

Research on Digital Marketing Intelligence Innovation of Guangzhou's Time-Honored Brands in the Era of Big Data

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Abstract: Guangzhou's time-honored brands are the image of Guangzhou City, the historical legacy of the cultural emblems of the millennium commercial capital, the bearer of the memory of "old Guangdong" over generations, and the legends inscribed in the vast era of history. It not only carries the rise and fall of the city, but also documents the awakening, rejuvenation, and development of these "gold-lettered signboards." In this age of big data, it is not only the expectation of the older generation, but also the responsibility of the new generation to "polish" the gold-lettered signboards of time-honored brands. "Time-honored brands" have accumulated rich and priceless knowledge from their ancestors in the vast era of business history and have profound cultural legacy. The time-honored brands that have been handed down not only allow the new generation to experience and identify with the unbounded knowledge of ancient people, but also provide economic value that can ensure the survival of future generations. However, in the market tide, the development of time-honored brands is not easy; some have even vanished. Therefore, it is imperative to take action to safeguard the development of time-honored brands, helping them to revitalize and shine once again. This paper discusses the difficulties in the development of Guangzhou's time-honored brands and provides relevant suggestions for digital intelligence marketing of these "brands."

Keywords: Brand management; Guangzhou time-honored brand; Digital marketing; Marketing strategy

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1. Development dilemma of Guangzhou's time-honored brands in the era of digital intelligence

1.1. The need to improve the influence of time-honored brands

In the first half of the 1990s, the wave of "joint ventures" ensued the disappearance of many excellent local brands, and the foreign side began drowning the once glorious national brands by introducing "foreign brands." MAXAM, Huoli 28, Panda Washing Powder, Chongqing Tianfu Cola, Guangzhou Asian Soda, Arctic Ocean Beverage, Laoshan Cola, Shaolin Temple Cola, Zhengguanghe, Bawang Temple, and Shanhaiguan were among the everyday chemical and beverage brands that were wiped out. As a result of the poor transformation after 2000, many well-known brands have become second-class brands; for example, Guangdong Kelong and Jianlibao. Today, with the global economic integration, these dazzling time-honored brands in Guangzhou can no longer withstand the changes of the times and the impact of the fierce market competition. Many enterprises solely emphasize on the economic benefits brought by these brands and tend to neglect the internal law of brand development. The time-honored brands known as "golden signboards" also require businesses to operate slowly or they will "perish" like humans. Due to the

unique background and historical environment, the economic recession of time-honored brands that were once brilliant for a time has had a very negative impact on the overall promotion of the domestic market economy. Data have shown that among the 1,600 time-honored brands in Guangzhou, about 70% are operating poorly; another 20% are on the brink of closure, while operating in debt; only about 10% of time-honored brands have expanded their business scale and achieved considerable benefits. Most time-honored brands have long since lost their previous luster and now seem dejected and lonely as a result of market waves and the ongoing impact of the new economic environment. The question of how to change the new vitality of time-honored brands has taken precedence ^[1].

1.2. The need to strengthen the dissemination of time-honored brands

Since the reform and opening-up, China's commercial market has become more active, and people from all walks of life, including many old brands, have begun to compete from various aspects. The evolution of marketing concepts and the rapid changes in marketing links are the impetus for the increasingly fierce competition in modern business society. "Marketing is the solution to competition." In fact, competitive economy is the nuance of market economy. Marketing has emerged in a competitive economic environment. In addition to capital and technology, the most important aspect of marketing is the survival and development of any brand in this fierce competition. One of the components of market competition is that time-honored brands cannot be isolated. Due to their historical and cultural advantages, time-honored brands tend to be complacent and conservative; they lack innovation and are unable to modify their ideas; they are also bound by old traditions and systems, clinging to their own gold-lettered signboards, relying on a single product for development, and assuming the traditional marketing model; they are unable to identify with user needs, and they rely on products that do not meet the needs of the development of the times, thus gradually losing core competitiveness ^[2].

