

Chapter 5

Conclusions, Discussions, and Recommendations

Conclusions

1. Key components that contribute to the uniqueness of Suzhou's city brand

Key components that contribute to the uniqueness of Suzhou's city brand as shown in Table 5.1

Table 5.1 Key components that contribute to the uniqueness of Suzhou's city

Key components	Sub components
Historical and Cultural Heritage	Garden Art and Architectural Style
	Silk Culture
	Local Festivals and Traditions
	Architectural Style and Regional Customs
	Internationally Renowned Suzhou Gardens
	Suzhou Opera and Human History
	Unique Cultural Events and Festivals
Economic Strengths	Key Industries Driving Local Development
	Diverse Business Sectors
	Advantages of Suzhou in economic issue
Market Potential	Attractive Demographics
	Consumer Trends
	Urbanization and Infrastructure Development
	Growing Middle Class
	Government Support and Business Environment
	Initiatives for Market Tapping
	Integration of Digital Technology

Table 5.1 Key components that contribute to the uniqueness of Suzhou's city (cont.)

Key components	Sub components
Resident Quality of Life	Cultural Preservation and Green Development
	Infrastructure and Amenities
	Long-Term Stay Experience
	Economic Opportunities
	Educational and Medical Services
	Cultural Tourism Industry and Housing Policies

Suzhou, nestled in the heart of eastern China, has crafted a city brand that seamlessly weaves together historical charm, economic vitality, and a commitment to enhancing the quality of life for residents and visitors alike. This essay explores the key components that contribute to the uniqueness of Suzhou's city brand, encompassing its rich historical and cultural heritage, robust economic strengths, promising market potential, and an unwavering focus on resident well-being.

(1) Historical and Cultural Heritage

Suzhou's city brand draws its roots from an intricate tapestry of historical and cultural elements. The exquisite garden art and architectural style, internationally renowned Suzhou Gardens, and the enchanting Suzhou opera showcase the city's commitment to preserving and celebrating its rich heritage. The infusion of silk culture, local festivals, and traditions, along with unique cultural events and festivals, paints a vivid picture of a city that cherishes its traditions while embracing the spirit of innovation.

(2) Economic Strengths

At the core of Suzhou's unique identity is its robust economic foundation. Key industries driving local development, spanning manufacturing, services, and scientific and technological innovation, create a dynamic and diverse economic landscape. The city's diverse business sectors, including its prominent role in information technology and biomedicine, underscore Suzhou's adaptability and resilience in the global economic arena. The advantages of Suzhou in economic matters, such as geographical location, skilled human resources, and government support, further contribute to its distinctive economic strengths.

(3) Market Potential

Suzhou's city brand shines through its promising market potential. Attractive demographics, characterized by a highly educated population and evolving consumer

trends emphasizing quality and brand recognition, make Suzhou an enticing market for businesses. The city's commitment to urbanization and infrastructure development, coupled with a growing middle class, fuels economic growth and positions Suzhou as a regional hub for commerce. Government support and business environment initiatives, along with strategic market-tapping initiatives and the integration of digital technology, amplify Suzhou's appeal to both investors and consumers.

(4) Resident Quality of Life

Suzhou's city brand extends beyond economic prowess, placing a profound emphasis on enhancing the resident quality of life. Cultural preservation and green development weave an eco-friendly narrative, creating a harmonious blend of modernity and tradition. Infrastructure and amenities are meticulously designed to provide comfort and convenience, ensuring a positive long-term stay experience for residents and tourists alike. Suzhou's commitment to offering economic opportunities, along with robust educational and medical services, establishes the city as a haven for personal and professional growth. Cultural tourism industry and housing policies further contribute to the holistic well-being of residents, fostering a sense of belonging and pride.

In the vibrant tapestry that is Suzhou's city brand, each thread represents a key component that contributes to the city's uniqueness. From its captivating historical and cultural heritage to its resilient economic strengths, promising market potential, and unwavering commitment to resident well-being, Suzhou emerges not just as a city but as a living, breathing testament to the seamless integration of tradition and progress. As Suzhou continues to evolve, its city brand will undoubtedly remain a beacon, drawing admirers from around the world who seek to experience the magic of this truly unique destination.

The theme of the uniqueness of Suzhou's city brand is a harmonious integration of historical charm, economic vitality, and a commitment to enhancing the quality of life for residents and visitors. The city's brand is built upon four key components, each representing a distinct theme, as illustrated in Figure 5.1.

