

Brand Image Construction and International Communication of China Time-honored Brands—Taking Beijing Time-honored Brands as an Example

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Abstract: Some Beijing Time-honored Brands such as Tongrentang and Daoxiangcun actively explored the road of international development, built a good brand image, taken the lead in entering the international market and have achieved good results, which has a good reference for other Time-honored Brands. This thesis mainly adopts the literature research method, text analysis and field survey, focuses on combing and analyzing the brand image construction content and internationalization strategies of Beijing Time-honored Brand, and summarizes their commonalities, in order to provide some suggestions for the development of China Time-honored Brand.

1. Introduction

China time-honored brand reflects Chinese unique traditional culture, is part of China 's cultural heritage and also become an important driving force for China 's economic development and opening up to the outside world. However, compared with Coca-Cola, McDonald 's and other international brands, the international development of China time-honored brand started late and there is a big gap between them and international brands in various aspects. In addition, although the domestic scholars have perfected the research on Chinese old brands, the existing researches mainly focused on the domestic development part of China time-honored brand and less on the international communication part of it[1]. Therefore, it is urgent and necessary to explore the issue of image construction and nationalization of China time-honored brands. In view of the wide coverage and great brand influence of Beijing Time-honored Brand, it is a typical representative of China Time-honored Brand enterprises. This thesis takes Beijing Time-honored Brand as an example to sort out its brand image and summarize its international development strategies[2].

2. The Development Environment of CTB

At present, the world is undergoing great change. The multiplication of the world and economic globalization continue to develop in depth. It is important to explore the international context of China time-honored brands[3].

2.1 The Development of CTB under Economic Globalization

Since the mid-1990s, the development of high technology, especially the rise of information technology, has laid the material and technical foundation for the cross-border circulation of

production materials and economic globalization. "Globalization" has become the mainstream trend of world economic development, more and more countries are following the trend to carry out changes in the economic system of each country and develop national market economy[4]. In the context of economic globalization, the development of China time-honored brands meet new opportunities. On the one hand, "globalization" is conducive to old brands attracting and utilizing foreign investment. Since the reform and opening up, foreign direct investment into China has increased year by year, and since the 1990s, China has steadily ranked the second in the world and the first in developing countries. On the other hand, the trend of "globalization" has provided a broader overseas market for the development of old brands. China's further integration into the world market and the free flow of capital, commodities and production factors have provided a broader and more relaxed market environment for the development of China time-honored brands. Relying on their own brand characteristics and profound cultural heritage, China time-honored brands have a broader audience in the world[5].

2.2 The Supportive Practices of CTB

In 2006, the Ministry of Commerce launched the "Revitalization of Old Brand Project", then the development of China time-honored brand has received increasing attention, the development environment has been optimized, and relevant supporting policies have been launched accordingly. In 2008, the Ministry of Commerce, Development and Reform Commission, Ministry of Education, Ministry of Finance housing and other 14 departments issued a "number of opinions on the protection and promotion of the development of old brands" to accelerate the cultivation of China's internationally renowned brands, strengthen the excavation and protection of national culture. The document points out that we should fully understand the importance and urgency of protecting and promoting the development of old brands, the establishment of a promotion system to promote old brands to enhance market competitiveness and other six views. In 2022, the Ministry of Commerce issued the "Ministry of Commerce and other 8 departments on promoting the innovation and development of old-fashioned opinions" points out that in recent years, China time-honored brands' development vitality has been increasing, the brand influence continues to improve, but there are still problems such as insufficient innovation capacity, development level is not high[6]. The document puts forward 13 opinions in four aspects: increasing the protection of old brands, improving the inheritance system of old brands, stimulating the innovative vitality of old brands, and cultivating the development momentum of old brands, aiming to guide the old enterprises with independent intellectual property rights and inheritance of traditional national culture and skills to accelerate innovation and development, and play an important role in the economic and social development of old enterprises. In recent years, the local version of the notice document to support and encourage the development of old-fashioned enterprises has also been launched one after another, combining the specific situation of the development of local old-fashioned brands, using technological innovation, environmental optimization and other ways to enhance the strength of old-fashioned brands themselves, so as to adapt to changes in the market and achieve their own development[7].

