

Studies on Beijing Olympic Game's Spiritual Legacy: Brand Value

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Abstract

The article analyzes the Beijing Olympic brand value from the dimensions of nation, cities, corporations and people and draws the conclusion that the Beijing Olympic Games shows the country's brand value is harmony, confidence and tolerance; the city conveys the brand value of tradition, modern and green; corporate marketing broadcasts the value of autonomy, quality, value and the people express its brand value from the aspects of civilization, passion and smiling. The brand value of Beijing Olympic Games is an important part of the Olympic spiritual heritage and doing research on it will has a positive effect on the construction of spiritual civilization.

Keywords: Nation brand, City brand, Corporation brand, People brand

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On August 1, 2008, while Hu Jintao interviewed the Chinese and foreign press in the Great of Hall of People, he pointed out "Hosting the Beijing Olympic Games will leave us a number of sports venues and infrastructure. We treasure these material legacies very much and will give a full play to their function and roles. But we believe the spiritual legacies of the Games will be more sustainable and valuable." (The speech when Hu Jintao interviews the Chinese and foreign press. 2008) In the system of spiritual legacies of Olympic Games brand value is more sustainable and valuable. Brand is a langue which the people all over the world understand and the rising China needs it to get understandings from all over the world. In the best platform of Beijing Olympic Games China shows national image, cities attractions, enterprises strength and citizen qualities to the world. The article from the dimensions of nation, cities, corporations and people brand studies systematically China brand created by Beijing Olympics Games, explores its historical value and reviews the green contributions sport makes for social development in depth. Beijing Olympics not only changed the history of international Olympic sports but is changing China's internationalization road. Therefore, how to protect and manage the brand value of Beijing Olympic Games is an issue with both practical and long-term strategic significance.

1. Nation brand

In recent years, China's rise has become a phenomenon concerned by the whole world together with misunderstanding and prejudice such as "China threat theory" at the same time(Liu, Jinan. 2002). In the context, how to manage China's national image effectively in order to gain the world's attention and respect simultaneously becomes an important topic in the process of China's peaceful rise(Liu, Jinan. 2002). 2008 Beijing Olympic Games is an important opportunity for promoting national image. The highest possible stage of Olympic marketing is to marketing its country successfully. National marketing is a process of establishing national image and position internationally and displaying country brand. National image is the whole and relatively stable judgement and evaluation of the public and international communities. National image is not an entity but a symbol, which consists of many factors including a country's geographical location, domestic and foreign policies, development status, cultural characteristics and the people's mental outlook et. al. National image is influenced by a country's hard and soft power. The hard power means the measurable specific resources and authority a country possesses including population, territory, natural resource, economic power, military power, social forces and the rights and influence in international affairs. Soft power means cultural attraction and political values, which is the foundation for national image. It attracts and influences others with its inherent vigor and is more sustainable and effective power.

In the history of the modern Olympics, America once held the Olympic Games eight times and took the chances to promote their nation image and American culture to its maximum. However, international society thinks generally Korea most successfully marketing its national brand by holding Olympic Games. Beijing Olympic Games is the best stage to display national image of China and important opportunity to marketing China's brand. Since reforming and opening, China has achieved successfully great historical turn point and realized economic and social rapid development. GDP has increased rapidly from 3645 billion yuan to 22.6 trillion yuan. China's economic aggregate has ranked No.4 in the world and its comprehensive national power has been strengthening continuously. For three decades historic changes have taken place in Chinese people, the influences of socialist China and the position of the CPC. Through displaying these historical changes the people in the world are

looking up at China's democracy progressive and civilization open national image. We think that it is the first stage for China to step into the international arena from reforming and opening. Beijing held the Olympic Games successfully and the role of China in the financial crisis between 2008 and 2009 indicated that it has stepped into the second stage for China to develop national image and build China's brand. Here are the national brand values shown in Beijing Olympic Games as follows:

