

Digital Marketing and Commercial Value Transformation of Intangible Cultural Heritage IP- Taking Jingdezhen Ceramic Intangible Cultural Heritage as an Example

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Abstract. Under the background of digital transformation of cultural industry, the dynamic inheritance and commercial value transformation of intangible cultural heritage (ICH) IP have become important topics. The current academic research on the digitization of intangible cultural heritage mainly focuses on the application of technology, while there is still a lack of exploration on the model of digital marketing that promotes the transformation of commercial value. Taking Jingdezhen Ceramic Intangible Cultural Heritage as an example, this study focuses on its practical logic under digital marketing through literature review and case analysis. The focus is on analyzing the transformation path from cultural display to the implementation of commercial value, and exploring the mechanism by which digital technology can revitalize the contemporary vitality of intangible cultural heritage and expand the market boundaries. The study found that Jingdezhen Ceramic Intangible Cultural Heritage empowered by digital technology and IP innovative operation, while maintaining its cultural core to achieve commercial value. The analytical framework for the digital marketing and commercial value transformation of intangible cultural heritage IP, which was constructed in this study, provides theoretical references for the sustainable development of Jingdezhen ceramics and similar ICH projects, and promotes the high-quality development of the cultural industry.

Keywords: Intangible cultural heritage (ICH) IP, digital marketing, commercial value transformation, Jingdezhen ceramic intangible cultural heritage.

1. Introduction

The study focuses on intangible cultural heritage (referred to as ICH). As the core carrier of traditional Chinese culture, intangible cultural heritage carries rich historical heritage and cultural connotations. With the advent of the era of globalization, digital technologies have witnessed rapid development, and the model of protection and inheritance of intangible cultural heritage is undergoing profound changes. The traditional "oral" inheritance method is difficult to adapt to the contemporary communication scene. In contrast, digital marketing, with its advantages of wide coverage and strong interaction, has gradually become a key path to promote the transformation of intangible cultural IP (intellectual property) from cultural resources to commercial value.

Jingdezhen, the millennium-old porcelain capital, as a typical representative of China's intangible cultural heritage, embodies the essence of Chinese ceramic culture. However, it has long been trapped in practical problems such as the discontinuation of skill transmission, the limited scope of offline communication, and the solidification of market recognition. Driven by digitalization, the key issues that need to be addressed include how to revitalize the vitality of ceramic intangible heritage through the creation of IP, and how to expand its market through digital marketing, which are crucial for promoting the sustainable development of Jingdezhen's ceramic intangible heritage.

Therefore, the study focuses on the digital marketing and commercial value transformation of intangible cultural heritage IPs, taking Jingdezhen's ceramics as an example.

The study adopts a literature analysis approach to systematically review relevant literature, exploring the communication models and sustainable development strategies for intangible cultural heritage in the digital economy era, thereby providing theoretical support for its dynamic inheritance and industrial upgrading. The objectives of this study are as follows: Firstly, to clarify the theoretical framework and identify the core logic of IP creation, digital dissemination, and value transformation; Secondly, by using the case of intangible cultural heritage of Jingdezhen ceramics, to analyze the advantages and limitations of the current digital marketing model; Finally, to explore the effective paths for the commercial value transformation of ICH IP. And to propose optimization strategies to enhance the market competitiveness and social influence of intangible cultural heritage. Through this study, it is hoped to provide a reference for the digital innovation and industrialization development of intangible cultural heritage.

2. Literature review

2.1. Research status

2.1.1. The value connotation and development path of cultural IP

As a symbol carrier of cultural values and emotional identity, the development of cultural IP needs to take into account the cultural core and market demand. Chen Peiwen and Jiang Jieying took Wengyuan Sanhua Li as an example to propose that cultural IP can empower agricultural product brands through narrative storytelling, strengthening the emotional connection with consumers. Their contribution lies in revealing the value-added effect of IP on local characteristic resources [1]. Liu Mingzhen based on the multi-field theory, pointed out that Chinese traditional cultural IP needs to achieve synergy in the academic field (maintaining cultural authenticity), the commercial field (meeting market demand), and the public field (strengthening communication and penetration). Emphasizing the cross-domain adaptability of IP provides a theoretical framework for the diversified operation of intangible cultural heritage IP [2]. He Xiaoyu discussed the influence of "Internet + new merchandise" on urban cultural digital IP, proposing that digital technology can enhance the communication power of cultural IP through the use of virtual images and interactive experiences. This innovation lies in integrating digital technology with IP creation [3].

