.

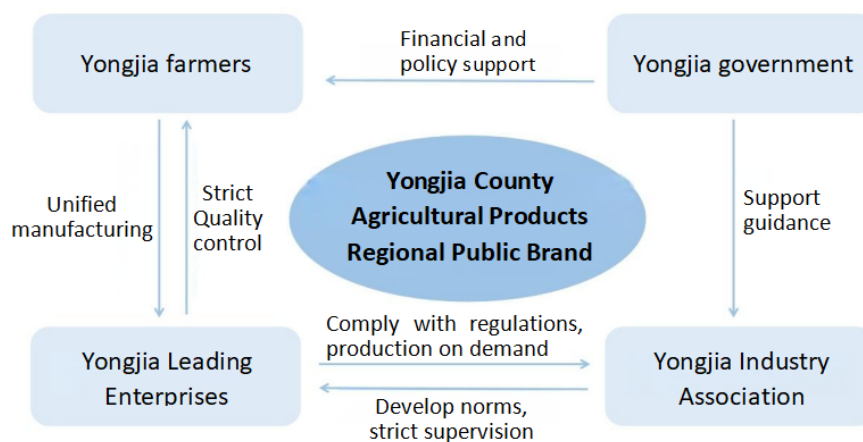


Figure 3-1. Analysis model of main body of regional public brand of agricultural products

Farmers in Yongjia County, as direct producers of agricultural products, are not only deeply involved in brand building, but also occupy a core position in it. They are not only the direct beneficiaries of the brand, but also the firm defenders of the brand, injecting vitality into the brand with hard sweat.

The leading enterprises in Yongjia County are the important engine of brand building and promotion. They are responsible for the production, processing and marketing of agricultural products, and use a variety of marketing strategies and promotion methods. Brand agricultural products to the market. In order to build a brand of excellent quality, these enterprises constantly improve the supporting facilities to ensure the standardization and standardization of product production. Lay a solid foundation for the long-term development of the brand.

Trade associations in Yongjia County play a bridge and link role between the government and enterprises. They formulate and implement standards and norms for the quality inspection of agricultural products, and strictly control the environment, production and quality standards of origin. At the same time, they are also responsible for the authorization of brand use rights to ensure the standardization and legitimacy of brand use. In addition, industry associations also actively coordinate the internal relations of the industry, safeguard brand interests, and help enterprises carry out various marketing activities.

Yongjia County Government is a strong backing for brand promotion. They should improve the laws and regulations on the quality of agricultural products, strengthen law enforcement, and create a good market environment for brand development. At the same time, the government also actively promotes the cooperation between agricultural cooperatives and scientific research institutions, and promotes the research and development of brand agricultural products and technology promotion. Extend the industrial chain. In addition, the government also promotes the brand through diversified means to enhance brand awareness and influence. With the joint efforts of all parties, a strong joint force has been formed in the construction of regional public brand of agricultural products in Yongjia County. It has injected continuous impetus into the sustainable development of the brand.

3.1.3. Production and processing links of 'Nan Xi Jia Pin'

The core of promoting the regional public brand of agricultural products in Yongjia County lies in promoting the industrialization of agriculture and improving the quality of agricultural products. In-depth analysis of the regional public brand of agricultural products in Yongjia County, it is not difficult to find that in the production and processing of agricultural products. Product quality control and production technology level play an important role in the long-term development of the brand. As shown in Figure 3-2, these two elements are the cornerstones of brand development. Only in this way can brand win market recognition and promote its sustainable and healthy development.