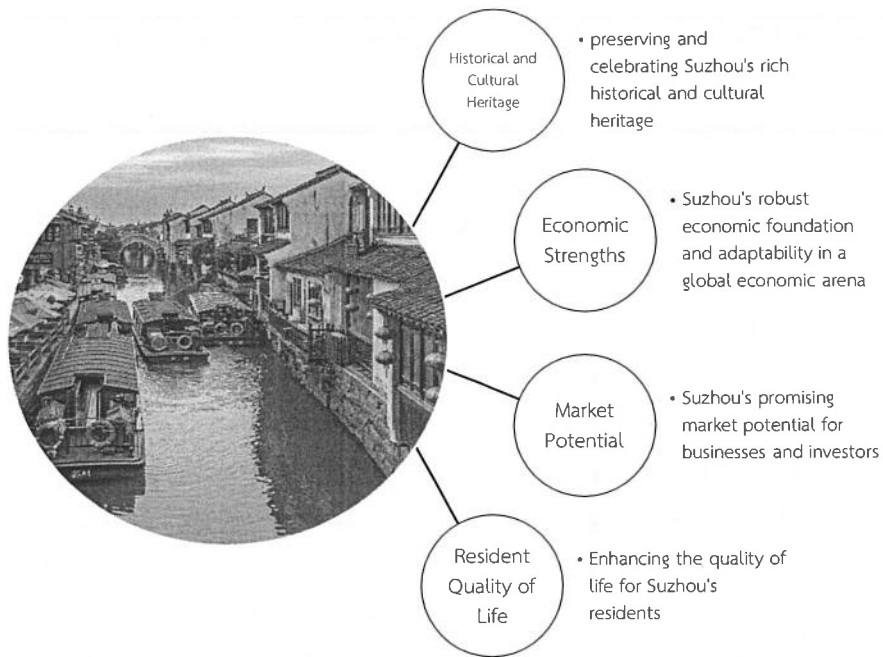


Figure 5.1 The theme of the uniqueness of Suzhou's city brand

The city's brand is built upon four key components, each representing a distinct theme, for historical and cultural heritage theme, emphasis on preserving and celebrating Suzhou's rich historical and cultural heritage. Subcomponents include Garden Art and Architectural Style, Silk Culture, Local Festivals and Traditions, Internationally Renowned Suzhou Gardens, Suzhou Opera, and Unique Cultural Events and Festivals.

Economic strength's theme, focus on Suzhou's robust economic foundation and adaptability in a global economic arena. Components include Key Industries Driving Local Development, Diverse Business Sectors, and Advantages of Suzhou in economic matters. For market potential theme highlighting Suzhou's promising market potential for businesses and investors. Components include Attractive Demographics, Consumer Trends, Urbanization and Infrastructure Development, Growing Middle Class, and Government Support and Business Environment. and for resident quality of life theme, emphasis on enhancing the quality of life for Suzhou's residents. Components include cultural preservation and green development, infrastructure and amenities, long-term stay experience, economic opportunities, educational and medical services, and cultural tourism industry and housing policies.

The overarching theme is the seamless integration of tradition and progress, where Suzhou is portrayed not just as a city but as a living testament to the

coexistence of historical heritage and modern development. This integration creates a unique and vibrant tapestry that defines Suzhou's city brand.

2. The effectiveness of Suzhou's integrated marketing communication strategies in promoting the city brand.

Table 5.2 Suzhou's integrated marketing communication strategies in promoting the city brand

Strategies	Effectiveness	Key challenge
Online Marketing	Utilizes social media campaigns and online advertising to promote historical and cultural richness. Actively engages the online audience through platforms like Weibo and WeChat, employing influencer collaborations and live-streamed cultural performances.	Faces challenges such as limited digital infrastructure, language barriers, intense competition, trust issues, and adapting to changing consumer behavior.
Offline Activities	Emphasizes factors like appealing content, strategic venue selection, targeted publicity, interactive sessions, service quality, and partnerships to engage tourists and potential investors.	Learns from experiences, emphasizing a clear understanding of the target audience, meticulous venue and timing considerations, and effective cost control.
Brand Awareness Measurement	Employs tools like questionnaire surveys, social media monitoring, internet search data analysis, and online reservation system statistics. Informs decision-making for facility improvements, targeted promotions, and supply-side management.	Suzhou's challenges in brand awareness measurement stem from limited digital infrastructure, language barriers, intense competition in the online marketplace, trust issues, and the need to adapt to changing consumer behavior. Addressing these challenges requires efforts in digital infrastructure development, multilingual communication, differentiation strategies, building trust, and staying attuned to evolving consumer preferences.
Overall Strategy	Integrates online and offline initiatives, showcasing cultural heritage, enhancing visitor experiences, and fostering positive brand perceptions. Success lies in a comprehensive and adaptive approach.	Suzhou's marketing strategy grapples with challenges such as limited digital infrastructure, language barriers, intense online competition, trust issues, and adapting to changing consumer behavior. Success requires addressing these

Table 5.2 Suzhou's integrated marketing communication strategies in promoting the city brand (cont.)

