

On the Advantages and Disadvantages and Approaches of Implanted Advertising in Films and TV Dramas

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Abstract

"Product placement" refers to an advertising method that integrates the representative audio-visual brand symbols of products and services into film, television or stage products, leaving a considerable impression on the audience to achieve marketing purposes. "Product placement" is a form of advertising that has emerged with the development of movies, TV, games, etc. It refers to the deliberate insertion of products or representations of merchants in film and television plots and games, so that audiences can stay on the products and brands. impressions for marketing purposes. Product placement does not convey brand goods and service information to the public in the form of advertisements, but transmits information to the audience without the public's awareness. It changes the display form of previous advertisements and is easier for the public to accept. What it pursues It is a moisturizing and silent transmission effect. Therefore, product placement is also known as embedded ads or sponsons.

Keywords

Film and Television Dramas; Implanted Advertisements.

1. The Development Process of Advertisement Placement in Film and Television Dramas in My Country

Placed advertising for commercial purposes originated earlier in foreign countries, and it has taken shape as early as the 1930s. After more than half a century of development in foreign countries, with the enhancement of the people's foreign awareness, our country officially introduced the placement of advertisements in the indoor scene TV series "The Story of the Editorial Department" in the early 1990s, marking my country's advertising Careers rise to new heights. So far, implanted advertising has gone through more than 20 years in my country. Scholars have summarized the development trend of implanted advertising in our country over the years, and have different opinions on its development process. Combined with audience perception components, the development of implanted advertising in my country is summarized into the following three stages.

1.1. Slow Exploration Stage

After the deliberate promotion of Bailong mineral water pot in the indoor sitcom "Story of the Editorial Department" directed by Zhao Baogang in 1991, with the popularity of the TV series, Bailong mineral water pot instantly became a household-known product, and a "booming product" appeared. The Hundred Dragons Phenomenon" has brought huge direct economic benefits to sponsors. Although the first appearance of implanted advertising in China was a big win, due to the conservative market at that time, people from all walks of life did not have a comprehensive understanding of this new thing, so they did not dare to rashly pursue the victory. In the first few years of advertising placement in China, a complete industrial awareness was not formed, and the corresponding development was stagnant. Basically, it was in the stage of trial and exploration. After the introduction, it experienced a relatively long period of stagnation, until Feng Xiaogang in 1999. The release of the director's Lunar New Year

film "Endless" broke the deadlock in the development of product placement in China, marking that domestic placement ads have entered a new stage of development.

1.2. Stable Development Stage

Director Feng Xiaogang can be regarded as a leader in advertising placement in my country, and his bold attempts have made great contributions to advertising placement in our country. Bank of China has invested a lot of financial sponsorship for Director Feng's third Lunar New Year film "Endless". In this film, Bank of China's products have been repeatedly combined with the plot and characters of the film, making frequent appearances. "Endless" created a precedent for film placement in my country. Since then, Director Feng has implanted "addiction", and placement ads have sprung up in the Lunar New Year films that followed, and led to its popularity in many Development in film and television dramas and TV variety shows. During this period, product placement was booming in the advertising industry and the film and television industry, but most of the simple audiences were unknowingly influenced by them.

1.3. Full Outbreak Stage

In 2008, "If You Are the One" directed by Feng Xiaogang detonated my country's film and television product placement advertising market, and the placement advertising was instantly active on the film and TV screens. The number of film placements in just two hours has reached more than 20. The total investment of "If You Are the One" is 50 million yuan. It is conservatively estimated that at least 20 million yuan will be recovered from the placement of advertisements alone. Such data made Feng Dao himself ashamed. At the world premiere, he apologized before the film was played, saying that he had too many advertisements in the film, "I hope the audience will not scold me too much". The "marriage" between advertisers and film and television producers has been tried and tested, and the huge economic benefits have made both parties more unscrupulous, so that the implanted ads that have always been cleverly hidden in the film have become more and more obvious. ", has become one of the factors to measure the status of the film. The industry believes that the more advertisement placements, the more interesting the film is. Of course, the attraction here is not the placement of advertisements, but refers to the production scale of the film work and the popularity of the director and actors. The implanted advertisements, which gradually deviated from the original track, have suffered infinite controversy from the audience. The voices of abuse from netizens on the online forum have been one after another, attracting many audiences to watch. The audience's disgust did not make advertisers aware of the existence of the threat, on the contrary, it further contributed to their prestige. For advertisers, brand awareness is the key to the brand, whether positive or negative voices can improve brand awareness.