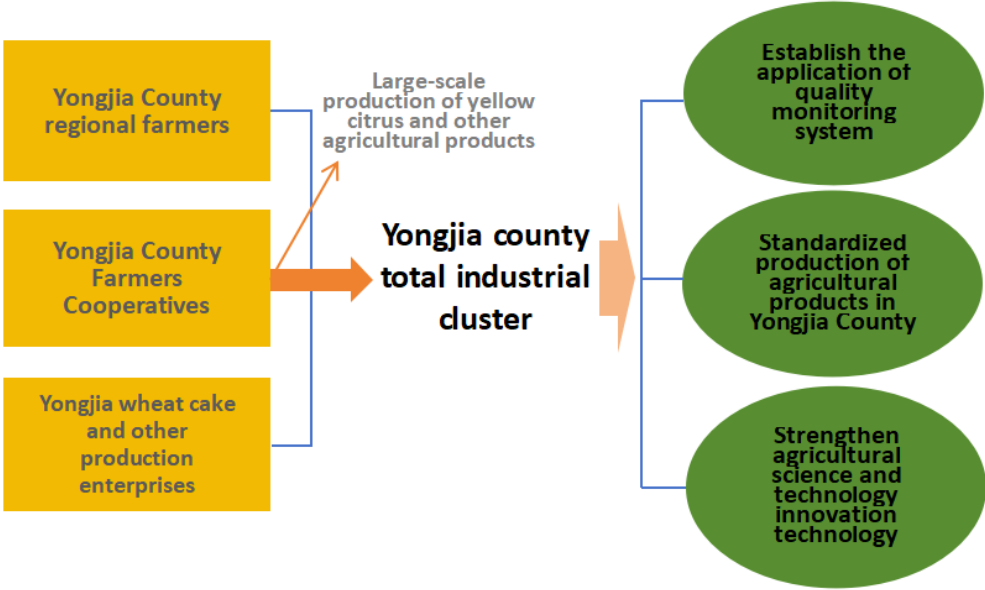


Figure 3-2. Production link model of agricultural products processing

First of all, the promotion of regional public brand of agricultural products in Yongjia County should be committed to the formation of industrial cluster effect. Based on the unique geographical conditions and agricultural characteristics of Yongjia County, it is necessary to carefully formulate the agricultural industry planning. The scattered farmers, cooperatives and production enterprises will be organically integrated to form a large-scale production pattern in order to improve the efficiency of agricultural production.

Secondly, the quality requirements of brand agricultural products are extremely strict. Considering the diversity of crop growth environment and the difference of production behavior in different regions, the quality of agricultural products is uneven. Therefore, it is necessary to build a perfect quality control system according to the specific natural conditions and production methods of towns and villages in Yongjia County. The quality of production, processing and marketing of agricultural products is strictly controlled. At the same time, we should accelerate the standardization of agricultural product quality and safety, and establish an authoritative agricultural standard system. Standardized production provides solid technical support.

Finally, technological innovation plays an important role in brand promotion. Only by constantly upgrading the level of production technology, developing new processes and prolonging the market life cycle of products, can market life cycle of products be improved. Only in this way can we ensure a strong momentum of product sales. Therefore, in the process of enterprise production, Yongjia County Government should formulate relevant policies to encourage enterprises to improve the level of scientific and technological innovation. Independently develop more new products. In addition, the government can regularly invite agricultural experts to provide technical training for local farmers in order to improve the overall level of agricultural production.

3.1.4. Sales link of 'Nan Xi Jia Pin'

The sale of agricultural products in Yongjia County is the ultimate goal of brand promotion. However, the current challenge lies in the lack of logistics distribution system and the singleness of product marketing means. Therefore, in the whole chain of agricultural products sales, it is necessary to actively expand the market and build a perfect logistics distribution network. And enrich our marketing tools to ensure the smooth flow of agricultural products and wide market coverage. As shown in Figure 3-3.