Strategies	Effectiveness	Key challenge
		hurdles through improved connectivity, multilingual communication, differentiation in the online market, trust-building measures, and staying attuned to evolving consumer preferences.

Suzhou's integrated marketing communication strategy in promoting the city's brand encompasses a multifaceted approach that leverages both online and offline channels. In the realm of online marketing, the city employs social media campaigns and online advertising to showcase its historical and cultural richness. Suzhou actively engages its online audience through platforms like Weibo and WeChat, fostering interaction, addressing queries, and employing special initiatives such as influencer collaborations and live-streamed cultural performances.

Despite the city's successes, Suzhou faces challenges in online marketing, including limited digital infrastructure, language barriers, intense competition, trust issues, and the need to adapt to changing consumer behavior. To overcome these hurdles, the city emphasizes the importance of content creation, regular updates, collaboration with local businesses, and efficient management of negative reviews.

Offline activities and events play a crucial role in Suzhou's marketing strategy, drawing on factors such as appealing content, venue selection, strategic publicity, interactive sessions, service quality, and partnerships to engage tourists and potential investors. The city highlights specific romantic places to enhance its offline appeal.

To measure brand awareness and engagement, Suzhou utilizes tools like questionnaire surveys, social media monitoring, internet search data analysis, and online reservation system statistics. These tools help in understanding visitor satisfaction, sentiment analysis, public interest, and market demand. The collected data informs decision-making processes for facility improvements, targeted promotions, marketing strategy adjustments, and enhanced supply-side management.

Despite occasional challenges in offline activities, Suzhou learns from experiences, emphasizing a clear understanding of the target audience, meticulous venue and timing considerations, and effective cost control in planning events.

Suzhou's integrated marketing communication strategy is a comprehensive blend of online and offline initiatives, incorporating engagement strategies, brand

awareness measurement tools, and adaptive approaches to overcome challenges. The city's success lies in effectively showcasing its cultural heritage, enhancing visitor experiences, and fostering positive brand perceptions both online and offline.

3. The initiatives for enhancing Suzhou's unique city brand through integrated marketing communication strategies.

Table 5.3 Initiatives for enhancing Suzhou's unique city brand through integrated marketing communication strategies

Initiatives	Details
Online and Offline Synergy	Suzhou should strengthen its digital transformation, employ innovative marketing methods through social media, conduct data analysis for personalized recommendations, engage in cross-border cooperation, offer comprehensive services, increase brand exposure, and support small and micro-enterprises. This integrated approach can bridge online and offline marketing efforts.
Unified City Brand Image	Establish a unified visual identity system and maintain consistency across all marketing channels to enhance the recognition and attractiveness of Suzhou's city brand message.
Seamless Integration of Online and Offline Activities	Suzhou can create a unified platform or website for managing event information, enable online registration and reservation functions, and utilize large-scale events, exhibitions, and cultural festivals to integrate online and offline activities seamlessly. Breakthroughs in creativity and plot in promotional materials can also contribute to a more vivid city brand.
Addressing Potential Challenges	Suzhou should address potential challenges such as communication barriers, divergent goals, lack of trust, resistance to change, organizational structure limitations, and technological constraints. Measures include setting up inter-departmental working groups, ensuring privacy and security in online marketing, and strengthening network security supervision.
Showcasing Cultural Heritage and Economic Opportunities	Suzhou can adopt innovative content forms like theme activities, interactive experiences, customized products, and collaborations with star IP resources to promote its rich cultural heritage. Continuous evaluation, data analysis, and exploration of local characteristics are vital for sustained success.

Table 5.3 Initiatives for enhancing Suzhou's unique city brand through integrated marketing communication strategies (cont.)