Fan Chuanguo and Li Xufeng specifically studied the cross-border marketing of traditional art intangible cultural heritage IP. They pointed out that IP needs to expand its influence through symbol refinement and cross-border cooperation (such as integration with fashion, entertainment, film and television). Their contribution is to clarify the commercial transformation path of intangible cultural heritage IP, but the analysis of the application of digital tools in cross-border is relatively brief [4]. Overall, existing studies recognize the value-empowering role of cultural IP.

2.1.2. The value and approaches of digital marketing for intangible cultural heritage

Digital marketing provides a new channel for the dissemination and realization of intangible cultural heritage IP. The core is to use digital technology to break the dual restrictions of time and space, thereby enhancing the user experience. He Xiaoyu's research highlights that the "Internet + New Cultural and Creative Industries" model can showcase a city's unique cultural IP through forms such as short videos and virtual exhibitions, thereby clearly demonstrating the role of new media platforms in amplifying IP dissemination [3]. Focusing on the metaverse era, Tao Ran suggests that intangible cultural heritage products can achieve digital transformation through technologies such as digital twins and NFTs, thereby creating a marketing closed-loop that integrates online experiences with offline consumption. Its innovation lies in the incorporation of cutting-edge digital technologies (e.g., meta-universe) into marketing strategies [5]. Qi Hui and Guo Jieyu emphasize that digital marketing strategies for intangible cultural heritage (ICH) in the realm of traditional craftsmanship should place "skill demonstration" at their core. They illustrate this through examples such as using 3D modeling to break down complex craftsmanship steps and livestreaming the creative process of inheritors, which deepen consumers' understanding of digitalized ICH. Their contribution is to highlight the core position of intangible cultural heritage's "technical uniqueness" in marketing, making up for the research shortcomings that simply emphasize technology and ignore the cultural core [6].

2.1.3. Synergy between digital protection of intangible cultural heritage and commercial transformation

Digital preservation serves as the foundation for the sustainable development of ICH IP. Its core lies in safeguarding cultural heritage through technological means and providing a rich repository of source material for subsequent innovation. Wu Xueyun pointed out that the digital protection of intangible cultural heritage needs to balance "authenticity" and "innovation", and proposed the establishment of digital databases and online education to protect cultural heritage [7]. Zhou Hongyu explored the role of diverse forms of new media (such as live streaming, VR) in the digital protection of intangible cultural heritage. Believing that interactive dissemination could significantly enhance public participation in the protection of cultural relics, and emphasized the impact of user experience on the protection outcome [8]. Song Lihua and Li Wanshe systematically analyzed the current state of digital preservation for intangible cultural heritage in China, pointing out that significant issues persist in both the overall architecture of database construction and content operations. At the macro level, the framework design of most databases is only formal. And there is a lack of architecture for intangible cultural heritage characteristics, which makes it difficult to support multi-dimensional resource integration. For the micro level, there is no unified description standard for data resources, resulting in disorganized resource organization, which seriously affects the standardization and reusability of resources [9].

2.2. Relevant theoretical framework

This study mainly relies on the theory of cultural and creative industries, marketing communication theory and cultural capital theory to provide theoretical foundation for the digital marketing practice of Jingdezhen's ceramic intangible cultural heritage. The core connotations and applications of each theory are as follows:

The theory of cultural and creative industries is based on cultural resources as its core foundation. It advocates achieving the harmonious integration of cultural value and economic value through creative transformation and industrial operation methods. This theory provides a key idea for the digital marketing of Jingdezhen's ceramic intangible cultural heritage, that is, to promote the transformation of ceramic intangible cultural heritage culture into creative content. For instance, developing related cultural products, designing digital cultural experience projects, etc., and incorporating them into the cultural and creative industry chain, ultimately achieving effective commercial value realization. At the same time, its requirements for the uniqueness of cultural connotation, combined with digital marketing, can be used to create differentiated ceramic ICH cultural IP, further enhance market competitiveness and broaden market boundaries.