2.3 Challenges in the Communication of CTB

According to the survey data of China Brand Research Institute, there were 16,000 long-established enterprises in China at the beginning of the People's Republic of China. So far there are only 1600 of them, and no more than 10% of them survive. Even for the few surviving enterprises, only 20% can barely survive, the remaining 70% are struggling, and no more than 10% are really profitable. The old brands are facing multiple crises and challenges from internal and external sources in the process of development, among which the various difficulties in brand

communication of the old brands in the new economic environment have become important factors hindering the long-term development of the old enterprises[8].

2.3.1 Challenges from CTB Itself

For a long time in the past, by virtue of their own profound historical heritage and unique brand culture, China time-honored brands have successfully built and disseminated their brand image. However, as the old brands failed to adapt to market changes in time in the process of development, problems such as obsolete products, backward operation methods, institutional malpractice and lack of successors emerged. The problems of the China time-honored brands themselves in this process also further affect the construction of their brand image and the dissemination of brand culture.

2.3.2 Challenges from Competitors

For a company, the competitive environment in which it is located is one of the biggest factors affecting brand communication. Competitors in the market will take various ways to highlight their brand advantages, and even use negative information to suppress similar companies. For example, from the very beginning, the traditional Chinese company "Wang MaZi" has faced challenges from similar counterfeit brands, such as "Good Wang MaZi" and "Real Wang Ma Zi". The quality of such counterfeit brands varies, which largely affects the brand image of "Wang Mazi" itself.

2.3.3 Challenges from Consumers

In the process of brand communication, the cognitive structure from consumers themselves also has an impact on the communication effect. In the market economy system, with the emergence of various new products and changes in the consumption habits of the audience, consumers' perception of the old brand has also changed accordingly. For consumers, old brands are "traditional" and "regional culture" rather than "novel" and "interesting" as they are pursuing now. In the context of consumers' solidified perception of the old brand, the old company itself becomes a "graveyard brand" that is highly visible but not considered when purchasing. As a result, there is resistance to brand communication that matches the purchasing preferences of contemporary consumers.

3. Case Studies

Beijing time-honored brand occupies an important position in China time-honored brands because of the unique market position and humanistic atmosphere. The analysis of the brand culture and corporate strategies of the typical representative enterprises of Beijing time-honored brands is important for understanding China time-honored brands and contributing to their internationalization. This thesis takes Wuyutai and Tongrentang as examples for case studies.

3.1 Wuyutai Tea Shop

Wuyutai, founded in the 13th year of Qing Dynasty (1887), has a history of 130 years, which is representative in the Chinese tea market. Wuyutai's founder, Wu Xiqing, a Shexian county in Huizhou province, is said that when the old man Wu went to Beijing with a candidate to catch the examination, found that the tea consumption market in Beijing has great prospects, so tea stalls were set up in a large entrance to North Xinqiao Avenue east of the road (Wuyutai's present address), and tea was soon sold out. After years of hard work, the Wu family bought this large entrance, built the store facade, with the name 'Wuyutai Tea Stack'. Since then, Wuyutai has stood firm in Beijing, constantly expanding with its own unique brand culture and innovative business strategy.

3.1.1 The Brand Culture of Wuyutai

First, 'three self' culture of Wuyutai. Since its founding, Wuyutai has adhered to the operational norms of "self-harvesting, self-Processing and self-Matching". 'Self-harvest' means to cultivate a variety of excellent tea varieties, set up their own tea base, and set up corresponding tea processing plants in Anhui, Fujian, Zhejiang and other high-quality tea producing areas in China, which ensures the supply of high-quality tea. The "self-Processing" refers to the Processing of flower tea. Wuyutai transports high quality raw materials to the flower village in Fujian for self-Processing, and the cellaring of tea leaves and flowers is the most crucial step in the production of flower tea. The tea leaves and flowers are blended three to four times, while Wuyutai's tea leaves are cellarized more than six times to fully absorb the fragrance of the flowers. The "self-Matching" refers to the formation of dozens of different grades and categories of jasmine tea, according to the characteristics of different raw materials tea again, it has the characteristics of "fresh and lasting aroma, taste mellow and sweet, clear and bright soup color, resistance to infusion". This kind of tea is affectionately called "Yutai Xiang" by consumers, thus forming the unique style of Wuyutai's self-combined flower tea. Wuyutai's "Three Self" process enables the original tea production and processing, flower cellar production, and flower tea matching to have unique technical support, and each process has become the core competitiveness of Wuyutai that has been passed down for a hundred years.