Initiatives	Details
Learning from Successful Cases	<p>Suzhou can draw inspiration from successful city branding strategies in other cities like Hangzhou, Chengdu, and Guangzhou. Leveraging iconic symbols, preserving cultural heritage, and actively participating in international exchanges are strategies that have proven effective.</p> <p>Suzhou can learn from other destinations and industries in terms of marketing methods, channel selection, market research, and personalized service strategies. Leveraging innovations and technology applications that have enhanced user experiences elsewhere can contribute to Suzhou's marketing success.</p>
Audience Segmentation	<p>Suzhou should use specific criteria such as demographic factors, psychographic characteristics, and behavioral patterns for audience segmentation. This detailed division ensures a comprehensive understanding of the target audience, enabling tailored marketing campaigns for different segments.</p>

Suzhou has effectively amalgamated its distinctive allure with the cultural and tourism industry, yielding notable outcomes in its city brand promotion endeavors through innovative marketing content forms. However, as societal dynamics evolve and preferences diversify, this accomplishment signifies merely a preliminary phase. Looking ahead, Suzhou must persistently enhance and adapt to the evolving demands of the times, consistently refining its strategies and approaches to sustain a leading position in the global competitive landscape.

Employing these criteria proficiently, employing market research methodologies such as surveys or focus group analyses, will furnish businesses in Suzhou with a more profound comprehension of the diverse characteristics of their target audiences. This understanding empowers them to formulate tailored marketing campaigns that adeptly cater to specific segment needs, thereby optimizing customer satisfaction and fostering opportunities for business growth.

To fortify Suzhou's distinctive city brand, integrated marketing communication strategies should prioritize fortifying synergy between online and offline endeavors, establishing a cohesive city brand image, seamlessly integrating online and offline activities through unified platforms, addressing potential challenges like communication barriers and resistance to change, showcasing cultural heritage through innovative

content forms, drawing lessons from successful city branding cases, conducting comprehensive audience segmentation based on demographic, psychographic, and behavioral factors, and gleaning insights from other destinations and industries.

Implementation of these initiatives can culminate in the creation of a unique and appealing city brand for Suzhou, resonating effectively with diverse audience segments and cultivating recognition and engagement on both local and global scales.

Discussions

1. Discussions of the key components that contribute to the uniqueness of Suzhou's city brand

Suzhou, often referred to as the "Venice of the East," derives its unique city brand from several key components that contribute to its distinctiveness and establish its identity as a cultural and historical destination. Foremost among these components is Suzhou's rich historical and cultural heritage, spanning over 2,500 years and showcased through well-preserved monuments like the Humble Administrator's Garden and Tiger Mountain. These landmarks not only exhibit traditional Chinese architecture but also reflect the artistic achievements of past generations, making Suzhou a unique global attraction. The city's classical gardens, exemplified by the Lingering Garden and the Net Master Garden, further contribute to its distinctiveness by seamlessly blending natural elements with man-made structures, embodying traditional Chinese aesthetics and offering visitors an immersive cultural experience. This uniqueness aligns with research findings by Du (2004) and Tang & Zhang (2022, pp. 87-89), emphasizing the need for a city to possess a distinctive self-characteristic to build its brand image.

Another integral aspect of Suzhou's city brand is its thriving silk industry, renowned for producing high-quality silk products through traditional techniques passed down through generations. This craftsmanship has become synonymous with Suzhou, providing visitors with an opportunity to appreciate this facet of the city brand by visiting silk workshops or acquiring exquisite silk products as souvenirs. This aligns with Tang & Zhang's (2022, pp. 87-89) research, emphasizing the necessity of incorporating a new industry aligned with modern economic development to enhance the city brand while retaining its foundational elements. Suzhou's silk industry, steeped in history and recognized both locally and globally, complements the city's new positioning, forming an integral part of its city brand alongside its rich history and cultural heritage.

Suzhou's unique city brand is the result of a combination of key elements such as a rich history, cultural heritage, classical gardens, the silk industry, economic development, and a picturesque canal system. These elements collectively distinguish Suzhou from other cities, making it an appealing destination for both domestic and international tourists.

Moreover, Suzhou's city brand extends beyond its historical and cultural facets to encompass a diverse tapestry of elements such as garden art, architectural style, silk culture, local festivals, and traditions. This emphasis on heritage preservation reflects Suzhou's commitment to tradition while embracing innovation. The city's renowned gardens, exemplified by the Humble Administrator's Garden, showcase Suzhou's dedication to preserving its historical charm, as highlighted by Zhang, et al. (2023, p. 1039). These gardens not only serve as cultural symbols but also contribute significantly to the city's cultural identity.

Central to Suzhou's identity is its robust economic foundation, propelled by key industries such as manufacturing, services, and technological innovation. The city's adaptability and resilience are evident in diverse business sectors, including information technology and biomedicine. Suzhou's advantageous economic position, bolstered by its strategic location and government support, underscores its strengths and attractiveness to investors, as emphasized by Zhang, et al. (2023, p. 1039).