1.3. The need to raise the popularity of time-honored brands

Time-honored brands in Guangzhou often do not have sufficient publicity investment, which results in the waning of product influence. The development of Guangzhou's time-honored brands is substantially impacted by the fact that many of these brands focus on elderly and middle-aged groups while neglecting young customers. The progressive gap between these brands and young customers develops with time. In terms of information transmission, there is no standardization. It is necessary to use external "leverage" and "momentum" rich in intangible assets to deal with retail decision-making in brand management, as well as new communication strategies to convey the experience to customers. It is also crucial to expand the vision of traditional brand management through the "leverage" strategy and use new communication methods, such as non-media and we-media communications, to broaden the scope and simplify the difficulties in brand management. Countermeasures should be taken to resolve the crisis. In addition to solving problems through self-adjustment, time-honored brands also need to look for more effective improvement measures from another perspective; that is, to track the trend of market development and open up new marketing channels. The integration of digital marketing intelligence innovation into Guangzhou's time-honored brands is also of value.

2. Digital intelligence marketing concept, advantages, and value

2.1. Digital intelligence marketing

At present, with the wide application of artificial intelligence, industrial automation, 5G technology, and the internet of things, the superposition and interweaving of the aforementioned environment and conditions will reshape the industrial standards and business architecture. Guangzhou's time-honored brands are undergoing digitalization and intelligent transformation. The gradual digitalization in the past decade has

been driven by real-time updated data sources and multidimensional data. The new era of science and technology empowerment as well as the interconnection of all things has also brought new development direction and space for fully exploring the digital intelligence marketing of time-honored brands ^[3].

Digital marketing is a specific marketing mode that is used to complete marketing tasks through computer communication technology, network, and digital media. Using advanced marketing technology tools and digital platforms based on the actual needs of Guangzhou's time-honored brands, customized marketing strategies and operation management methods are introduced, striving to retain existing customers in the most effective and cost-effective way and mining customer value, while comprehensively expanding other channels and positioning new audiences, including using certain database objects, such as digital multimedia channels, network platform, telephone, email, and other channels, to gain insight and respond to customer needs; advertising accurately, effectively, and scientifically; predicting the demand for products and services, clarifying brand positioning, as well as achieving quantifiable marketing results. This higher-level marketing behavior is known as digital marketing ^[4].

2.2. Digital age

This era converts data information in people's work and life into 1 and 0 through computers, and it alludes to the gradual infiltration of digital technology into the various spheres of social life. In other words, it utilizes the remarkable features of digitization, which is extended to all levels, in many spheres of social life.

The digital age is a new era, especially in media. With the help of computers to process and store data and information, information spreads rapidly. Digital technology has become an important technology for many types of media and is widely used. At the same time, digital mining has also emerged in every aspect of life, greatly improving people's ability to analyze, interpret, and use data. It has improved and reached a certain achievement, thus promoting marketing practice and decision-making as well as ushering in the contemporary digital era.

2.3. Value and advantages of digital marketing

The advantage of digital marketing is that it targets customers as promotion subjects. Different products are designed for different customers. Digital marketing provides a two-way communication between merchants and customers. Users can easily communicate with a specific advertisement or product. Convenient information exchange is conducive to long-term customer relations. Similarly, continuous customer feedback will also help improve the quality of products and services.

The cost of digital marketing is lower than the traditional market. A common way to measure the cost of digital marketing is the cost per click. Each click delineates how much a person needs to spend to click on an advertisement. In order to reach out to a large number of costumers, there is no need to physically visit these places to promote the business, and there is no limit to the number of potential customers.

In digital marketing, it is possible obtain information on consumer activity, carry out reasonable information recommendation on the specific trajectory of consumer activity, and even analyze the level of users after pushing information. The development of digitalization will drive the rise of precision marketing. For both, time-honored brands and users in Guangzhou, precision marketing improves efficiency through data, turns advertising into contents that users need, and improves user experience. All businesses are digitalized, and all data are commercialized. With the help of digital platforms, the connection between the business departments of Guangzhou's time-honored brands and the upstream and downstream of the industry chain is closer. In the future, the marketing of each time-honored brand in Guangzhou will be inextricably linked to the support of data.

3. “Three silver bullets” of digital intelligence marketing of Guangzhou’s time-honored brands