Marketing communication theory includes core concepts such as integrated marketing communication and precision marketing. Among them, integrated marketing communication theory emphasizes the integration of various online and offline communication channels. In the digital marketing of Jingdezhen's ceramic intangible cultural heritage, this is specifically manifested as systematically sorting out resources such as social media, e-commerce platforms, and physical exhibitions. It ensures the consistency of communication information, thereby strengthening the image of the ceramic intangible cultural heritage IP. The precision marketing theory relies on big data analytics technology to gain in-depth insight into consumer behavior and preferences. For target consumer groups such as cultural enthusiasts, art collectors, and young trendsetters, personalized marketing content is pushed out to enhance the commercial conversion efficiency and achieve precise dissemination and value exploration of the cultural IP [10].

The theory of cultural capital divides capital into three forms: economic capital, cultural capital and symbolic capital, and proposes that symbolic capital can be transformed into economic benefits in specific scenarios. In Jingdezhen, the history of the imperial kiln, the reputation of craftsmen and the classic patterns together constitute the "symbolic capital" of ceramic intangible cultural heritage. Digital marketing platforms have become a new medium for converting symbolic capital. Through IP creation, storytelling and immersive experience, symbolic capital can be quickly converted into actual sales.

2.3. Research methods and technology application

2.3.1. Research methods

This study employs a combination of literature review and case study methodologies. In the initial phase, a systematic review of relevant literature was conducted to gather foundational information on the history and techniques of ceramics intangible cultural heritage. Subsequently, the study focus on Jingdezhen as a specific case, analyzing successful domestic and international examples of digital IP marketing for intangible cultural heritage. By comparing these cases, the study aims to extract and refine applicable digital operation strategies.

2.3.2. Technology application

In terms of digital marketing technology, Jingdezhen has evolved from the initial simple web page display and image promotion to the use of VR and AR technology to restore the Jingdezhen's porcelain scene as much as possible, allowing consumers to immerse themselves in intangible heritage porcelain skills (such as the VR experience project of Jingdezhen China Ceramics Museum); Utilizing 3D modeling technology to create a virtual ceramic art space and display classic

ceramic works; Leveraging big data and artificial intelligence technologies to achieve personalized push of marketing content, and predict consumer demands, etc. needs. The evolution of these technologies has provided greater possibilities for the digital presentation and dissemination of Jingdezhen's ceramic intangible cultural heritage IP, and promoted continuous innovation in commercial value conversion models.

3. Research findings and case studies

3.1. Digital marketing practice of Jingdezhen ceramic intangible cultural heritage

Under the digital economy wave, the intangible cultural heritage of Jingdezhen's ceramics has formed a multi-dimensional digital marketing system. In terms of marketing channels, Jingdezhen's ceramic industry has broken through geographical restrictions through e-commerce platforms, promoting a marketing model that shifts from traditional offline dominance to online and offline integration. This allows ceramic intangible cultural heritage inheritors to directly target consumers across the country and even globally, showcasing handmade porcelain skills and distinctive ceramic products, effectively expanding the audience. At the experience level, Jingdezhen combines digital technology with scene experiences. Visitors can use AR technology to directly experience the porcelain-making process and procedures, understand the history behind ceramics, and achieve a connection among scenic area tours, cultural dissemination, and intangible cultural heritage marketing. It not only enhances the cultural experience of tourists, but also creates opportunities for the sales of ceramic-related derivative products. Regarding the form of dissemination, Jingdezhen focuses on the innovation of ceramic art under the integration of culture and digital, and launches new products such as digital ceramic art works and digital merchandise of ceramic intangible cultural heritage elements. At the same time, it relies on social platforms and combines various media forms such as short videos and live streaming to showcase intangible cultural heritage skills, attracting the attention of young people and promoting the commercial value transformation of ceramic intangible cultural heritage.