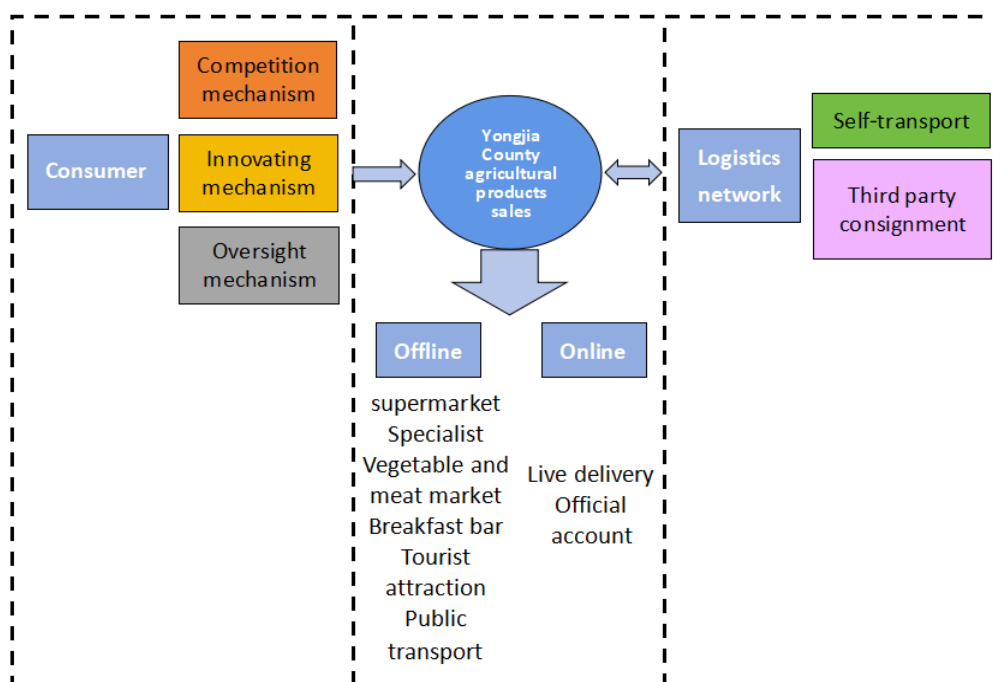


Figure 3-3. Agricultural Products Sales Link Model

The characteristics of the consumer market have a profound impact on the formulation of marketing strategies for agricultural products. On the basis of in-depth market research, we will gradually build a more mature and efficient marketing system for agricultural products. In terms of sales mode, it adopts the strategy of combining online and offline. Actively establish close cooperation with monopoly stores, supermarkets and other channels offline, and explore various modes such as direct marketing, agency and chain operation; Online, it closely follows the consumption habits of consumers, and constantly expands the online platform business, such as the use of live broadcasting and other innovative forms.

At the same time, in view of the high standard requirements of fresh agricultural products for logistics, it is urgent to improve the storage facilities and optimize the logistics network. Improve transportation efficiency and ensure the freshness and quality of agricultural products from field to table.

3.1.5. 'Nan Xi Jia Pin' Enabling Scheme

(1) Central kitchen + prepared dishes

A. Situation analysis:

1) Product selection: Yongjia wheat cakes, Qingming cakes, dried tofu, Yantou golden dumplings, Wuniu ice green tea drinks and other special snacks are suitable for prefabricated dishes.

2) Analysis of the form of central kitchen + prepared dishes: We can cooperate with enterprises and invest a certain amount of capital in enterprises. The central kitchen of 'Nan Xi Jia Pin' was established to process the existing snacks and make them into more convenient prefabricated dishes for people. Then, these prepared dishes are put into various breakfast shops, vegetable markets, supermarkets and online platforms in Yongjia area. For the merchants who help us sell our products, we can also give them certain subsidies.

3) Final channel design: firstly, it can be sold in supermarkets, snack bars, breakfast shops, vegetable markets and mobile shops in Yongjia area. After which the product can be upgraded. Develop diversified products, stimulate consumers to buy, expand the market and enhance brand awareness. Finally, we can keep up with the upsurge of e-commerce, carry out live broadcasting with goods, and launch our brand label of 'Nan Xi Jia Pin' in the whole country.

B. Staged product growth strategy:

1) Short-term goal: no stores. You can start with supermarkets, snack shops, breakfast shops, breakfast shops near schools and mobile shops in Yongjia area. Fully understand the current situation of practitioners, increase the premium value of each agricultural product, and open up brand awareness. Enhance the competitiveness of characteristic agricultural products and open up the market.

2) Medium-term goal: to adopt the sales mode of offline franchised stores + online e-commerce, first of all, to establish its own franchised stores. Expanding the scope of offline sales to bus stations, railway stations, airports, service areas and tourist attractions around Yongjia; For online, we can first let the anchors of major network platforms sell, After that, we can launch our own brand stores on the network platform. Like the Oriental Selection, which is very popular on Tik Tok now, we should create our own unique brand characteristics and expand sales channels.