3.1. The establishment and management of digital intelligence marketing by Guangzhou’s time-honored brands

Guangzhou’s time-honored brands should first use “leverage” and “momentum” to make good use of the technological dividends in the era of big data, achieve a breakthrough in market limitations, and integrate with the international market. They should not only meet the needs of the local market, but also develop courage and foresight to look at the international market, using the internet and 5G technology to establish online and offline “brands,” “dual platforms,” and “multiple channels.” It is necessary to grasp the trajectory of consumer behavior and pay attention to the development of intangible assets and influence of digital space. It is also necessary to establish emotional links in the digital space and design a virtual agent image that is associated with the brand. Providing personalized and customized services of “thousands of people and thousands of faces,” instilling emotional connections, upgrading brand services in such a way that they are more lasting and refreshing, as well as constantly transmitting influence and charm would also be beneficial. Products, services, and emotional input should be offered in an all-round and uninterrupted manner. It is essential to pave the way for brand expansion, new business expansion, as well as brand premium and value expansion. In addition, a digital intelligence marketing database should be established because precision marketing is based on the collection and analysis of data, which requires the flexibility and diversification of its own information channels, the full integration of relevant internal and external data of Guangzhou’s time-honored brands, as well as the research, summary, reclassification, conversion, and integration of the database of these “brands.” In that way, this database will become the basis for Guangzhou’s time-honored brands in implementing precision marketing and providing customers with the required data and information. If Guangzhou’s time-honored brands do not intend to establish an independent database, they can make full use of the databases of external organizations, such as network databases and government statistical databases. These databases can help Guangzhou’s time-honored brands collect information of potential customers and implement a series of targeted marketing activities.

It is necessary to analyze the differentiated needs of customers. The differentiated needs of customers are important for Guangzhou’s time-honored brands to implement big data precision marketing. For example, in relation to Guangzhou’s time-honored brands, the online behavior of their customers is based on big data analysis. Guangzhou’s time-honored brands make full use of big data mining to conduct differentiated analysis pertaining to customers’ demand, so as to carry out effective precision marketing. The time-honored brands in Guangzhou mainly adopt email direct marketing, which considers the specific needs of their customers and sends a variety of recommendation emails to their customers. If customers only choose to browse the commodities of the mall without purchasing, Guangzhou’s time-honored brands would send recommendation emails of commodities to the customers; and if the customers have pending goods in their shopping carts, they will receive a notification email of the goods.

3.2. Planning and content production of Guangzhou’s time-honored brand digital intelligence marketing channel

The aim of digital intelligence marketing is to fundamentally change the traditional marketing and layout, as well as replace the existing backward marketing mode and content production through electronic technology and big data. The re-layout can be achieved by systematically and thoroughly redefining products and marketing business; not only the content, but also all aspects of marketing activities, processes, and channel models. For instance, WeChat payment and ordering services can be carried out through WeChat, Weibo, and other platforms. This is known as the microchannel strategy. With the continuous and rapid development of takeout platforms, convenient order platforms, as well as Weibo and WeChat social marketing, the electronic distribution of various channels and mobile commerce based on mobile phones

came into being, which have created opportunities for time-honored catering brands in Guangzhou to build their own online microchannels. Restaurants can create their own WeChat public account and upgrade their management service account to increase interaction with customers. Most catering services have already established their own WeChat official accounts and are gradually improving their payment links. Customers can purchase and consume products directly through the WeChat platform, which marks the development of Guangzhou's time-honored catering brands under the new media environment. In addition, customers can also place their orders through their own WeChat, Weibo, and other micro marketing platforms belonging to Guangzhou's time-honored brands and complete the trinity direct selling model in the field of e-commerce.

Guangzhou's time-honored brands should make full use of big data, assume the actual needs of customers as the foundation, carry out targeted product development, and build the unique value of products based on the needs of customers. They should design a product marketing framework, build a data center suitable for their own enterprises, and establish an appropriate digital marketing organization with an agile front office, a business middle office, a data middle office, and a strong back office. They also need to mine data hierarchically and shape emotional interactions with customers. Big data should be fully utilized to serve enterprises, products, and consumers, as well as to form the four stages of digital marketing: data marketing construction, data marketing management, data marketing analysis, and data marketing application. Through these data, marketing communication and marketing management can be changed, so as to ensure the upgrading can better serve customers. In the digital marketing of Guangzhou's time-honored brands, it is necessary to clarify the marketing data relationship for their enterprises and brands, grasp the upstream and downstream data system, optimize the emotional stickiness between products or brands and customers, promote the feedback mechanism of digital intelligence products, as well as formulate accurate prices. The prices will determine the profits gained by Guangzhou's time-honored brands. In the era of big data, it is possible for Guangzhou's time-honored brands to set reasonable prices and maximize their profits. The insurance industry is the best at leveraging big data for accurate pricing. The insurance industry fully utilizes big data to establish the ideal supply and demand equilibrium, followed by risk assessments and price adjustments. In addition, the insurance industry prepares for all predictable risks, and thus preventing potential problems. The industry provides its clients superior value-added services in this way ^[5].