2. Features of Product Placement

2.1. The Price is Cheap and the Appearance Rate is High

Generally speaking, advertisements always have exaggerated elements in the minds of audiences, and the specific object shall prevail, so most viewers think that advertisements are deceptive. Traditional advertisements are sold in seconds on TV, which costs a lot. Moreover, for the public, TV programs are rich and colorful. If an advertisement appears, the channel will be changed, and the resource utilization rate is not high. However, implanting it in TV movies will not only reduce the public's suspicion of advertising products, but also increase the appearance rate of the products, increase the utilization rate of resources, and make the price relatively cheap. Therefore, the price is cheap and the effect is good, and product placement has gradually become a new favorite.

2.2. High Resource Utilization and Good Effect

Another great advantage of product placement is that it does not require additional time to shoot, and does not require additional resources to continue promoting it, while not taking up TV or movie advertising time and audience extra time, in line with There is a lot of room for the interests of all parties. Relative to the media, product placement is not in the traditional advertising period; for the public, the public is not wasting time. There are as many as 68 advertisements in "The Fast and the Furious", but they did not affect the plot of the movie. Instead, they were talked about and became a classic; the fashion blockbuster "The Queen Wears Prada" was tailor-made for the luxury brand Prada. While satisfying the female audience's love of beauty, it not only conveys the attitude of women in the workplace, but also enhances the brand's image status. Therefore, the use of product placement can not only create huge revenue, but the public can also subtly accept the concept of the brand, thereby stimulating the desire to buy. It can be seen that product placement can be integrated with the plot, the public is acceptable, and the utilization of resources can be maximized.

3. Problems with Product Placement

3.1. There is no Limit to the Number of Advertisements So That they are Flooded

As of now, there is no clear regulation on the proficiency of advertisements in a movie or an episode of a TV series. In order to maximize the benefits, the director and the producer should place as many advertisements as possible. Sometimes when a movie or TV series has already started filming or is in the late stage of production, advertisers will also ask for additional shots of their own products to be edited. At this time, the production of movie and TV dramas has become a bargaining for economic benefits, so there are so many movies. The TV's blunt presentation, which is bluntly presented without being combined with the plot, arouses the audience's disgust and is labeled as a shocker. Too many advertisements are implanted, which will not only affect the plot and the effect, but also affect the audience's mood to watch. Therefore, during the shooting, the screenwriter and director need to combine the plot with the advertisement according to the requirements. Don't let the audience get bored.

3.2. The Way of Implantation Affects the Plot Bluntly and Loses the Original Intention of Implantation

Movies and TV shows are meant to entertain the audience, not to get a lot of advertising information. In reality, audiences tend to interpret all persuasive information as "advertising". They are highly sensitive to advertisements. Once they find out that this is an "advertising", they will reflexively close the door to information reception. This obvious appeal to rationality, forcing the advertisement to the audience, not only destroys the plot, the audience will not buy it, and the effect of the advertisement is impossible to talk about. Placement of advertisements in TV dramas is a very effective way of conveying information, but not every kind of product advertisement can be placed in a rational way. Starting from the characteristics of the product itself, choose the best way to implant it into the hearts of consumers.

