

Observation and Speculation of New Internet Marketing -- Taking virtual character Liu Yexi as an example

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Abstract. With the rapid development of the Internet and the explosion of visual technology and short video, many virtual brand figures emerge, which play an important role in corporate brand promotion, product promotion and cultural output. At the same time, the popular new words such as "metaverse" virtual marketing " have entered the public view, which has brought a new conceptual impact to the whole business and even the whole society, and become a combination of form presented in the public view. This paper takes the recent emerging virtual network character "Liu Yanxi" as an example, and develops the influence of "meta-universe", "virtual character" and "virtual marketing" network marketing background, as well as the new marketing model and new business form speculation.

Keywords: Network marketing; Metauniverse; Virtual characters; Influence.

1. Research background

1.1 The rapid development of the Internet

Since entering the 21st century, the development speed of the Internet in China has exceeded all the expectations of the industry and experts, until 2020 our Internet scale has reached 989 million people in the world first, at the same time the Internet user age structure adjustment again, with obvious younger trend and still in further deepening, including 10-29 years old users are close to 50%.

At the same time, it brings about the youth and rapid development of all aspects of the Internet, Young Internet users are influencing or transforming the ecology of the Internet in a youthful form, More and more new things are being done by the Internet and computers, Returning to the possibility of some joke, The new generation of post-90s and post-00s generations have turned their childhood "unrealistic" fantasies into something that they are happy to trend towards through the Internet and computers, This depends on the rapid development of Internet technology, Thanks also to the young people of the 21st century who dare to imagine and create, For example, forming the virtual things built in your brain through a computer and making them personal, It became the most emerging "virtual character" and "meta-universe" today.

1.2 "Virtual Character" and "Meta-verse"

Query What is a virtual character? The literal meaning is expressed as "illusory simulated character", constructing the original non-existent people through imagination, and then showing the public the image they give people based on electronic technology. There is no real body, but other differences from people can be infinitely narrowed by a variety of techniques. Someone said, " Do these virtual characters ever think independently?"The answer is no, the virtual characters are simply a virtual program simulated by the computer, they do not have the ability to think, but in the field of the computer, in order to make the virtual characters infinitely close to the real people, especially the imitation of human thinking, they use the " learning " ability of the computer. In the repeated "learning", try all kinds of possible situations and calculate the most appropriate reaction logic.the earth

Link At present, no so-called authority can make a unified definition of the "metacoverse", but it roughly means basically the same, that is, a new type of world with higher dimensions beyond the reality to connect the reality and the virtual. This definition is still difficult to understand. Generally speaking, it is to create a virtual world on the basis of the current world, using the Internet, blockchain, computers and other technologies to form a world independent but not completely independent of the

real world. He has his own economic, social, legal and other social conditions that are the same as in the real world but are unique.

1.3 Short video development power is strong

The development of short video can be said to be the lightning, TikTok into the public view in 2018, since 2019 and fast hand short video equally, now rely on the strength of ByteDance, TikTok has become the leading domestic short video APP, its branch abroad Tiktok has become an indispensable part of many foreign people's life.

From the initial sharing of daily life fun, to live streaming with goods, the commercialization trend is inevitable and many brands are happy to see. The huge audience group and fast browsing methods make it break the restrictions of age and hobbies, and become a short video APP shared by everyone.

2. Research meaning

The emergence of Liu Yanxi is undoubtedly a "charge call" to the domestic short video industry, and the economic significance, the company's development strategy and marketing concept reflected behind it will undergo great changes after this.

"Marketing campaigns are indispensable," but virtual characters may get a place in them. Can foresee the future there will be a large number of virtual characters into the studio or offline entity shop electronic guide, this is a big change of marketing activities, he will change the division of labor in marketing activities, at the same time will change the consumer consumption behavior, before compared with the real communication, and virtual character communication will produce new results. And this

Based on the underlying framework of "universe" and the implementation of "virtual characters", a new way of communication will be born, namely in the virtual characters bearing the enterprise culture, enterprise through "universe" within the culture of the initiative back the enterprise itself, no longer rely on any cultural media companies or advertising companies, but the enterprise itself has become the entity with the initiative. Because the "meta-universe" can connect any concrete things in reality with the virtual world, so that the dissemination of culture only needs virtual characters between them to complete, which will be a new way for corporate culture communication, but also a new concept in management. To say

3. Who is Liu Yexi

3.1 The birth of Liu Yexi

Liu Yexi, female, TikTok virtual beauty makeup talent, claiming to catch the monster. These are the labels she brought when she was born. On October 31, 2021, Liu released her first video on TikTok, which features elements combining ancient Chinese style and cyberpunk. In the video, he talks to a child, through which he can learn part of the story and foreshadowing future stories. As soon as the video was released, Liu received more than 3 million likes and 5 million followers overnight, once trending searches and TikTok topics.