3.2. Digitalization facilitates the transformation path of business value

At present, Jingdezhen's Ceramic Intangible Cultural Heritage has explored an effective path for digital commercial value transformation. On the production side, the ceramic manufacturing industry uses digital technology to improve product quality and production efficiency. On the basis of retaining the core of traditional craftsmanship, the products are more in line with the needs of modern consumers for quality and personalization. Promote its entry into high-end gifts, collectibles and other fields to further expand profit margins. From the perspective of integrating industry with tourism, Jingdezhen has combined its ceramics industry with digital cultural tourism. By relying on the digital cultural tourism platform, it has created virtual tourism themed around ceramic intangible heritage and launched online cultural experience projects. This approach not only generates direct revenue through cultural experiences and digital cultural products, but also attracts tourists for offline ceramic intangible heritage tourism, forming a "online promotion - offline consumption" commercial loop. At the level of brand operation, Jingdezhen carries out brand operation by building ceramic intangible cultural heritage digital IP. With digital IP as the core, it develops a series of derivative peripheral products such as digital collections and fashion brands. With the help of digital marketing methods, brand value can be enhanced, so as to promote the transformation of ceramic

intangible cultural heritage from cultural resources to commercial assets, and realize the transformation of cultural value into sustainable commercial profits.

3.3. Effects and problems of digital marketing and business value transformation

Based on current practices and data, digital marketing has achieved certain results in transforming business value. In terms of market expansion, with the help of digital channels, the sales scope of Jingdezhen's ceramic intangible cultural heritage products has been further expanded, the order volume has increased, and the commercial income of some intangible cultural heritage inheritors and enterprises has improved. For example, the sales volume of characteristic ceramic intangible cultural heritage products on e-commerce platforms is considerable, and some young consumers have begun to pay attention to and purchase ceramic intangible cultural heritage products due to big data push, injecting new consumption vitality into the industry.

However, there are also some problems. The depth and breadth of the application of digital technology are not balanced. Some small-scale ceramic intangible cultural heritage enterprises and their inheritors, due to limitations in funds and technical capabilities, find it difficult to fully carry out digital marketing. They lag behind in virtual display and digital cultural innovation, resulting in the inability to fully convert their commercial value. Moreover, in digital marketing, the balance between cultural communication and commercial transformation is difficult to grasp. Excessive commercialization may lead to dilution of the cultural value of ceramic intangible cultural heritage, while mere cultural dissemination is difficult to effectively generate commercial benefits. How to precisely handle this is a problem that needs to be solved in practice. At the same time, the commercial sustainability of digital tourism, digital IP and other models still needs long-term market testing. Some current innovation practices have potential risks that it is difficult to continue to make profits after the initial hype fades, and it is necessary to further explore a stable commercial value transformation mechanism.

4. Discussion

4.1. Exploration of the diverse value of digital marketing models

The existing literature discusses the digital marketing of Jingdezhen ceramic intangible cultural heritage, covering e-commerce expansion, AR experience and other scenarios, but it can still be further explored. From a practical perspective, e-commerce platforms have broken the sales boundaries and allowed traditional ceramic intangible cultural heritage products to reach global consumers. Later, the marketing differences between different e-commerce platforms (e.g., traditional versus social e-commerce) can be examined, and the influence of platform algorithms and audience users on the dissemination and conversion of ceramic intangible cultural heritage products can be analyzed [11]. In the future, the combination of AR technology and private domain traffic operation can be explored, such as the precipitation of tourists into brand members after AR experience, and the deepening of commercial value through the membership system [12].

4.2. Collaboration and extension of business value transformation paths

The paths mentioned in the literature, such as production-side digitalization, production-tourism integration, and digital IP construction, show the diversity of transformation, but the path coordination is still lacking [13]. In actual operation, a collaborative model such as "digital production optimization of products → integration of production and tourism to expand scenarios →

integration and dissemination of digital IPs" can be attempted. For example, high-quality ceramics produced digitally can be sold as the practical results of the "intangible cultural heritage experience class" in the integration of production and tourism, and then the digital IP story can be used to give the product cultural value, forming a closed loop. At the same time, the "ceramic intangible heritage + rural revitalization" path can be further explored, integrating the digital experience of Jingdezhen's intangible cultural heritage with the surrounding rural ceramic industries to expand the social scope of commercial value.