Secondly, 'both superior goods and common goods' culture of Wuyutai. At the beginning of Wuyutai's establishment, the business positioning of "elegant and popular" was clearly defined. Beijing's tea drinking culture has a long history, both the royalty and the common people have the habit of drinking tea. Therefore, in the tea consumption market in Beijing, there is a market demand for high-grade and expensive tea or inexpensive tea. According to the characteristics of the Beijing tea market, Wuyutai launched various grades of tea, mainly for the common people, while taking into account the high-grade consumer groups. No matter which grade of tea, Wuyutai carries out strict control and blends the tea numerous times before bringing it to the market, thus making all grades of tea higher than the quality of the same grade of tea in the market, winning the trust and favor of all kinds of consumers and further expanding its stable and loyal consumer groups.

3.1.2 Corporate Strategies of Wuyutai

Faced with the increasingly fierce brand competition in the market economy, as well as the trend of information dissemination in the Internet era and the youthful characteristics of the consumer structure, Wuyutai mainly innovates in three aspects: product chain construction, brand communication methods and business model exploration, seeking a corporate development strategy that adapts to the characteristics of the new era.

Firstly, the innovation of brand communication. In the Internet era, the effect of the single communication and publicity mode of the old brand is greatly reduced. Modern consumers more obtain information through the Internet, social media and other channels. In response to the above-mentioned characteristics, Wuyutai actively uses network technologies and adopts the mode that "takes into account both online and offline", the most significant feature of which is to attach importance to the use of social media such as microblogs and WeChat, forming a brand communication mode that combines various forms of communication such as TV commercials, mobile terminals, web pages and offline activities. @WuYutaiChina was formally established in 2011. Subsequently, the official WeChat of Wuyutai, official website, electronic magazine "Ming Jian" launched. The tea industry microfilms of "Tea Fragrance Trilogy", "At Your Fingertips", "Going Home" and "The Gathering" were launched on these platforms to promote the brand in a way that young consumers would be happy to accept. Through these platforms, Wuyutai's tea

culture and corporate information are more widely disseminated, and a direct communication bridge is built between the company and consumers, facilitating the upgrading and innovation of Wuyutai's products and services.

Secondly, the extension of brand's product chain. Initially, Wuyutai's main product is tea, and tea as a traditional Chinese beverage is loved by the middle-aged and elderly groups, Wuyutai as a century-old enterprise in the older generation also has a great brand influence, but with the aging of the previous generation, similar to the old brand Wuyutai, facing a crisis of insufficient attraction to young groups, losing consumer groups and thus exit the market. In response to the trend of a younger consumer market in China, Wuyutai adjusted its brand positioning and expanded its product range to suit the tastes of younger groups. Wuyutai put forward the "big flower tea" strategy, introducing new tea drinks such as flower and fruit tea and gardenia black tea for the taste of young groups, and according to the rhythm of modern urban life and the tea drinking habits of young groups, introducing a product different from the world's largest tea brand Lipton's bagged black tea bagged flower tea, which not only highlights the brand difference but also attracts young consumer groups. At the same time, Wuyutai also carried out deep processing of tea and product development. It has launched creative products such as tea-flavored mooncakes, matcha ice cream, matcha cakes and tea coolers, which are popular among young consumers and have increased its brand awareness among young groups.

3.2 Tongrentang

Tongrentang is a famous Chinese traditional medicine company with a history of over 300 years, founded by Le Xian Yang in 1669 (the eighth year of the Kangxi Dynasty). During the Kangxi Dynasty, a flood occurred in the suburbs of Beijing, and Le Xian Yang established a pharmaceutical workshop called "Le's Old Shop" in Qianmen, Beijing, which was later renamed Tongrentang Pharmacy. After the death of Le Xian Yang, his son Le Fengming inherited his ancestral business and opened the Tongrentang Pharmacy in 1702, with the motto of "though the preparation is complicated, we must be careful, though the taste is expensive, we must keep material resources". In 1721 (the first year of the Yongzheng dynasty), Tongrentang was appointed as the official supplier of medicinal materials to the imperial pharmacy of the Qing Dynasty.