Suzhou's city brand is further illuminated through its promising market potential, driven by factors like attractive demographics, evolving consumer trends, urbanization, and infrastructure development. The city's commitment to market-tapping initiatives and digital technology integration enhances its appeal to investors and consumers, aligning with research by Bian, et al. (2015, pp. 37-54). Suzhou's growing middle class, supported by government initiatives, positions it as a regional commerce hub, aligning with the evolving trends emphasizing quality and brand recognition.

Beyond its economic prowess, Suzhou places a profound emphasis on enhancing the quality of life for its residents. Cultural preservation, green development, and well-designed infrastructure contribute to a harmonious blend of modernity and tradition. Research by Jiang et al. (2022, pp. 1-16) suggests that Suzhou's commitment to economic opportunities, robust educational and medical services, and the cultural tourism industry fosters a sense of belonging and pride among its residents.

The overarching theme of Suzhou's city brand revolves around the seamless integration of tradition and progress, creating a unique and vibrant tapestry that defines Suzhou's identity. The comprehensive research provides an in-depth understanding of Suzhou's city brand and its distinctive components.

2. Discussions of the effectiveness of Suzhou's integrated marketing communication strategies in promoting the city brand

In the promotion of a city brand, the efficacy of marketing communication strategies has garnered attention. This paper examines the impact of Suzhou's integrated marketing communication strategy in this context.

Initially, Suzhou, endowed with a lengthy history and profound cultural heritage in China, possesses distinct advantages in urban brand construction. Through the implementation of an integrated marketing communication strategy, the city can effectively showcase its abundant and diverse tourism resources, cultural landscapes, and economic development achievements. This aligns with the findings of Schultz (1993, pp. 17-35) and Zhang (2022, pp. 44-46), suggesting that cities should promote their brand through various channels, such as diverse media advertising, well-designed thematic activities, and engagement on social media. Such an approach serves to heighten public awareness and foster a positive impression of Suzhou as a city brand.

Moreover, within an integrated marketing communication strategy, ensuring accurate and clear message delivery to the target audience is paramount. By establishing precise communication goals and utilizing appropriate channels and tools to achieve them, the effectiveness of information transmission can be enhanced. This echoes the research of Liu, Liu and Ma (2022, pp. 121-123), who advocate for cities to promote their brands through integrated marketing, encompassing diverse information in a cohesive manner. Simultaneously, this allows for a precise and clear conveyance of information regarding the city brand to the potential audience. Notably, this integration method accommodates the increasingly complex city image backdrop. Additionally, the selection of media platforms considers the differences between various groups, allowing for the formulation of corresponding content and style tailored to specific demographics.

Suzhou's integrated marketing communication strategy has proven significantly effective in promoting the city brand. However, careful attention to factors such as information accuracy, diverse communication channels, close coordination with relevant departments, and continuous monitoring and evaluation of the strategy's implementation is crucial to achieve optimal results.

Suzhou leverages online platforms, including Weibo and WeChat, for social media campaigns and online advertising to showcase its historical and cultural richness. The city actively engages its online audience through influencer collaborations and live-streamed cultural performances. Despite its successes, challenges such as limited digital infrastructure, language barriers, intense competition, trust issues, and adapting

to changing consumer behavior are noted. Overcoming these challenges is imperative, as highlighted in the literature, with scholars emphasizing the need for improved digital connectivity (Smith, et al., 2012) and effective multilingual communication strategies (Qi, et al., 2020, pp. 50-60). To address trust issues and adapt to changing consumer behavior, Suzhou's emphasis on content creation, regular updates, collaboration with local businesses, and efficient management of negative reviews aligns with existing research on managing online brand reputation (Hennig-Thurau, et al., 2004, pp. 38-52).

Suzhou places importance on offline activities, emphasizing appealing content, strategic venue selection, targeted publicity, interactive sessions, service quality, and partnerships to engage tourists and potential investors. Learning from experiences, the city highlights the significance of a clear understanding of the target audience, meticulous venue and timing considerations, and effective cost control in planning events. Existing literature supports the importance of these factors, with research indicating that successful offline marketing involves understanding the target audience and selecting venues that resonate with them (Keller, et al., 2011). Additionally, the emphasis on cost control aligns with recommendations for effective event planning (Getz & Page, 2019).

Suzhou employs tools like questionnaire surveys, social media monitoring, internet search data analysis, and online reservation system statistics to measure brand awareness. These tools inform decision-making for facility improvements, targeted promotions, and supply-side management. Research advocates for the use of multiple metrics in brand awareness measurement (Keller, et al., 2011), and the incorporation of social media monitoring aligns with the evolving landscape of digital marketing (Hollensen, 2003, p. 787). Suzhou's approach to using data for decision-making resonates with the broader literature on data-driven marketing strategies (Le Pennec & Raufflet, 2018, pp. 817-834).