Liu Yanxi account is owned by "Chuang One" Culture and Media Co., Ltd., which is a comprehensive film and television culture integrating investment, production, commercial advertising, performances, artist management, and Internet entertainment platforms. The main businesses of Create One Culture include: film and television production, production, distribution, commercial advertising planning and production, performance activity planning and execution, artist packaging and brokerage, entertainment marketing, and Internet entertainment platform.

3.2 Liu Yexi, why the marketing success

3.2.1 The perfect combination of beautiful ancient style and super burning cyber

Liu Yanxi's video features distinctive, He himself has always kept up in a gorgeous ancient costume, The character lines are clear outline, There are evening Tang flowers, golden ple, willow eyebrows, rouge point purple lips and so on, Big have " thin makeup peach face, "Feeling, At the same time, with exquisite, small and quietly elegant characteristics; And integrate yourself into the completely surreal cyberpunk world, In sharp contrast to, but in coordination with, the surrounding environment, Design the other images of the world into the people of the current world, By integrating the "ancient", "present" and "future", The perfect connection between virtual and reality, Use the most and maximize the concept of "metaverse" links, It achieves the effect of attracting human eyeballs.figure

3.2.2 The realistic character design produces a vague sense of visual cognition

Get limit Liu night as a virtual character, is bound to be with the real-world human gap and different, but you can see that one company try our best to put his design no close to real but not so completely close, between 100% and 99% grasp the essence, let a person produce a clearly looks is identical like real human but and real around is not so the same fuzzy feeling. This will create a psychological surprise of "true" and "true" " when learning that he is an avatar, and people will certainly be impressed by this detached video production technology.

3.2.3 Personality gives spirituality and psychedelic of the plot

As a virtual character, Liu Yaxi can be given the character image of the beauty artist and claim to catch the monster personality, In fact, it breaks the single image solidification of traditional virtual characters, It instead combines legendary content with the popular beauty industry of the current era, This is subversive for character and characterization, He is able to make a person more three-dimensional, More diverse, Create more unknown elements; At the same time, beauty makeup and monster hunt can be understood as the combination of static beauty and dynamic beauty, Sitting still and dressing and clever monster hunting do not conflict but complement each other, Make Liu Yuexi's character and appearance image have a huge contradiction point, It's the key to catching the eye.

When shaping characters and personalities, giving the story background more can reflect the core issues. The dialogue between Liu Yuexi and the child solved the mystery of the story step by step, with catching the monster as the main line of the plot, but not completely revealed and leaving suspense, in the case of the "double harvest" of the painting style and the characters, the plot will become people's focus of attention, and as the power of continuous attention.open

3.2.4 MetCosmos and emerging concepts pave the way for marketing

The earthand so onand so onWhen the heat of the "meta-universe" continues to grow exponentially, when the public does not understand but have great interest in it, the birth of Liu Yexi is undoubtedly "flat ground thunder". It should not be simply understood as a display of video technology or the broadcast of Douyin series, but should be understood as a new means of cultural communication and marketing. The thunder of the emerging culture "metauniverse" as the introduction is bound to be able to gain the largest batch of traffic in the era of "traffic is king", and fully prepare for the hidden marketing activities behind it. Traffic realization is the ultimate goal of today's network era, but the dissemination of culture is for the purpose of identity, if consumers are willing to pay for this cultural identity, then it is called an excellent marketing means. Liu Yanxi's account does not reflect the obvious commercial elements such as goods at present, but its as the network virtual beauty division, at least in the beauty industry will set off a not small waves, so the value of its existence is self-evident.