3.2.1 The Brand Culture of Tongrentang

'Quality first' corporate insistence. Tongrentang has been strict about the quality of herbs since the beginning of the company. On the one hand, because of the special nature of Tongrentang to provide herbs for the royal family, the quality of herbs cannot be allowed to be sloppy. On the other hand, because many aspects from the selection, formulation and production are susceptible to the influence of human and other undesirable factors, Tongrentang's successive directors have attached great importance to the selection of raw materials, the formulation of prescriptions and the production process of medicinal materials. For example, the strict control of raw materials such as rhinoceros horn, pearl, and natural cowry, which are required to be ground to the finest powder and have uniform color and no impurities. In addition, the growth environment of pure breed chicken, which is the raw material for making Wuji Baifeng Pills, is strictly required, and the drinking water and feed are also strictly controlled so that the pure breed chicken is fed with good quality, thus ensuring the quality of Wuji Baifeng Pills. It is also because of Tongrentang's demanding requirements for quality that Tongrentang has established strict standards for the selection of medicines and pharmaceuticals to ensure the good efficacy of the products, and adhering to the business principle of 'quality first' is the fundamental reason for Tongrentang's success.

3.2.2 Corporate Strategies of Tongrentang

In the Internet era, Tongrentang, as a long-established Chinese medicine enterprise with hundreds of years of history, is facing both opportunities and crises. On the one hand, relying on the Internet technology and the increasingly active market, it is easier for Tongrentang to show its product advantages and tell its corporate story to the audience. On the other hand, now that the audience's consumption preference has changed, the development of Tongrentang is also facing the dilemma that its products are not attractive enough and its brand competitiveness is decreasing. However, facing the pressure and challenges of the new era, Tongrentang has taken a series of measures to innovate from promotion paths, product development to brand marketing, thus adapting well to the market requirements and achieving its own development.

First, optimize the brand publicity path. One of the most significant features of brand publicity in the Internet era is the diversification and digitization of communication channels. Tongrentang uses Internet thinking and adopts a combination of online and offline publicity strategies to actively optimize the brand publicity paths both at home and abroad. About online publicity, Tongrentang cooperates with Ali Health, Ping An Good Doctor, Himalaya and other online platforms to promote TCM (Traditional Chinese Medicine) culture and popularize TCM knowledge. About offline publicity, Tongrentang set up the cultural corner and cultural wall of traditional Chinese medicine in the entity store, where staff members promote TCM culture and explain medicines to customers. It makes the stores play the dual roles of economic entities and TCM culture dissemination centers. At the same time, Tongrentang also actively carries out various forms of offline activities, such as opening health museums and health seminars. In addition, Tongrentang also attaches importance to the internationalization of the company. In the process of overseas market expansion, Tongrentang adopts a differentiated promotion strategy based on the history, culture and consumption habits of different countries. Tongrentang's brand promotion method of "combining online and offline, both domestic and international" has formed a matrix type publicity effect, expanding the influence of brand and variety promotion.

Secondly, Tongrentang innovated the original medicine. The large, heavy and bitter Chinese medicine products have been improved into oral liquid, punch and tablet forms, which are more convenient for customers to take while ensuring the efficacy of the medicine. On the one hand, Tongrentang launched new products with fashionable factors to open up the market for young consumers, and on the other hand, it upgraded the original products and made customer-oriented innovations to retain the brand characteristics while opening up a new path of development.

Thirdly, the strategy of cultural marketing. Tongrentang has formed its own unique corporate culture and brand heritage after more than 300 years of development. In the process of enterprise development, Tongrentang uses this cultural resource to enhance the added value of products and meet the cultural needs of consumers, and relies on the brand culture to open the doors of the international market and promote the internationalization of the enterprise. The brand culture of Tongrentang has been passed down for hundreds of years, such as "meticulous in making medicine, genuine in selling medicine" "Benevolence, kindness" "though the preparation is complicated, we must be careful, though the taste is expensive, we must keep material resources". These business principles constitute the unique brand culture of Tongrentang. Nowadays, Tongrentang also actively carries out the marketing strategy of quality culture for its products. It leaves the first impression of integrity and good quality in consumers' mind. In the process of international market development, facing the huge gap between traditional Chinese medicine and Western medicine, Tongrentang adopts multiple cultural marketing models. For example, Tongrentang adopts the cultural conformity model by using the proverbs, poems and mottos of its target consumer market as its own slogan. It also launched Chinese herbal health care products based on the consumer philosophy of

Western countries that value health and wellness, emphasizing the naturalness of TCM products and gaining the recognition of Western consumers. In addition, Tongrentang also attaches importance to insisting on its own cultural uniqueness in foreign cultural marketing. For more than 1,000 overseas retail stores, Tongrentang has always adhered to the same decoration style as that in China, from medicine cabinets, plaques, to calligraphy and painting all the decorative symbols of the stores show the unique Chinese elements. Through the antique store decoration, Tongrentang has greatly improved its brand recognition in overseas markets and attracted the attention of foreign consumers.