1.1 Harmony

Harmony is the theme of Beijing Olympic Games. Open Beijing shows the world people the harmonious beauty of Chinese culture and sound foundation of Chinese civilization while showing colorful world culture. The concepts of "a High-tech Olympics, a humane Olympics and a Green Olympics" which imply harmonious peaceful and beautiful view of harmoniousness and the pursuits for "one world one dream" are perfect complements to Olympic competitive culture of "Higher, Faster, Stronger" and exploration and development of Olympic spirits. Chinese civilization with a long history will also realize creatively the communication and integration with Olympic culture and build the connotation with new infuse to "peace, friendship, progress". China fulfilled the commitments they made for the Olympics exactly. The holding of Beijing Olympics in order and the good behavior of the public in China gave the world a general impression of a peaceful, civilized and progressive China, who is not horrible but friendly and harmonious. The world is always marching toward brightness and progress. The success of Beijing Olympic belongs to both China and the world.(Wu, Jianmin. 2008)

1.2 Self-confidence

From Chinese people before liberation once were looked down upon as "Sick Man of East Asia" and One person's Olympics in Old China, to winning the first Olympic gold metal in the term of reform and open-up and holding a unique, well-run Olympic Games in new century and get the most gold metals, such rapid development of China's sports gives more self-confidence to Chinese people. Held before and after the Beijing Olympics, China's negative news, critical reports and talk of boycotts at Beijing Olympics from west media rose and fell one after another. In the face of all kinds of doubts, censure and unfriendliness China including national leadership and common people didn't blame and complaint but to confront them with understandable, tolerant and peaceful mood, tolerate them with broad mind so as to change misunderstandings and censure into trust and acclaim with hard fact one by one. Such as tolerant and open mind and diverse voices of the public are treasure Beijing Olympics brought to us, which embodies ultimately a more confident country. In other words, we see Chinese inexhaustible self-confidence from Beijing Olympics.

1.3 Tolerance

In the process of being acknowledged China will also has to ensure a number of exclusion, doubts and conflict between ideology and culture inevitably. The west countries have never doubted whether China is able to hold the Olympic Games but they doubt the legitimacy to hold the great Games in China. It cannot be denied that the Olympic Games have stronger consciousness centering on the west words. The west media also comments on Olympic activities according to western standards naturally. China sees the conflicts between different thinking modes as a process of learning, improving and growing and achieves further self-identity and self-expression in the process to ensure the position in international society in future. Therefore, in order to maintain and display good national image, we should listen and accept different voices with tolerant attitude leisurely and carry cross-cultural communications and exchanges frankly, which should also be taken as power of sustainable development and progress (Dong, Xiaoying, Peng, Siqing. 2008). Meanwhile, Chinese people are self-checking and reflecting their national characters. For the facts that Du Li missed the first Olympic gold metal, the United States defeated China in women's volleyball under former Chinese player Jenny Lang Ping, the flying man gave up the race suddenly.....the tolerant and understandable attitude expressed by most of Chinese people wins world praise and respect.

Beijing Olympic Games make use every way to introduce Chinese ancient and advanced culture, display people's progressive spirits and social life state, declare the spiritual nature and key factors of national image so as to influence or change the long-held views and concepts on Chinese people by the west people who thought Chinese people fell behind and improve national general image and brand.

2. Cities brand

In the seventies of 20 century, politicians, entrepreneurs and other stakeholders took sport as a tool to improve the image and attraction of cities especially regions. They thought sport is one of the limited suitable methods to shape cities image (Leo van den Berg, Erik Braun, Alexander H. J. Otgaar. 2006). Nowadays in the globalized and commercialized society the impact of Olympics on society is increasing daily. Consequently cities realize gradually they may obtain potential benefits by organizing and holding large scale sports events such as Olympics and world cup et. al. Indeed sports events can become effective tools to realize the target of city management. The cities brand such as European Barcelona, Rotterdam, Torino and so on become famous in the world because of sports events. Therefore, the success or failure of a Olympic Games should see the long-term development of the host city but not temporary gains and losses. Without 1976 Montreal Olympic Games it is

difficult for the city to achieve the development like now (Huang, Wei. 2008). Surrounding three concepts of a High-tech Olympics, a humane Olympics and a Green Olympics, Beijing accelerates the construction so as to promote its general development level, vigorously introduce city brand, publicize city attraction and obtain praise from guests at home and abroad. The cities brand values conveyed by Beijing Olympic Games includes:

2.1 Tradition

Beijing Olympic Games is not only a great handshake between Olympics with one hundred history and Chinese civilization with five thousand history and a magnificent convergence of the world countries' cultures and Chinese culture, but a passive dialogue between eastern and western civilizations and will become a window for China to promote mutual understandings with the world. Chinese elements present their unique attraction in Olympic culture corridor. Such as Olympic Games emblem "China's Impression-Dancing Beijing", Olympic mascots "Fu Wa", the torch "the auspicious cloud", the jade-metal medals and so on, a series of unique images integrated Chinese excellent culture with Olympic spirits perfectly. Chinese people showed great enthusiasm on the Olympic Games, such as booming torch relay, slogans around all the streets and snapped up Olympic entrance tickets.....Ancient and traditional Beijing has young vigor so that there is strong Olympic flavor everywhere.

2.2 Modern

The design and construction of Olympic Games venues have become the model of harmonious combination of history, culture and nature. From city development we can see Asian Games realized the axis to the north fourth ring road while the Olympic Games realize the north axis expansion from the north fourth ring road to the north fifth ring road- The axis of Olympic facilities such as national stadium and Olympic park et. al extends to the north through Olympic central area. Taking a bird's-eye view of the extended axis it looks like a dragon consisted of river systems and Olympic park also forms an axis of landscape water system with primary six lakes, which forms a mainly nature and greening ending of the axis so that the entire architecture including bird's nest and the water cube merges in the historical and modern Beijing and natural e and cultural green. The infrastructure of Beijing Olympic Games invested 2800 billion yuan totally. The total investment of the venue construction is 130 billion and the operation fund is about 140 billion. There were only 54 kilometers subway lines in 2001 while the total course of rail transportation reached 200 kilometers in July 2008. The new motorway, new air terminal in the airport, environmental administration and environment protect investment and information construction improved Beijing's infrastructure and service level obviously so that a modern Beijing emerged before the world people.

2.3 Green

Beijing Olympic venue is green architecture. According to incomplete statistics there were more than one hundred nineties environmental protection programs adopted in the Olympic engineering. Only in the construction of Olympic village and national stadium there were thirty-six and twenty-six advanced integrated techniques applied respectively. Olympic village adopted firstly the reclaimed water source heat pump system at home which can save 60 million KWHs every year. With advanced waste water treatment method, sewage renewable utilization in Olympic venue reached one hundred percent. Through taking strong measures such as the relocation of Shougang, dredging the river bank and energy conservation and emission reduction et. al reproduced Beijing the clear water and blue sky. The city green coverage rate was close to 50% and the mountainous area green coverage rate achieved 70%. "Five rivers and ten roads" two sides had been build 23,000 hektares greenbelt. There was 12,000 hektares green belt separation built in the city. Three green ecological barriers had been basically formed and city green rate was above 40%. In addition the days beyond second ambient air quality changed from 50% to 70% in Beijing and Beijing kept his green promise.

Olympic Games is both sports and economic event which can drive the rapid growth of the economics of the host city. But after it, the long-term demand driven by the expansion of investment demand shrinks sharply and the economics pulled high rapidly will slump without driving force, which is popularly known as "post-Olympic risk". After winter Olympics in 1999, manufacturing industries in Nagano declined 30% and 211 enterprises went bankrupt so Nagano experienced pains of post-Olympic syndrome. Known as the most successful Olympic Games historically Sydney also didn't escape post-Olympic risk. More severe is 2004 Athens Olympics which bear heavy post-Olympic risk. Beijing Olympic Games is the first time to be held in developing country. Regardless of Chinese economy and its development rate and city construction space Beijing has complete control over avoiding post-Olympic risk. But after the Olympics, the financial tsunami occurring in USA rolled up the whole world economy which inevitably influenced China economy. After more than one year's hard work China's economy kept its increasing-speed at 8% and made positive contributions to global economic recovery. Especially the strategies which promoted Olympic concepts to establishing green Beijing, high-tech Beijing and humanistic Beijing injects fresh vigor to build Beijing into a modern international metropolis.