4. Virtual character is used to benefit from marketing

4.1 Brand establishment is at the core

In order to do the incubation of virtual characters, it is necessary to build their own branding, that is, brand concentration, which may be for publicity strategy, or for consumption transformation, but the emergence of virtual characters must exist for the establishment and publicity of enterprise brands, that is, the "people" of virtual characters should not be required to collapse.

In fact this is the most don't worry about things, because the virtual characters will be completely according to the enterprise conceived strategy to present the company the most want, the virtual characters formed by the "star" will not have gossip, nor people set collapse, they even get rid of the influence of the so-called time, become a kind of eternal image exists in the world. This is a good thing for the enterprise, the virtual character represents the image of the enterprise or a product, once the image is set will produce anchored that is preconceived thought, if he has formed a good and strongly attractive positive influence, then the virtual character will bring great profits for the enterprise.

Only Therefore, to build a good virtual character is first the core, which is to build a good brand. It is not only the image ambassador of the brand, but also the brand itself, the culture itself and the concept itself, which has a positive impact on the enterprise is lasting and strong.

4.2 Being KOL is the second place for virtual characters

Follow Once the virtual character is endowed with personality or deeper thinking, his role becomes a brand ambassador to a more independent thinking KOL, and its leadership advice role will be far beyond the general product recommendation.

Liu Yaxi will certainly become a powerful opinion leader in the future, because he was born with a "beauty artist" label, so he will certainly become the spokesperson or recommendation officer of beauty products.

However, it is worth noting that a virtual character may be specially made by a certain company to promote its products, or it may be the artwork of a certain cultural media or electronic information technology company, so the effect of the two different types of virtual characters will be different. Compared with the former type, the latter type of virtual characters seem to be more persuasive and representative, just like the third-party publicity company is not constrained by the consumer inherent concept of "wang Po sells melon" for representing their own products.—

So willow night xi future will be on the road of KOL, because "and one" culture media is not beauty products company but media companies, willow night city fire will make many beauty makeup brand a cooperation with willow night city frenzy, is not only many products into the public view, but the cooperation between enterprises will produce new ideas, willow night xi as a KOL for beauty makeup products play a role of opinion leader, is also on the way to explore enterprise cooperation.

4.3 The contribution to virtual communities will be obvious in the future

The concept of virtual community is no longer a new word, but the combination with virtual characters and the meta-universe will become an important emerging marketing model in the future. Many brand companies will build their own customers 'virtual communities to collect customers' responses to the product or the company's management itself, and to achieve product improvement and innovation and management improvement through such a "eavesdropping" way.

So active in the virtual community must exist on behalf of the enterprise, including now present mode is in the form of enterprise customer service, but establish a virtual IP to undertake the effect of the work must be far more than artificial customer service, because his appearance is not only an employee and is a more closely associated with customer KOL, on behalf of the customer opinions also collect consumer feedback. Such an innovation can not only activate consumer awareness in the virtual community, but also bring marketing, especially the promotion of products, to the reverse

logistics part, which is, the after-sales part, expanding the coverage of sales promotion. a word used in a person's name a move in chess move in chess

For consumers in the virtual community, active their thinking stimulates the consumer knowledge sharing, knowledge sharing of consumers is unique treasure for enterprises, under the framework of value creation, especially the virtual community consumers are more and more willing to share their views or opinions so collectively known as knowledge, so the role of virtual characters in the virtual community will be consumers exponential amplification, in theory also perfect the value in the framework of consumer knowledge sharing will influence factors.

5. Observation summary

Take Liu Yanxi as an example, there are a large number of virtual characters, but it is the "metaverse" that gives them a new round of rise. Virtual characters or virtual IP will become more and more prominent in a society advocating more and more intellectual property rights. Whether product enterprises create their own virtual IP such as "Xiaoyou" or independent virtual characters created by cultural media companies such as "Liu Yanxi", "AYAYI" and so on, will start a new era of virtual marketing, in a new attitude in front of consumers. It will play its own unique role in brand setting, concept dissemination, opinion leaders and consumer knowledge sharing. And so on

Use This article as an example of the emerging Internet marketing discussion and prediction, part of the content can not be verified, but in the context of network marketing and "universe" and computer technology constantly mature, some speculation will become a reality, virtual characters and virtual marketing will shine in the marketing world.

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