4.3. The root causes of practical problems and the long-term solution mechanisms

The literature mentions that the real problems such as uneven technology application, cultural and commercial imbalance in Jingdezhen need to be solved from the root cause [14]. The uneven application of technology is essentially a problem of resource allocation and capability disparity, which can promote the "digital assistance plan" — the government joins technology enterprises to provide free digital tools and basic training for inheritors and enterprises. The core issue underlying the imbalance between cultural and commercial interests lies in flawed value assessment and operational logic. A "cultural value audit" mechanism is proposed as a potential remedy. Prior to commercial development, experts in intangible cultural heritage and cultural scholars would evaluate the degree to which the cultural essence is preserved, ensuring that commercial exploitation does not deviate from the intrinsic nature of the heritage. By establishing a three-dimensional long-term mechanism of "resources - capabilities - value", the digital marketing and transformation of Jingdezhen ceramic intangible cultural heritage can be carried out, enabling it to thrive in contemporary markets while ensuring its long-term preservation.

5. Conclusion

The study takes Jingdezhen's ceramic intangible cultural heritage as the core research object, and explores the digital marketing practice and commercial value transformation path of intangible cultural heritage IP. Through theoretical analysis and case analysis, the core research results are as follows: At the level of digital marketing practice, Jingdezhen's ceramic intangible cultural heritage has explored diverse and implementable models, including breaking the actual geographical sales boundary with the help of e-commerce platforms, using AR technology to build immersive cultural experience scenes, and creating digital merchandise products to promote cultural dissemination. These practices have been initially realized in the market, and commercial benefits have been significantly improved in stages. At the level of business value transformation, digital empowerment is presented from multiple dimensions. This is reflected not only in the production side that digital technology can be used to improve the quality and efficiency of handicrafts, but also in the industrial side that a consumption loop can be constructed through the "digital + tourism" integration model. Moreover, at the brand end, through the brandization operation of digital IPs, cultural and creative products can be derived to generate additional revenue. At the same time, the study also found that there are obvious shortcomings in current practice. For example, the application of technology is mostly concentrated on the marketing side, which makes the production side easy to be ignored. Some innovative models (such as digital collections) lack long-term and effective operation mechanisms, resulting in insufficient sustainability.

Based on the above research results, the core conclusion can be further drawn: Digital technology has become a key empowering tool for Jingdezhen's ceramic intangible cultural heritage to realize "dynamic inheritance" and "industrial upgrading". Its value is not only that it can broaden the

channels of commercial value, but also that it can activate the attractiveness of contemporary traditional culture through innovative expressions. However, the digitization of intangible cultural heritage is not a simple “technology superposition application”. Instead, it requires finding a balance between protecting the core of the culture and exploring its commercial value, avoiding falling into the traps of "emphasizing form over content" and "focusing on traffic but neglecting preservation".

The theoretical and practical influence of this study is mainly reflected in three aspects: Firstly, at the theoretical level, by integrating cultural creative industry theory, marketing communication theory and cultural capital theory, an analytical framework of "digital marketing-commercial value transformation of intangible cultural heritage" is constructed, which provides a theoretical perspective for subsequent intangible cultural heritage related research. Secondly, at the practical level, this study sorts out the practical cases of Jingdezhen's ceramic intangible cultural heritage digitalization and summarizes the problems. This can provide reference for the digital transformation of similar intangible cultural heritage projects (such as Suzhou embroidery, lacquer fan, blue and white porcelain, etc.). Thirdly, at the industrial level, this study makes it clear that digitalization has played a role in promoting the high-quality development of intangible cultural heritage and helps to further enhance the public's sense of identity with traditional culture.

Future research can be further deepened from three aspects: First, it can break through the limitations of regional and product categories, and conduct cross-regional and cross-category digital comparative studies of intangible cultural heritage; Second, it can strengthen quantitative research and empirical analysis to collect user data to evaluate the impact of marketing on commercial value; Third, it can focus on the micro level to explore the demand of young people for ceramic intangible cultural heritage digital products, and also study the impact of new technologies such as meta-universe on the value of intangible cultural heritage IP.

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