Suzhou's overall strategy integrates both online and offline initiatives, showcasing cultural heritage, enhancing visitor experiences, and fostering positive brand perceptions. Success is seen as dependent on a comprehensive and adaptive approach, requiring efforts to address challenges such as limited digital infrastructure, language barriers, intense competition, trust issues, and changing consumer behavior. This integrated approach aligns with literature advocating for a holistic marketing strategy that considers both online and offline channels (Schultz & Schultz, 2016). The identified challenges resonate with broader discussions on global marketing strategies, emphasizing the need for cultural sensitivity and adaptability (Gillespie & Swan, 2021).

Suzhou's integrated marketing communication strategy reflects a thoughtful combination of online and offline initiatives, addressing specific challenges and aligning with established principles in the marketing literature. The city's emphasis on connectivity, multilingual communication, content creation, targeted offline activities, and data-driven decision-making reflects a strategic approach to building and promoting its brand. The challenges identified underscore the dynamic nature of the marketing landscape, necessitating ongoing adaptability and innovation.

3. Discussions of the initiatives for enhancing Suzhou's unique city brand through integrated marketing communication strategies

In recent years, urban competition has intensified significantly, underscoring the crucial need for cities to establish distinctive brand images and undertake effective self-promotion. In this context, the implementation of an integrated marketing communication strategy emerges as an effective means to bolster a city's brand image. The initial step in enhancing Suzhou's unique city brand involves identifying its core strengths and values, mirroring the approach advocated by Morgan, et al. (2002, pp. 335-354). Before embarking on city brand promotion, it is imperative for cities to clearly articulate their core values through activities such as market research and analysis of the preferences and needs of target audiences. Based on this information, a comprehensive brand strategy is formulated to accentuate unique features. Presently, Suzhou faces a deficiency in this aspect, as its city brand promotion tends to be grounded in traditional perspectives, necessitating a more robust exploration and reflection on emerging market demands.

Once Suzhou's core advantages and values are identified, diverse marketing communication channels-such as advertising, public relations, social media platforms, and event promotion-need to be seamlessly integrated into the overall brand strategy. This aligns with Keller's (2009) theory advocating the adoption of varied publicity channels by cities to establish a competitive brand with both internal and external communication, fostering brand management on this foundation. This approach ensures the dissemination of Suzhou's city brand message to a broader audience through multiple channels, subtly conveying the previously identified core advantages and characteristics to the audience's consciousness, thereby piquing greater curiosity about Suzhou.

The integrated marketing communication strategy, encompassing the identification of core strengths, integration of communication channels, and consistency in promotional activities, serves to enhance Suzhou's unique city brand. Through

effective implementation of these measures, Suzhou stands poised to distinguish itself from other Chinese cities, drawing in more tourists, investors, and businesses.

The study proposes that Suzhou bolster its digital presence and leverage innovative marketing methods through social media, aligning with prior research emphasizing the pivotal role of digital transformation in city branding (Ma, et al., 2020). The recommendation to support small and micro-enterprises echoes the findings of Ngoc and Tien (2021), who underscored the role of local businesses in shaping a city's brand.

The proposal for establishing a unified visual identity system is aimed at enhancing recognition and attractiveness, mirroring similar recommendations in destination branding studies (Liao, et al., 2021). Consistency across marketing channels is emphasized for effective brand communication, in accordance with the insights of Cheung, et al. (2019). The notion of creating a unified platform for managing event information aligns with research highlighting the importance of seamless integration between online and offline activities (Chukwu, 2023). Large-scale events and cultural festivals are identified as effective tools for city branding (Kádár & Klaniczay, 2022, pp. 1-16).

The study appropriately acknowledges potential challenges, such as communication barriers and resistance to change. Strategies, such as establishing inter-departmental working groups, resonate with research on organizational change (Messerschmidt, 2008). The recommendation to adopt innovative content forms for promoting cultural heritage aligns with the growing emphasis on experiential marketing in city branding (Smilansky, 2017). Drawing inspiration from successful city branding strategies in other cities is a well-supported approach (Chen & Thwaites, 2018). Leveraging iconic symbols and participating in international exchanges have been identified as successful strategies in various contexts. The study underscores the importance of audience segmentation based on demographic, psychographic, and behavioral factors, aligning with established practices in marketing research (Nica, et al., 2019).