3.3. Infringing the Legitimate Rights and Interests of the Audience

The ICC International Code of Conduct for Advertising stipulates that "No matter what form it takes and what medium it uses, advertising must be clearly identifiable; Advertisements." my country's new "Advertising Law" also has similar provisions, advertisements published through mass media should be marked with "advertising" prominently, which should be distinguished from other non-advertising information and must not mislead consumers. Compared with traditional advertising, product placement can avoid the traditional hard-broadcasting method

of transmitting information and is less repellent to the public, but such implicit content has actually violated the audience's right to know. According to Article 8 of the "Consumer Protection Law", "Consumers have the right to know the real situation of the goods they buy or use or the services they receive." This behavior undoubtedly violates the audience's right to know.

The product placement does not give the audience the right to choose, nor does it tell the audience in advance the form and time of the advertisement. The most common way is to appear in the plot or as an actor's common item. This way is always overwhelming to the audience. , because many times these commercials are still part of the plot, and the audience cannot skip them, but can only accept them. Not according to Article 9 of the "Consumer Protection Law" "Consumers have the right to choose goods or services independently. They have the right to decide whether to buy or not to buy any kind of commodity, to accept or not to accept any kind of service" And Article 12 of the Anti-Unfair Competition Law stipulates that "in the sale of commodities, operators shall not sell commodities against the wishes of buyers or attach other unreasonable conditions." freedom of choice.

4. Countermeasures and Suggestions on the Problems of Implanted Advertising in China

4.1. The Number of Advertisement Placements Should be Kept Improving

Nowadays, movies and TV shows are embedded with advertisements. This way allows them to maximize the use of resources and obtain returns. However, it should be noted that it is not that the more advertisements are placed, the better the effect will be. The more advertisements, on the contrary, it dilutes the meaning of the film and television works, giving people a feeling that the works they are watching are a pile of advertisements, so , to follow the "content-based strategy", that is, in the case of an existing script, advertising exposure cannot be above the content. In the two, the content is the standard, and the advertising is in a relatively secondary position, and must not overwhelm the guest.

4.2. The Subject Matter of Advertisement Placement should be "Matched"

CTR Media Intelligence once analyzed in detail: "The high exposure frequency of product placement will not cause disgust. The audience is most disgusted by the blunt, obvious and unnatural placement, which shows that the audience is not disgusted by the advertisement itself, but It's a means of implantation." To get the best effect, you need to see whether the work fits the product according to the attributes of the work, and at the same time let the work increase the sales and popularity of the product, the product must also be helpful to the work. beneficial. Before implantation, both parties should communicate and adjust according to the work to make it an indispensable part of the work. The plot content of film and television works is the first to attract the audience to convey the information of the work. In film and television works, if some products are not familiar to the audience in real life, it will make the audience feel strange. Therefore, in order to achieve "the right match", it is necessary to make the appearance of the product close to life, so as to gain the audience's sense of identity. If the product is simply implanted into the work, not only will it not attract the attention of the audience and the publicity effect will be greatly reduced, but it will also make consumers feel that they are watching an advertisement, which will destroy the content of the work. Therefore, the placement of advertisements should be combined with the content and plot of the film and television works, and be close to the actual life, which can not only expand the publicity effect, but also attract the attention of the audience.

4.3. The Effect of Advertising Placement Should be Maximized

For the production crew and directors, the investment amount and the sponsorship amount of the brand wealth are not the only criteria. Advertising saves costs for film and television works, and also uses the footage in the works to increase attention and sales. However, in many cases, driven by capital and tempted by high profits, the investment amount is often the only consideration. Such behavior not only causes the audience to become fatigued with the product, but also leads to poor performance of the work. It is necessary to select products that fit the plot content of the work, the quality of the program and the mechanism, and make corresponding modifications according to the degree of overlap between the product and the work or program, and make a marketing strategy that is synchronized with it. In the case of resource integration, it is also necessary to To benefit the popularity of the brand, give works or programs more and better resources that can be used. This kind of resources can maximize the effect, and can also enhance the brand awareness and the popularity of works or programs, so as to maximize the utilization of resources.

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