3) Long-term goal: to build Yongjia regional brand ecosystem, with regional brand products as the brand core. Promote the brand building of other featured delicacies and high-quality agricultural products in the region.

(2) Training + brand authorization form

1) Selection: Yongjia wheat cake, Jinfen dumplings, Jinfen noodles and other snack products that need to be made on site.

2) Analysis of the form of training + brand authorization: the government establishes training institutions. Training and subsidies are provided free of charge to individuals or businesses participating in the training. Individuals or merchants who have completed the training are authorized by the government to use the brand of 'Nan Xi Jia Pin'. 1) Training. Firstly, the government recruits brand agents, sets up training sites, organizes training for cooperative businesses, and grants the right to use the brand. Secondly, organize marketing theory training so that they can learn and master modern marketing skills. 2) Form of brand license. First of all, we can use offline exclusive regional licensing. Products sold in Nan Xi Jia Pin in Wenzhou can use the brand and service products of 'Nan Xi Jia Pin' Yongjia snack products. Cards. Secondly, we can grant general permission to online merchants, and for the major platforms of online e-commerce, for the stores that sell our products, You can use the brand and service brand of Yongjia snack products of 'Nan Xi Jia Pin'.

3.2. Countermeasures for Enabling and Promoting 'Nan Xi Jia Pin' Regional Public Brand

Agricultural production is affected by the law of regional differentiation. This means that the natural geographical environment, human environment, social environment and economic environment in different regions are different. This difference leads to the uniqueness of agricultural products in each township of Yongjia County, and each township has its own unique agricultural products. Therefore, Yongjia's strong regional characteristics are used to endorse the regional public brand. Yongjia has beautiful scenery, rich natural resources, abundant grain and livestock in rural areas, many varieties of famous and high-quality specialties, good quality and a long history. It is the origin of Wenzhou culture. It has Nanxi River, the 'First Stream in the World', and Yandang Mountain, the 'Southeast Lingxiu'. The quality, characteristics and reputation of the brand are closely related to the origin. It also makes articles on the production of agricultural products, technical processing, brand use and publicity. Enhance the market competitiveness of regional agricultural products in Yongjia County. Let farmers in Yongjia County create new brand enabling value by planting land and combining with the local unique rural e-commerce model. So as to increase the value of 'Jiapi' in the hands of farmers and increase the overall income growth. To enhance the regional public brand of agricultural products in Yongjia County, the key is to dig deeply into the resources of agricultural products with distinctive features and excellent quality. On this basis, we need to formulate and continuously optimize the strategic planning of the regional public brand of agricultural products in Yongjia County. And introduced a series of promotion programs to strengthen brand influence. First of all, this requires us to conduct detailed research and scientific demonstration on the agricultural products in Yongjia County. Through questionnaires, field visits and other forms, they went deep into the villages and towns of Yongjia County. Carefully investigate the operation of local agricultural enterprises, farmers' professional cooperatives and trade associations. We need to fully understand the uniqueness, production and sales scale of special agricultural products such as Wuniu early tea and freshwater products in Yongjia County. And current developments. At the same time, we should also ensure that the cultivation plan formulated can be effectively implemented. So as to promote the sustainable development and promotion of the regional public brand of agricultural products in Yongjia County.

Establish a clear brand positioning, find the entry point of brand and market, take multiple single products as breakthroughs, and establish a brand matrix. It has formed a regional public brand and a number of agricultural products.

Finally, in the form of naming, we will cooperate with satellite TV, video platforms and music festivals with wide influence. Enhance people's brand power to attract consumers' attention. (For example, the famous Nanxi River Music Festival in Wenzhou is sponsored and named. So that we can sell mobile snacks at music festivals. In view of the high brand awareness of agricultural products in Yongjia County, it is easy to be infringed and counterfeited. It is suggested that the local market supervision Bureau of Yongjia County should actively carry out special rectification activities. We will intensify our efforts to crack down on the illegal and criminal acts of agricultural trademark

infringement in Yongjia County and protect the legitimate rights and interests of trademark holders. Maintain the image of 'Jiapin' brand.