It is necessary to carry out marketing communication. If Guangzhou's time-honored brands establish marketing communication on the premise of big data, they can effectively learn the behavior and habits of customers, and then design the communication content and form, as well as adjust the communication channel and time ^[6].

In addition, a value-added service system must be established. By improving their service system through customer information, Guangzhou's time-honored brands can improve their customer delivered value and enhance their competitive strength. The reservation delivery system proposed by Amazon, which is well-known in the United States, estimates their costumers' consumption preferences based on customer data and sends products to the Express Center in advance before specific orders are placed, so as to reduce the time of transportation and delivery and the probability of customers' visiting physical stores, as well as improve the quality of service.

3.3. Innovation of Guangzhou's time-honored brand digital intelligence marketing management

Digital marketing should be used to promote the reconstruction and upgrading of brand value chain, bring changes and reconstruction to the brand ecological construction of Guangzhou's time-honored brands, as well as improve the credibility of enterprises. Online word-of-mouth marketing precipitates the development of enterprises, which is also a response to the public credibility of Guangzhou's time-honored

brands. It is of great significance to strengthen the brand strategy of digital marketing. The first is to pay attention to online word-of-mouth marketing. At present, the network environment is becoming more and more transparent, and the publicity of customers' evaluation is known to affect other customers. Therefore, it is necessary to pay attention to and deal with negative evaluations in a timely manner. The second is to build the cultural construction of time-honored brands in Guangzhou. Promoting digital intelligence marketing tailored to their own needs and pain points enriches the brand connotation of Guangzhou's time-honored brands. There are two types of marketing channels: the corresponding supply channel and the corresponding distribution channel, which includes retail, manufacturing, and wholesale. No matter which type, a marketing channel resembles a link belt, with Guangzhou's time-honored brands and consumers at each end. From the perspective of digital marketing, blockchain technology can also be used to develop channels, whose value is roughly reflected in the following: first, time-honored products can be timely delivered to customers through channels; second, resources flow quickly, the operating cost reduces, and marketing develops effectively through scientific and reasonable channels. In the process of marketing, numerous platforms cooperate with each other. In the current context, there are four components in the new media marketing model: online marketing, online distribution, dual channel strategy, and promotion strategy ^[7].

4. The intelligent marketing innovation strategies of Guangzhou's time-honored brands

4.1. Utilizing social media to empower time-honored brands with digital marketing content

In order to truly grasp the market, it is crucial to understand the needs of customers. This is no longer an optional question, but a mandatory one to be answered.

In modern business settings, the role of advertising is indisputable. Through advertising planning and promotion, Guangzhou's time-honored brands can promote product sales, increase market share, establish a high-quality image, and gradually build a unique time-honored brand culture. Customers may benefit from gathering product data information, learning more pertinent information, broadening their horizons, enriching their needs, and establishing new concepts. Having a wide range of influence, advertisements add a vivid image to the excellent time-honored brand culture, presenting it to the customers and depicting its unique nature. This "situation" has attracted the attention of people and stimulated certain emotions. Through this, the resonance between customers and the time-honored brand culture can be realized. In order to truly understand the market situation, the specific needs of customers must be identified. With the increasing homogenization of products today, customers should not only understand to the value and quality of products, but also pay attention to the psychological experience that the products provide. Such self-satisfaction with products greatly exceeds the expectations of the products themselves. From the perspective of customers, brands not only represent the specific comparative value of services and products, but also the requirements that customers have in mind. Once the product culture is consistent with the psychological needs of the customers, it becomes extremely potent. This is the intangible value-added impact on customers' choice of homogeneous products!

4.2. Creating an economy with goods through mobile live streaming

In 2020, due to COVID-19, home activities seemed to have become the choice for most people. Short videos have garnered attention from all walks of life for entertainment and leisure purposes, leading to the increased sales volume of e-commerce live broadcast under the unfavorable economic situation at home and abroad, and thus ushering in a huge dividend market. On April 1, Luo Yonghao shared his first Tiktok live broadcast. According to the official data disclosed by Tiktok, in just three hours, the total transaction volume of his first live broadcast was as high as 110 million yuan, and the cumulative number of viewers exceeded 48 million, which is the highest record in history of online platform at this stage. It has become

the super anchor of Tiktok after Li Jiaqi and Weiya on Taobao, Simba, and Sanda on Kuaishou [8,9].