Suzhou's commendable efforts in integrating its unique allure with the cultural and tourism industry are acknowledged. However, the research underscores the imperative of continuous adaptation to evolving societal dynamics and preferences to maintain a leading position globally. Through the implementation of the recommended initiatives, Suzhou holds the potential to create a distinctive and appealing city brand resonating effectively with diverse audience segments.

Recommendations

1. Practical recommendation

1) Scientific positioning of city brands

Suzhou city's urban positioning, urban brand and urban development direction are relatively variable, and there is no clear, unified, authoritative and appealing positioning. So far, there is still no brand that is led by the government as the main body, and can trigger the consensus of major counties in Suzhou, domestic and overseas Suzhou people, and condensation the city brand created by the whole city. Therefore, although scientific positioning of the city brand is a basic work, but for a city like Suzhou, in order to build a successful city brand, through scientific positioning, finding the direction, accurate positioning of the brand, is a seemingly simple, but has not been done the key basic work. Through the previous analysis and demonstration, this paper believes that "garden" is the key word that can arouse resonance and consensus in Suzhou, and it is also the key to solve the problem of Suzhou from gathering to dispersing, Suzhou should be positioned as "garden" and do a full "garden" article.

2) Fully demonstrate the city brand

City brand positioning is related to the success or failure of city brand building, although the government is the first responsible subject, it should still give full play to various channels to demonstrate.

One is to use the outside brain. Employ international and domestic highly qualified professional institutions for consultation and evaluation, comprehensively consider the city's history, culture, location, environment, economy, industry, political status and other factors, to position the city brand and plan the development and promotion path of the city brand.

Second, organize research and inspection. International and domestic experts, scholars, literature and history researchers will be organized to conduct research, exchange views, and fully demonstrate what kind of positioning Suzhou is suitable for, what kind of city brand it should build, and its feasibility.

Third, solicit opinions from multiple angles. In Suzhou city experts, scholars, veteran cadres, literature and history researchers widely solicit opinions; Through questionnaires and other forms, newspapers, television and other publicity media, the Internet, WeChat, Weibo and other emerging media, call for the participation of the whole people, supplement and improve the brand positioning and related connotation.

Fourth, make an assessment. After integrating the viewpoints of all parties, the evaluation is carried out to ensure the feasibility and operability of the identified city brand.

3) Promote the formation of city brand consensus

After clearly positioning the city brand, it cannot be left to its development, and a series of targeted government actions must be carried out for the city to reach a brand consensus, so as to achieve the purpose of forming a brand consensus.

First, we must strengthen interpretation and publicity. It mainly focuses on internal publicity, taking the history, culture, economy and society of brand demonstration as the background, relying on the major historic sites in Suzhou, and using traditional media such as radio, newspaper, television and network emerging media to tell brand stories well, enhance cultural pride and centriforce, and make the brand deeply rooted in people's hearts. A series of essay solicitation activities and literary and artistic competitions will be held in due course, attracting extensive participation from scholars, students, workers, overseas Chinese and other groups.

Second, we should combine the characteristics of Suzhou's economic and cultural "dispersion", interpret the culture and history of each county and district in pieces, so that people in different regions can interpret the city brand from their own perspective, so as to achieve the purpose of working in one direction.

Third, we must pay close attention to the implementation of supporting actions, can not let the city brand alone in-depth, but should combine all kinds of activities, the promotion of key projects, strengthen uninterrupted publicity, and ensure the popularity of brand construction. The next five years is the "Belt and Road" policy intensive introduction landing period, Suzhou will usher in many "garden" related cultural, business, exhibition activities, which is in line with the Suzhou city brand prominent "garden" elements, relying on many policy activities landing, will strongly promote the city brand to form a consensus.

4) Extracting visual elements from cultural heritage

The people of Suzhou are outstanding, and the ancestors left a rich cultural heritage here, covering many aspects of material and non-material forms, such as the ancient city name town, garden sites, neighborhood residences, embroidery, silk weaving, Song brocade, lantern color, Su fan, Su decoration, folk Musical Instruments, rosewood carving, etc. The latter, such as Women painting school, calligraphy, seal cutting, poetry, Kunqu opera, Su opera, Pingtan and so on, its complete categories, exquisite skills, still bright, leading the style. Some people say that the whole of Suzhou is a beautiful garden, a museum with a profound history, and a treasure house of

dazzling culture. At present, Suzhou has been included in the "World Heritage List": Suzhou's nine classical gardens (Humble Administrator's Garden, Stay Garden, net Master's Garden, Huanxiu Villa, Canglang Pavilion, Lion Forest, art garden, Couple Garden, Retreat Garden) and Kunqu opera, Guqin two intangible cultural heritage. In this cultural heritage, we should pay attention to the in-depth development and utilization of its visual level, use modern visual language, and use graphic language to visualize traditional cultural elements.