3. Corporation brand

Quality is the life of corporation and brand is the eyes of corporation. Nowadays the trend of globalization is intensifying and the Olympic Games are the large incubators of corporation brands. With the help of Olympic

Games to advance the international competitiveness is an important marketing strategy of corporation development. "According to statistics, if one corporation wants to improve the brand popularity 1% of its own worldwide, it has to pay 100 million dollars for the advertising expenses, however, the brand popularity can increase 3% if the same amount of fees are sponsored on the large sports meeting e.g. the Olympic Games"(Lu, Taihong, Luo, Qiming, 2003). The Olympic economy has developed to an special economic phenomenon of the worldwide economy development in the last 30 years. The Olympic economy is brand economy, which can bring up some famous brands of products and corporations through good operation. The corporation can dig the concept of "Faster, Higher, Stronger" about Olympic Games deeply according to the located industry and brand character to find the reasonable annotation and indicate the strength and credit standing. Coca Cola, General Electric, Kodak, McDonald, Panasonic, Samsung are all the typical cases. Specially Samsung, which became the global partner of International Olympic Committee from the Seoul Olympic games in 1988, continues to be the global partner of International Olympic Committee for 6 times. Samsung has done the span from "Korea Samsung" to "International Samsung" and become the global brand of digital electronics and appliance.

During the last 30 years of reform and opening, some large corporations which can enter the group of Top 500 Global corporations have appears in China. But comparing to the famous international brands such as Coca Cola, Samsung et al, the international popularity and international brands of these corporations are far away. The China corporations fully make use of the opportunities of Beijing Olympic Games to figure their own brand values and statuses. The corporation brand values marketed by the Beijing Olympic Committee are:

3.1 Independence.

The corporation brand is the unity of credit standing, ability and representative element. The credit standing is the accumulation of credits for one corporation in a long time; the ability includes the outer elements such as product, service, quality et al, which is also the propaganda of strength and credit standing. At the time of global consumes concerning the Olympic Games competitions, they can not avoid of receiving the information of included corporation, brand and product. During the 3 years including the former, middle and later years of Olympic Games, sales promotion of brands can be done effectively through designing the marketing combination around the Olympic Games, which not only improves the sales volume but also awards marks to the brand values. In the Olympic Games, the brand marketing of China corporations give prominence to the values of independent innovation, for example, the president of Legend Holdings Ltd, Liu Chuanzhi, holds the opinion that the purpose of Legend sponsoring the Olympic Games is fully exhibiting the techniques of Legend with the help of this chance. Legend performed perfectly in the aspect of techniques innovation brand, which made a breakthrough more than ten independent innovation techniques about design and making and created the history of "auspicious cloud torch" not quenching in Zhufeng.

3.2 Quality.

With the process of the concept of green Olympics accepted by all the people, the environmental protection requirements has become the important precondition of stocking Olympic equipments. Air-condition once was one of the supercriminals destroying ozone layer of the earth, so Haier successfully created the perfect quality of energy saving, environmental protection and service through using advantages and avoiding of disadvantages. Haier won the values for its own brand with the help of the quality of "environmental protection refrigerant" displacement techniques. The data about Top 100 corporations of electronic information publicized by ministry of information and industry in 2006 showed that: in 2006, Haier combine exported the products valuing of 10.73 billion RMB. In the current stage, many Chinese appliance corporations have had the qualification of entering the international marketing. How to enter the international marketing to accomplish the rapid development? The qualitative strategy of Haier combine has given us a lively lesson. At the same time, Haier combine did perfectly in the aspects of bearing the duty of social Olympic citizens, transmitting the Olympic spirits and cultures et al, which realizes the purpose of promoting the brand popularity, fine reputation and Olympic transmutation.