Compared with the traditional e-commerce mode, live streaming has a more vivid communication effect than pictures or texts. In reducing the possible waste of resources as a result of the traditional procurement mode, it has brought new vitality to e-commerce. Due to the high viscosity of webcast, the audience group is fixed. Hence, webcast has certain limitations in terms of its purpose; that is, to meet the needs of fans. For this reason, Guangzhou's product-oriented time-honored brands must look for a good anchor. Webcast users tend to watch the advertisements promoted by their favorite anchors or their favorite webcast lines. Hence, for Guangzhou's time-honored brands to carry out extensive publicity and marketing, they must sign cooperation agreements with well-known anchors and carry out marketing in different webcast rooms [10,11].

Additionally, although customers enter the live broadcasting room under the influence of time-honored brands in Guangzhou, if a fixed anchor is used for a prolonged period of time, it will cause aesthetic fatigue to the customer group. Therefore, in current webcast delivery, it is necessary to build a multi-anchor marketing model so that Guangzhou's time-honored brands can reach out to more customer groups. It can be said that every anchor has its own fan group. Live broadcasting with goods has become a way to convey brand values to consumers and achieve sales. By signing marketing agreements with different anchors, live broadcast and goods promotion can be carried out periodically in different anchors. This would help Guangzhou's time-honored brands spread their influence, grasp users' commodity purchase cycle, and attend to customers' consumption psychology. In addition, the multi-anchor marketing model can also prevent the aesthetic fatigue caused by the frequent occurrence of promotion information and enhance the brand attraction [12].

4.3. Improving the digital intelligence marketing system

4.3.1. Customer-centered product strategy and publicity strategy

Time-honored brands must create their own brand stories in order to shape brand cognition and emotional stickiness in the minds of customers. Big data may benefit the interaction with customers, strengthen brand recognition, and the inheritance of brand spirit and value. It advocates focusing on user experience, pursuing perfection, using 5G, virtual reality (VR) or augmented reality (AR), AI communication methods, and rapid service response. In terms of supply, time-honored online stores have sufficient supply and rich product portfolios. Having high flexibility, these platforms allow customers to freely integrate products according to their own needs in addition to recommending relevant product portfolios to consumers. These online stores will also consider the characteristics and advantages of time-honored brands and attempt to match and combine different brands and types of time-honored products to meet the consumption needs of various festivals and customers.

In terms of product packaging and publicity, a strong cultural environment is an important feature of time-honored online stores. For example, Daiyuzhai's Chinese brushes are introduced in the following way: "A brush that is made of weasel hair, having perfect tip, like a drill and moon; even ghosts and gods are amazed by the highly cursive script written with it; the brush that is made of goat hair has a long tip of pure hair, which feels like jade when being held; the script written with it is thick and beautiful. At the same time, customers can also appreciate the unique skills of Rong Baozhai's brocade box soft bag, the production process of Wang Mazi's scissors, Sheng Xifu's leather hat, and so on. In this way, those in the younger generation who are familiar with online shopping have the opportunity to meet historical legends. The infiltration of culture can then be realized while enjoying shopping. Through cultural communication and commodity sales on platforms, it is possible to further satisfy the younger age groups with time-honored products and consumption habits as well as lay the foundation for the sustainable operation of online stores and enterprises through customers' interminable interest [13].

4.3.2. Cost strategy of pre-sales, in-sales, and after-sales services

(1) Pre-sales

With strong technical support, time-honored online stores perfectly reflect the care for customers and save customers' time and energy by providing the functions of product search and shopping guide engine. To this end, in the upper left corner of webpages, online stores provide hyperlinks for popular search, keyword search based on shelf and price classification, as well as a quick navigation bar based on brand classification ^[14].

(2) In-sales

Time-honored online stores have ideal consultation and evaluation systems. Customers can post questions when purchasing goods or share their evaluation of certain goods after purchasing them on the corresponding pages of the website for other customers' reference. The provision of multi-channel information creates a platform for customers to communicate with merchants and other customers, which saves time and energy as well as guides customers to make correct choices, thus also saving monetary costs.

(3) After-sales

In terms of distribution services, in order to maintain the quality of time-honored products, time-honored merchants and the websites work together to solve operational problems. For example, in order to make bulk cakes safer and easier to distribute, Daoxiangcun has created various gift boxes, while Tianfu has improved the technology of its signature product, sauce elbow, and launch new products that are easy to preserve.