4. SUMMARY

This study focuses on the empowerment and promotion path of 'Nan Xi Jia Pin' regional public goods brand in Yongjia County, Wenzhou City. Through in-depth analysis of the current situation of Yongjia snack industry and the business model of competing products, it provides strategic suggestions for brand development. Yongjia County has gathered many unique snacks, such as wheat cakes and persimmon cakes, which not only taste delicious. It also carries profound cultural connotations. However, the current snack industry still needs to be strengthened in terms of branding and standardization. Therefore, the integration of snack resources and the creation of 'Nan Xi Jia Pin' as a regional public brand are very important for promoting industrial transformation and upgrading.

By comparing famous brands such as Shaxian snacks and Lanzhou stretched noodles, as well as excellent public goods brands such as Lishui Mountain Farming and Xinchang Optimization in the province. This study draws on their successful experience in brand building, business model innovation and so on. These experiences provide valuable inspiration for 'Nan Xi Jia Pin'. On this basis, this study puts forward the concept of empowerment promotion with cultural inheritance, quality improvement and innovation drive as the core. At the same time, it is suggested to strengthen the system planning, improve the brand supervision system, and establish an efficient marketing mechanism. And formulate targeted publicity and promotion and vocational training strategies.

Through the implementation of these strategies, it is expected that 'Nan Xi Jia Pin' will achieve a significant increase in brand value. Lead Yongjia snack industry to a broader development prospects and contribute to rural revitalization.

REFERENCES

- [1] Zhang X, Cai Q. Research on the operation mechanism and path of regional public brand of agricultural products based on the perspective of industrial clusters [J]. Applied Mathematics and Nonlinear Sciences, 2024, 9 (1):
- [2] Luan Y, Han J. Research on Regional Public Brand Dissemination in Taigu Huping Jujube under the Theory of Innovation Diffusion [J]. Academic Journal of Business & Management, 2023, 5 (3):
- [3] Yang Ying. Research on the Value of Regional Public Brand of Yichuan Millet [D]. Henan Agricultural University, 2023. DOI: 10. 27117/d. CNKI. Ghenu. 2023. 000445.
- [4] Shao Wuxian. Research on the Promotion Strategy of Ningyang Jujube Regional Public Brand Competitiveness [D]. Shandong Agricultural University, 2023. DOI:10.27277/d.CNKI.gsdnu.2023.000441.
- [5] Zhang Shenghan. 'Taishan Tea' Regional Public Brand Competitiveness Evaluation and Promotion Countermeasures [D]. Shandong Agricultural University, 2023. DOI:10.27277/d.cnki.gsdnu.2023.000337.
- [6] Yang Jing. Research on Government Responsibility in the Construction and Development of Regional Public Brand of Agricultural Products [D]. Guangxi University for Nationalities, 2023. DOI: 10. 27035/d. CNKI.ggxmc.2023.000414.
- [7] Qin Yang. Research on the Construction of Regional Public Brand of Agricultural Products [D]. Henan Agricultural University, 2022. DOI: 10. 27117/d. CNKI. Ghenu. 2022. 000300.
- [8] Zheng Simin. 'Sanquwei' Agricultural Products Regional Public Brand Communication Research [D]. Donghua University, 2021. DOI: 10. 27012/d. CNKI. Gdhuu. 2021. 000416.
- [9] Zhang Ziwei. Research on the Construction of Regional Public Brand of 'Changli Dry Cucumber' [D]. Hebei Normal University of Science and Technology, 2021. DOI: 10. 27741/d. CNKI.ghbkj.2021.000093.
- [10] Le Weiwen. Research on Operation and Management of Regional Public Brand of Agricultural Products [D]. Zhejiang Agriculture and Forestry University, 2021. DOI: 10. 27756/d. CNKI. Gzjl X. 2021. 000010.
- [11] Xu Chengchen. Research on the Realization Mechanism of Regional Brand Value of Agricultural Products Based on Value Co-creation [D]. Zhejiang Agriculture and Forestry University, 2019. DOI: 10. 27756/d. CNKI.gzjlx.2019.000189.