5) Strengthen the establishment of relevant institutions and strengthen the execution ability of city brand image

The construction and management of Suzhou city brand image is a systematic, dynamic and comprehensive work. In the process of shaping and promoting the city brand image, it can be seen that the lack of perfect management system is the main problem. It is particularly important to adopt what form of organization and management means to carry out the sustainable development of Suzhou city brand image. The core of the management system is the establishment of the management organization, which also involves the reasonable distribution and coordination of the management authority and organization. Using reasonable means to conduct scientific management directly affects the shaping and promotion efficiency of Suzhou city brand image, and plays a decisive role in the city brand image. As for "Suzhou Impression", an innovative activity that can have a positive effect on the city's brand image, the main reason for its failure to continue and expand its due influence lies in the imperfect institutional setup and problems in the process of management and continuous promotion of activities.

At present, the relevant management system of Suzhou City brand image is not perfect enough, involving multiple departments to manage it. However, the scope of the management mode is not uniform, and there is a lack of professional and authoritative functional departments to promote and publicize Suzhou City brand image. The work of the current management department is far beyond the original scope of responsibility, involving a large span of industries and departments. Coordination is difficult. Relevant professional departments should be set up to clarify the subordination relationship between urban brand image management and relevant functional departments from the system, clarify the management scope and level of each department, and establish its management function, that is, the related work of comprehensive management of Suzhou city brand image.

6) Pay attention to public participation and expand the influence of city brand image

Man is the main body of the city, man is an important part of the image of the city. In the process of city brand image construction, people are inseparable from this subject. People have great subjective initiative, which plays an important role in the process of city brand image construction. Suzhou city brand image features: functional design, decorative design, experience design.

Functional design is mainly embodied in the development and realization of the use function of the city as the core, emphasizing the actual value of Suzhou city and the dissemination of information function design, with strong practical use value. The decorative design pays attention to excavating the inner nature of Suzhou city, engenders new visual context and personality characteristics of the city through the use of meaningful formal elements, spreads the value aesthetics of the city, and realizes the differentiation and individuation of the city brand. The more advanced concept and updated design is experiential design, which stands on the basis of people's dual needs of material and spiritual, through the integration of different aspects of urban cultural connotation, urban material culture, urban image, etc., guides people into a carefully constructed urban brand environment to personally feel the value of the brand. It also provides opportunities for people to interact with the spirit and culture of the city, so as to obtain positive and real sensory and psychological experience of the brand. The main body of urban behavior identification system is people, that is, urban citizens. As urban subjects, citizens also have the obligation to increase the universality of urban brand image building and improve their participation. Under the role of urban behavior recognition system, citizens can construct city brand image well, which is conducive to expanding the influence and popularity of city brand image.

2. Future research recommendation

1) The research findings on the challenges faced in online marketing, such as limited digital infrastructure, language barriers, and adapting to changing consumer behavior, future research can delve into the specific impact of these challenges on Suzhou's brand recognition. Exploring how these hurdles affect the city's online presence, engagement, and overall brand perception will provide insights into the effectiveness of current strategies and guide the development of targeted solutions to enhance Suzhou's global visibility.

2) To assess the enduring impact of Suzhou's integrated marketing communication strategies, future research can conduct a longitudinal analysis. By citing recommendations

for a longitudinal study, researchers can track the evolution of Suzhou's marketing initiatives over time and evaluate their sustained effectiveness. This investigation would contribute valuable insights into the dynamics of city branding, shedding light on whether Suzhou's strategies are adaptive to changing trends and whether adjustments are needed for continued success.

3) Leveraging findings from the cross-cultural analysis recommendation, researchers can explore how Suzhou's city brand is perceived in diverse international contexts. By citing relevant research insights, scholars can investigate cultural nuances, preferences, and communication styles that influence the reception of Suzhou's brand in different global markets. This cross-cultural analysis will provide a foundation for tailoring marketing strategies to resonate effectively with diverse audiences and enhancing Suzhou's appeal on a global scale.

4) The research recommendation on technological infrastructure development can be explore the role of technology in Suzhou's brand success. Investigating how advancements in digital infrastructure contribute to or hinder the effectiveness of integrated marketing communication strategies will be crucial. Reseachers can assess the city's capacity to embrace technological trends, overcome digital challenges, and leverage innovative tools to enhance brand communication. This research avenue will inform policymakers and marketers on the significance of technological readiness in maintaining Suzhou's competitive edge in the digital landscape.