4. International Communication Strategies of CTB

In 2006, the Ministry of Commerce announced the list of the first batch of 'China time-honored brands'. There are 434 old brands in total, of which 67 are in Beijing, occupying the first place in China. With its wide range of industries, strong representation and long history, Beijing's old brands have good development prospects in the new era, and have a great influence on the old brands nationwide with their unique human characteristics and market status. It is typical and reference value to study the internationalization strategy of brand communication on behalf of Beijing old brands.

4.1 The Diversified Ways of Brand Promotion Strategies

In the process of entering the international market, Beijing old brands have adopted multi-channel and multi-modal brand promotion strategies in the face of the difference in consumption preference and cultural divide between the Chinese and Western country. On the one hand, according to the customs and culture of the target market, Beijing old brands learning the local brand promotion methods and doing a good job of cross-cultural brand promotion. On the other hand, the Beijing old brands should adhere to the brand characteristics and show the corporate culture with Chinese characteristics in the brand promotion. It not only uses new media, the Internet and other emerging channels to spread the brand culture, but also relies on various international events to increase the exposure of the company. The multi-faceted and multi-level international promotion has expanded the international influence of the brand and helped the old Beijing brands enter the international market.

Beijing Time-honored Brands also pay attention to international activities in international communication. Such as the 12th Beijing-Hong Kong Conference held in 2008, many Beijing Time-honored Brands first appeared in Hong Kong, 'Donglaishun', 'Zhang Yiyuan' and other enterprises said they will set up branches in Hong Kong. This activity enabled Beijing Time-honored Brands to expand overseas market through the Hong Kong. At the same time, Beijing Time-honored Brands also attaches great importance to the Beijing Olympic Games, Paralympic Games, Winter Olympics and other international events, actively carry out brand publicity and cultural exchanges. It actively carries out brand publicity and cultural exchanges, greatly increasing the international visibility of enterprises and laying the foundation for further understanding the preferences of overseas consumers.

In addition, the popularity of new media and the Internet has provided a new ways for the international spread of Beijing brands. Qianjude publishes food videos about Peking duck on platforms such as YouTube and Tiktok. It has vividly promoted the company's products in the form of videos and has achieved a larger scale publicity effect through the 'likes' and 'shares' of the audience. Using local media for brand promotion allows the company to be better accepted by the local market, which is conducive to the internationalization of the brand.

4.2 The Standardization of Business Operation

Although China time-honored brands have fine operations and elaborate materials, it is difficult

to ensure its stable quality and high production efficiency because of the influence of production and apprentice mode of inheritance. However, some multinational brands, such as KFC and McDonald's, set strict quantitative standards for the control of materials and fire of their products, and adopt the machine flow production mode to ensure the quality stability of their products to the greatest extent. Therefore, in the process of internationalization of China time-honored brands, it is crucial to ensure the standardization and industrialization of production and management. Beijing time-honored brands have also made many efforts in this thing.

Since 2002, Daoxiangcun has been exercising stricter control over the stability of its product quality, strictly complying with relevant international standards and passing the three systems of quality, environment and food safety certification, reaching the standard of ISO22000 food safety management system requirements in 2005 and taking a leading position in the national pastry industry. In addition to strictly abiding by international standards in the production of its products, Tao Heung Chun's testing center was also accredited by CNAS, the national accreditation commission for laboratories, in 2010. Since then, Daoxiangcun has achieved standardization of the entire process from raw material purchase, product production, and factory testing. Daoxiangcun's standardized production ensures the high quality and stability of its products and also has a positive impact on Daoxiangcun's access to overseas markets and the building of a good brand image.

4.3 The Construction of Brand Cultural Identity

Culture is the soul of a brand development and the key to building brand image. The development and growth of international brands that occupy an important position in the global market are closely related to their own culture. In the process of brand internationalization, highlighting brand culture is conducive to strengthening brand awareness and increasing the share of the international market. For example, Coca-Cola, a typical representative of business globalization, is considered a symbol of the American spirit, and its free, independent and open brand culture is widely recognized by consumers. In the process of internationalization, Beijing's time-honored brands also rely on their deep historical values and distinctive cultural characteristics to attract consumers' attention and build consumers' sense of identity with the brand culture. Due to the differences between Chinese and Western cultures, it is necessary to focus on seeking common ground while reserving differences and using appropriate strategies in building cultural identity.