3.3 Values.

The corporations have to achieve the requirement of being partners of the Olympic Committee, which may make direct and power promoting effects on improving industry chain and simplifying value chain. "To achieve the requirement of the Olympic games" has become the unified criterion of corporation and all the taches of its value chain, which is helpful for corporations collocating more excellent suppliers, sellers and other services to strength the whole advantages and abilities of value chain. Let take Tsingtao Beer as an example, the combination of it and Olympic Games firstly exhibits the anastomosed strategy, because Tsingtao Beer itself is a famous international brand and Olympic Games belong to the international competitions, which indicates the strategy is anastomosed. The slogan of Beijing Olympic Games is "One World, One Dream" and the brand of Tsingtao Beer claims "Passion Achievements Dream", so the correlation degree of brands is very large. Whatever for product manufacturing corporations and service ones, the way to be international not only limits to the international products and corporations but also implies that all the cooperant partners special the upriver suppliers are international.

For Chinese corporations, sports marketing and Olympic marketing are all new topics. So our corporations often

short the fresh ideas of strategy, which even are eager for quick success and instant benefit. For example, many corporations take Olympic Games as an opportunity to expand, who make great effect on publicizing advertisement and extending market but ignore the basic requirement of obeying to the Olympic spirits and do not interact with the associated colony such as consumers, communities, cities and governments, which results to obtainment in an shallow level—obtaining the popularity but not having fine reputation, larger rewards and sustainable capacity. Facing the great task of Olympic Games, comparing to the brand marketing of Coca Cola, the shortages of business experiences and management techniques are exposed on many corporations and unconstrained and extensive characters become the largest disadvantages in the management of Olympic Games. For instances, the accident of Sanlu toxic milk powders after the Beijing Olympic games affected Yili brand and make Yili catch hell, which is a painful lesson. The Chinese corporations have to strength in the aspect of values, social responsibility, Olympic citizens' stature, spirit of being handed down form ancient times, which indicates that the international brands of Chinese corporations have a long way to walk.

4. People brand

People brand is the exhibition of national quality. The national quality refers the ability and culture of the whole people represented in the social activities. The national quality is very important to the nation, which affects the national destiny and future. The Beijing Olympic is also the window exhibiting the spiritual civilization of Chinese people in the contemporary era and a good platform exhibiting the national quality. For a long time, the western industrialized countries make different praises and satirizations on the Chinese people, who usually praise the brilliant civilizations in the ancient times but blame the citizens shortage of qualities of modern industrial civilization. The Chinese leaders highly emphasized the improvement of national quality and believed that the citizens' quality of Beijing relates to the success of Olympic Games. Beijing Olympic Committee cooperated with the associated departments and did a great deal of works about propaganda and education through vigorously mobilization for several years. The Beijing citizens and volunteers exhibited a new development level of national quality, which left nice impressions to the guests of different countries. The brand values of national qualities expressed in the Beijing Olympic Games are:

4.1 Civilization.

“Embracing Olympics, spreading civilization, promoting new customs.—I participate, I contribute, and I enjoy”. From the success of applying to the Olympic to greeting the Olympic, Beijing citizens practice the slogans in their actual actions. This activity of “spreading civilization, promoting new customs” popularized in not only Beijing but also the whole China. Many towns, schools, departments and corporations all printed and distributed the civilization etiquette manual to propagandize and popularize all kinds of etiquette criterions, which resulted in that know, learn and act the proprieties is the vogue of Chinese citizens. The Olympic not only provides the platform of exhibiting Beijing and China but also is a chance to supervise and advance the civilization and propriety of citizens. In the concept of civil Olympic, the civilization quality and spiritual level of citizens and the civilization degree of modern society have been improved further at the same time of cities' functions perfected. We welcomed all the guests in the propriety and warm manners, which also won the respects from the world. These smiles also make the volunteers anywhere become brilliant and beautiful scenery of Beijing Olympic Games. Most of the Beijing Olympic Games volunteers are “80 later” striplings and their sunlight, smiles and sedulity become the best card to express the Chinese image, which also exhibits the future and sunshine of China. Rogge believed that, “the Beijing Olympic Games improves the environmental protection consciousness of Beijing citizens and the whole Chinese people”. All kinds of education and propaganda activities about environmental protection were developed in the whole national range, which continued to improve the environmental protection consciousness of citizens. The spontaneous activities, such as waste classification, planting carbon-neutralized forests and stop driving for one day et al, by the citizens are more popular, which became the brilliant light of green Olympic Games. The concept of environmental protection has been embedded to the heart of every citizen gradually.

4.2 Passion.

A largest group of volunteers is consisted of 100 thousand competition volunteers, 400 thousand city volunteers, 1 million social volunteers, 200 thousand rooters and 550 city services sites, who afforded the excelsior service all the time in the centuplicate effort and passion impelled by the slogan of “I participate, I contribute, and I enjoy”. The whole city appeared the good atmosphere delegated by smiles and the concentrations and endeavors of thousands of people achieve the resplendence startling the whole world. The civilization and friendliness of Chinese nation in the last 5000 years are expressed fully during the Olympic Games. From the 380 ritual girls for medal presentation to thousands of volunteers for Olympic services and from the smiling drivers to laughing citizens all express the most genial smiles and convulsion of formal country which is stepping to the 21st century as an ancient civilization country. Especially what deserves to be mentioned is, before the Wenchuan Big Earthquake the Chinese people combined great earthquake relief work spirit such as unity of the people, unprecedented concerted efforts of one mind and enough braveness and indomitable fighting Olympic ideals of challenges to the extreme with unyielding spirits and strong will, which added a brilliant color to Beijing Olympic Games.

4.3 Smile

Consecration is the core of volunteering spirit. 1.3 billion people of the organizing nation make up a global grand ceremony, whose soul-stirring place lies in its scale and joy made by little contributions. In the mass of Embracing Olympics, spreading civilization, promoting new customs, everyone smiles like sunshine in his face to devote warm smile service. Chinese audiences cheered for every athlete with appreciation and encouragement attitude in most occasions. In some races the scenes appeared that the people cheered together for courageously fighting failure, the athlete with injury and the sportsman who fell down carelessly in the high risk behavior without nationalities and host or guest. Such friendly and civilized manners embodied precious charity and lofty spiritual pursuit so as to gain reputation from athletes of many countries and Olympic Committee.

The spirits of Beijing Olympic Games drive the improvement of Chinese people quality, the figure of ideas and the transformation of living styles and promote the whole development of Chinese people and the modernization of its own. The Chinese people who are exhibited in the face of the world people not only inherit the traditional moral and cultural quality but also possess the modern and exoteric civilization patterns. The vigorous and firm and confident mental outlook of Chinese people win respect from the world people. But if we plunge the civilization customs and good living styles advocated and obeyed during the Olympic Games into the Chinese society, which “become one part of living styles of Chinese people”, we have many formidable tasks to accomplish and there is still has a long way to go.

To sum up, “we all live in the era of attention economy”(Thomas H. Davenport, John Baker. 2002). The Beijing Olympic Games attracted the global attention, which left rich and generous heritage of brand values. We can study and dig the brand values of Beijing Olympic Games in different views. But the nation brand is the special and core brand among all kinds of brands. City brand, corporation brand and people brand et al are all the elements of the nation brand, which support the nation brand. At the same time, the nation brand offers the basic and guiding support for city brand, corporation brand and people brand. The nation brand can be improved through Beijing Olympic Games, which certainly make great and unitary promoting effects on the exhibition of city charm, the corporation brand marketing and the improvement of national quality.

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