With the blessing of third-party logistics, customers can enjoy logistics distribution services. With the help of e-mail reminders, logistics information inquiries, and other services, the configuration information can be transferred to customers in time, bringing home delivery, ordering, and other services to customers across 2,000 cities. The delivery period in first and second tier cities in China is less than three days. If customers in Beijing place orders in the morning, the products will reach them by noon. The delivery time in other domestic cities is within 6 days. The rapid service greatly saves customers' time, while the considerate service of door-to-door delivery saves customers' energy, both of which reflect the marketing service concept of "prioritizing customers and minimizing customers' cost." This helps online stores attract and retain loyal customers ^[15].

4.3.3. Convenient and quick page design, as well as payment and settlement methods

The two parts of the website are the sales and display of time-honored brands. There are seven components commonly found on a homepage: search engine, top selling ranking, recommended products, time-honored brand map appreciation, time-honored brand unique skills, time-honored brand dynamics, and more information on the time-honored brands. Given the variety of products available, customers' demands may be satisfied based on their queries using the search box at the top left or the interface's recommendations, in addition to easing their browsing and selection ^[16].

Online stores should have a mature electronic payment system, which offers multiple payment methods, such as bank remittance and online banking through online and offline settlement and payment gateways, so as to provide customers with timely, safe, and friendly services ^[17].

4.3.4. Real-time release of the latest information throughout the day

Time-honored brand online stores provide complete information of Beijing's time-honored brand products around the clock, including the appearance, price, and detailed introduction of the brands, in addition to the product culture and historical origins of each time-honored brand, so as to meet the needs of consumers of different levels. The time-honored online stores also provide a platform for the release of new products of

time-honored brands, so that customers may be informed of the new products launched by these brands. The large amount and updated information brings customers true, complete, and scientific product information [18].

4.4. Integrate the digital intelligence marketing value of cross platform, cross plan, new ecology, and new track

In the era of big data, every new technology will have a far-reaching impact on any enterprise or brand. Therefore, in order to promote effective communication, clear vision, integration across platforms and plans, as well as the development of a new ecosystem of food, the new track has become the key to time-honored digital intelligence marketing. Enterprises and brands should actively build digital intelligence marketing platforms, so that all kinds of useful information will be found on the product platform. Given that the integrated information can excavate new value for enterprises' cross product platform and cross plan self-use, it also allows enterprises to share data value with other partners, realize the co-construction of a value platform, and realize value aggregation, circulation, and growth. Through win-win cooperation and exchange to form a benign ecosystem and a virtuous cycle, every "time-honored brand" and "old brand" can develop healthily. Competition and coexistence constitute a higher-level model. At the same time, brands can seize the hot topics of the times, adopt new brand communication methods, such as sponsorship and event marketing, highlight the resurgence of time-honored brands, and stimulate customers' nostalgic feelings. For example, Guangzhou restaurant has organized large-scale public welfare activities to increase brand publicity. In addition, it has also built a good image of time-honored brands [19].

Networking is a crucial component of product communication in the modern day. Especially in the edification of young audiences, it is important to fully utilize network channels to establish brand communities and further strengthen the communication between brands and young audiences. At the same time, branding also refers to the restoration of ideal consciousness. In the deepening pattern of the times, time-honored brands must change their ideas and achieve sustainable development. Hence, restaurants in Guangzhou must innovate and improve in light of this [20].

5. Conclusion

At present, most time-honored brands are still in the stage of solving their pain points, in which only a number of them have achieved business model innovation and brand digital intelligence marketing. There was a golden stage of development. However, under the competitive market economy, local time-honored brands eventually discontinued their brilliant development. Even in the process of promoting joint ventures between local brands and foreign brands to test the water, they suffered losses and were recruited, resulting in a great conspiracy of recession. How then to rebuild the brilliant "China Time-honored Brand" and "Guangzhou time-honored brand" in this era of big data? In exploring, this is in fact the proposition of "old writing and new writing." Brands are the key component of market competition. At the same time, they fall under the category of culture, with deep cultural heritage. When innovating and building the image of time-honored brands, it is necessary to take advantage of the times, use the accumulated culture as a catalyst, so that the old brands have more charm and significance, as well as participate in collaborative innovation in the industrial chain and ecological chain, so that these old brands and enterprises can fully utilize data to create panoramic digital intelligence marketing, establish more high-frequency consumer interaction, and allow consumers, as the main body, to participate in the creation of marketing value. Finally, the dazzling "time-honored brands" ought to be the next brand innovation through digital intelligence marketing.

Disclosure statement

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