Wuyutai is the famous tea brand in China, and its long-standing tea culture has always been the core competitiveness of the company. Wuyutai also actively plays the role of brand culture in the process of internationalization, using culture to penetrate overseas markets. As consumers in Japan, Korea and other neighboring countries have the habit of drinking tea on a daily basis, Wuyutai's products were quickly accepted by the audience and achieved very good results. Wuyutai also actively promotes Chinese tea drinking culture through international events such as French exhibitions, UAE exhibitions and Thai temple fairs, attracting the attention of foreign markets with its unique Chinese tea culture and promoting foreign consumers' recognition of tea products, helping Wuyutai to further develop the international market.

4.4 The Use of Cross-Border E-commerce Platforms

In the context of the increasing popularity of the Internet and the epidemic era, e-commerce has developed rapidly. The Internet is conducive for China time-honored brands to further expand the brand influence and business scope of the enterprise. When developing overseas business, many customers find it difficult to buy the Chinese products they want due to factors such as complicated transportation process, limited overseas stores and high international freight costs, and the use of cross-border e-commerce platforms has solved this problem to a certain extent. Beijing's long-established brands such as Tongrentang, Nei Lian Sheng and Wuyutai have also made use of

the Internet to develop their markets, set up overseas warehouses and develop cross-border e-commerce, which has promoted the further development of their enterprises and the international promotion of their brand culture.

In the process of developing cross-border e-commerce, Nei Lian Sheng has used mature e-commerce platforms at home and abroad to develop cross-border trade, thus reducing the risks caused by unfamiliarity with local market conditions, legal restrictions, labor salaries, etc., and reducing the costs associated with opening overseas stores. Since 2009, Nei Lian Sheng has been stationed on third-party B2C platforms such as Tmall International and Amazon, setting up special zones on the platforms for brand display and product sales. With the help of e-commerce platform, Nei Lian Sheng has expanded its exports and enhanced its brand influence.

4.5 The Translation of the Brand Names of Companies

If an enterprise wants to realize the internationalization of its business, the first task is to do a good job of translating the brand name, so as to break the cultural barrier, effectively convey the brand culture of the enterprise and introduce the products to consumers. At present, the methods commonly used in China for Chinese-English name translation are transliteration, paraphrasing and combination of sound and meaning. In the process of translating the trademark name of a time-honored brand, it is quite difficult to reflect both the product characteristics of the enterprise and the cultural heritage contained in the Chinese name of the brand. In addition to the use of appropriate translation methods, it is also necessary to fully understand the culture of both sides.

In 2008, the English translations of six long-established companies in Beijing, including Quanjude, Wuyutai and Tongrentang, were published for the first time in a public service translation campaign. The most straightforward and simple way was adopted, namely the standardized translation of "enterprise name in pinyin + product (feature, store) + starting date". Such as 'Quanjude Peking Roast Duck-Since1864', 'yutai Tea Shop-Since1887', 'Tongrentang Chinese Medicine-Since1669', 'Ruifuxiang Silk-Since1862', 'Rongbaozhai Art Gallery-Since1672', 'Wangzhihe Gourmet Food- Since 1669'. Take Quanjude as an example, its Chinese trademark name does not directly reflect the elements of "roast duck" and "restaurant", but translating it as Peking Roast Duck can let consumers directly know what the product is. The use of pinyin as the English name of the brand retains the characteristics of the original name and helps increase awareness, and also clearly tells consumers the characteristics of the brand's products, the date of origin and reflects the long history of the company. It reflects the connection between the brand name and the product.

5. Conclusion

Since the implementation of the "revitalization of old brands" project in 2006, the Chinese long-term brands in crisis have received attention again. The development of the Chinese long-term brands have been given a new opportunity. Among them, Beijing time-honored brands have great influence because of the important market position and unique humanistic atmosphere. By implementing a series of strategies, Beijing time-honored brands have responded to the market demand well, gained great development in China, and further entered the international market. In addition, the China time-honored brands with profound cultural heritage are not only an important part of China's economic development in the new era, but also bear the important responsibility of Chinese cultural export. Therefore, taking the Beijing time-honored brands as an example, exploring the path of brand development and internationalization of Chinese time-honored brands in the new era is of great significance to the development of the time-honored brands themselves and the spread of Chinese culture.

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