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| The Role of Culture Code in the Basic Functions of Brand Design |
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| KEYWORDS: CULTURE, CULTURE CODE, PRINCIPAL FUNCTION, DERIVATIVE FUNCTION |

Abstract

Brand design can be divided into ‘Principle Functions of Brand Design (PF)’ and ‘Derivative Functions of Brand Design (DF) as the basic functions of brand design. Brand design's principal functions are communicating brand source, type, quality, price, utility, brand association, demographic information, trend, lifestyle, and personality. The Derivative function of brand design is based on increasing brand differentiation, symbolism, loyalty, recognition, and image. If you want to develop or manage brands and brand designs that naturally maintain the needs of the target consumer and the purchasing decisions linked to them, you must first develop or manage the culture codes as cultural values of the consumer.

In this study, the researcher proposed a method of analyzing brand design's principle and derivative functions based on cultural codes.

1. Introduction

Now, 20 years after the start of the Korean Wave, Korea's entertainment content is spreading worldwide through the Internet, and people from various ethnic groups and cultures around the world are enthusiastic about Korea. Korean culture has not been able to advance in the shadow of neighboring countries properly, but now it is sharing various contents with the world through political and economic development. Among them, Korean food, K-Food, is a representative cultural content closely related to entertainment content. According to a research study by Morgan Stanley, an American investment bank, K-Food exports have been increasing by 10% every year for the past ten years, from $5 billion in 2018 to $10 billion in 2023. USD (11.295 trillion won) is expected.[[1]](#footnote-1) Accordingly, CJ, a company active overseas and currently building a market in the United States, is selected to conduct a design analysis using the CCBD methodology.

2. Methodology

The sample of this study is the analysis target sample, CJ bibigo dumpling package design for the domestic market (sample A), CJ America's bibigo dumpling package design for the US market (sample B and C), and analysis criteria (Analysis Criteria). American dumpling brands Pagoda (sample D), JFC Gyoza (sample E), and P.F. Chang's (Sample F). The sample of this study is the analysis target sample, CJ bibigo dumpling package design for the domestic market (sample A), CJ America's bibigo dumpling package design for the US market (sample B and C), and analysis criteria (Analysis Criteria). American dumpling brands Pagoda (sample D), JFC Gyoza (sample E), and P.F. Chang's (Sample F). The sample of this study is the analysis target sample, CJ bibigo dumpling package design for the domestic market (sample A), CJ America's bibigo dumpling package design for the US market (sample B and C), and analysis criteria (Analysis Criteria).

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| Analysis Target Sample: CJ bibigo dumpling package designs | | |
| Sample A: Korea | Sample B: USA | Sample C: USA |
| A package of food on a white background  Description automatically generated with low confidence | A bag of food  Description automatically generated with medium confidence | A picture containing text, snack, fast food, food  Description automatically generated |
| http://www.bibigo.com/en/at-home-mandu | https://www.bibigousa.com/products/products/mandu-beef-bulgogi-3lbs/ | https://www.bibigousa.com/products/products/mandu-beef-vegetable-24oz/ |

Table 1. Analysis Target Sample: CJ bibigo dumpling package designs

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| Analysis Target Sample: USA dumpling package designs | | |
| Sample D: Pagoda | Sample E: JFC | Sample F: P.F. Chang’s |
| A box of food on a white background  Description automatically generated with low confidence | A package of food on a white background  Description automatically generated with low confidence | A box of food on a white plate  Description automatically generated with low confidence |
| https://www.greenchoicenow.com/p/pagoda-pork-potstickers | https://www.target.com/p/jfc-frozen-pork-gyoza-7-6oz/-/A-47099535 | https://www.target.com/s?searchTerm=dumplings |

Table 2. Analysis Target Sample: USA dumpling package designs

This study analyzed bibigo dumplings (Samples A, B, C) and US dumpling brands (Samples D, E, F) with cultural codes and visual cultural codes using the 'Visual Cultural Code Classification Strategy Matrix,' a CCBD methodology.[[2]](#footnote-2) The contents of the design analysis are as follows.

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| Visual Culture Code Classification Strategy Matrix | | | | | |
| Samples | Elements[[3]](#endnote-1) | Culture Code[[4]](#footnote-3) Cc | | | |
| GCc[[5]](#footnote-4) | PCc | ACc | ICc |
| A | Traditional: Asian food  Language: English  custom: fatty food, eating method  Lifestyle: Asian food, dietary standards | Dumplings, Chopsticks | Korea, K-Food | Dumplings, Chopsticks, Non | K-Food |
| B | Dumplings, Chopsticks | Korea, K-Food | Dumplings, Chopsticks | K-Food |
| C | Dumplings, Chopsticks, Non English, | Korea, K-Food | Dumplings, Chopsticks, Non English, Asian Food | K-Food |
| D | Dumplings, Chopsticks, | None | Dumplings, Chopsticks, | None |
| E | Dumplings, Chopsticks, Non English | None | Dumplings, Chopsticks, Non English, Asian Food | None |
| F | Dumplings, Chopsticks, Non English, Cheap | None | Dumplings, Chopsticks, Non English, Asian Food | None |

Table 3. Visual Culture Code Classification Strategy Matrix

3. Conclusion

This study analyzed the package design of domestic brands that entered the US market from the perspective of cultural codes and visual cultural codes using the CCBD methodology. As a result, the package designs A, B, and C of the CJ bibigo dumpling brand had better logos, color schemes, typefaces, typography, patterns, balance, structure, composition, style, and visual expression than those of the American brands D, E, and F. However, it did not fit the culture code. Since a brand is a tool that can hold and create a culture, the researcher hopes that domestic brands will understand the CCBD methodology and settle more successfully in overseas markets.

References

* Doe, Johnson. (2023). Brand Design Methodology. Big Book.
* Morgan Stanley, https://www.morganstanley.com

1. Morgan Stanley, https://www.morganstanley.com/ideas/korean-food-revolution, K-Food Popularity Launches a Seoul Food Revolution, 2019.07.31. [↑](#footnote-ref-1)
2. Doe, Johnson. (2023). Brand Design Methodology. Big Book. p.308. [↑](#footnote-ref-2)
3. [↑](#endnote-ref-1)
4. Ibid., pp.41-44. [↑](#footnote-ref-3)
5. Ibid., pp.41-44. [↑](#footnote-ref-4)