

Analysis of the Advantages and Disadvantages of Film Short Video Official Account Marketing

Xiaoli Guo^a, Yifan Yu

School of Literature & Media Dissemination, Shandong University of Technology, Zibo,
255049, China

^aguoxiaoli0404@163.com

Abstract

Under the background that short video platform has become an important channel of film marketing, opening a short film video official account has become a standard action for film marketing. To find out the advantages and disadvantages of short film video official account marketing is the premise of maximizing marketing effect. Its marketing advantages include autonomy and association of execution, richness and infectivity of information, immediacy and free transmission, precision and participation of objects, feedback and detonation of effects. The disadvantages of its marketing are the duality and interference of noise, the triviality and weak energy of information, and the difficulty to control and predict the effect.

Keywords

Film Short Video Official Number; Marketing; Advantage; Disadvantage.

1. Introduction

Marketing guru Philip Kotler divides marketing media into paid media, owned media and earned media.[1] In recent years, as the user scale and duration of mobile short video platform continue to grow, it has become an important media for people to receive information, express themselves, communicate and interact, and entertain and shop. As McLuhan points out, society's dominant media and technology produce habitual patterns that permeate the socioeconomic fabric. Once members of society become accustomed to the way they interact and interact with each other, they will demand the same pattern and style from the companies and institutions they patronize. [2] Since 2017, film marketing has been adapting to consumers' communication methods and attaching importance to short video marketing, and opening its own media -- official account has become a standard action of short video marketing for films. By June 2020, short video platform leader Douyin had attracted more than 100 film official accounts, covering more than 26 million fans.[3]

Every medium has its pros and cons. As Neil Postman has said, any technology is both a burden and a blessing; It's not black and white, it's pros and cons. [4] Marketing by means of short film video official account has both advantages and disadvantages. Clarifying its advantages and disadvantages is the cornerstone of conforming to its characteristics and achieving maximum marketing effect.

2. The Media Attributes of the Film Short Video Official Account

The media attribute of the film short video official account not only provides potential support for marketing the film, but also sets implicit restrictions. Therefore, this paper analyzes the advantages and disadvantages of short film video official account on the basis of its attributes.

The film short video official account is a self-owned media set up by the publicity team to market the film on the short video platform. The attributes of short video platform and self-owned media jointly determine the attributes of short film video official account.

Short video platform is a media hybridization system. From the level of symbol form, it is a collection of characters, images, languages, music and other symbols. In terms of performance structure, enabled by web2.0, mobile Internet, big data, artificial intelligence and other technologies, it is not only a content media for users to produce, release and watch short videos, a social media for users to open accounts, establish relationships and interact with each other, an e-commerce channel for commodity trading, and a live broadcasting carrier for real-time information transmission. It is also an entertainment tool that uses special effects and props to shoot interesting short videos, and a service intermediary that obtains statistical data such as account fan characteristics, short video viewing and interaction. McLuhan pointed out that vector hybridization would unleash new forces and energies, just as atomic fission and fusion would unleash vast amounts of nuclear energy.[5] The short video platform integrates text, image, language, music and other symbols, and integrates six functions of content, social networking, e-commerce, live broadcasting, entertainment and data, which provides strong support for the marketing of short film video official accounts. At the same time, the equality and high activeness of short video platform users and the trivial and scattered features of short video also make the official account marketing of short film video limited.

Own-media refers to marketing media and channels owned by marketers, such as brand manuals, websites, official microblogs and so on. Compared with paid media and winning media, own-media marketing has the advantage of strong autonomy of marketers, and the disadvantage of limited dissemination range and coverage of audiences. the official account of short film video provides the publicity team with the possibility of independent and flexible marketing of the film, but also makes the publicity team face the problem of expanding the dissemination range and covering the scale of the audience.

3. The Advantages of Short Film Video Official Account Marketing

3.1. Autonomy and Association of Execution.

The short video platform allows users to create and publish short videos. Although the dissemination of user information is restricted by many factors such as media characteristics, fan feedback, platform information release rules, legal norms, etc., the publicity team, as the founder of the short video official account, can decide the content, form, time and frequency of release or broadcast of its short video and live broadcast account, and whether to sell movie tickets.

After years of development, many kinds of public closely related to film marketing are active on short video platforms, including official film media on short video platforms, directors, actors, audiences and so on. They are all the forces that film marketing can unite with. The short video platform has strong social attributes, and the cost of interconnection and interaction between users is reduced. The publicity team is easy to cooperate with these stakeholders to carry out joint marketing to enhance the attraction of film publicity and strengthen the publicity of film.

3.2. Immediacy and Free of Charge of Communication.

Since the Internet can transmit information at any time all day long, the propaganda team can release short propaganda videos at any time on the short video official account. These videos can be spread and transmitted at the speed of light along the user relationship network or recommended by the platform. In this way, the publicity team can seize the entertainment or current events in the publicity period of the film to carry out marketing, and the temporary emergence of the marketing situation.

The publicity team only needs to pay a small amount of authentication fee to the platform to open a short film video official account, and it is free to spread film publicity information to users. Specifically, based on the dual information flow push mechanism of attention and recommendation on short video platform, promotional videos released by the official account of short movie videos are spread along the relationship network for free, transmitted to fans and triggered by fans' forwarding or recommended to relevant users by the platform. It is also free for the film team to open a live stream on its official account.

3.3. Information Richness and Infectivity.

By virtue of the massive information tolerance of digital media, the film team can continue to release a large number of rich promotional videos in its official short video account, including trailers, behind-the-scenes, plot segments, theme songs, film roadshows, audience viewing scenes and feelings, initiating topics, etc. Show the charm of the film from the attraction of the plot, the dynamic nature of the emotions, the beauty of the picture, the positive word of mouth and other aspects, to convey the reason for buying tickets to the potential audience. Nowadays, the number of videos on the official account of short film videos is often as high as hundreds before and after the release of a film.

Arousing emotions and obtaining pleasure is one of the purposes of movie-watching. Film publicity information is transmitted in the form of short videos, which can effectively mobilize the audience's emotions and pre-feel the emotional resonance caused by the film. Since people's memory and storage of realistic scenes are accompanied by emotional association, images that can reproduce reality are easy to activate the audience's emotional association of various established scenes and trigger their various emotional responses, just like the audience feels the tears left by sadness when they see the film characters crying. In addition, close-ups are used to present the delicate facial expressions of performers in the small-format film propaganda played on mobile terminals. With the accompaniment of film music, users are easily affected by the atmosphere and emotions conveyed by the screen.

3.4. Accuracy and Participation of the Audience.

The marketing of the short film video official account can accurately reach the potential audience. On the one hand, the short videos and live broadcasts released by the official account are pushed to the fans who follow the account, who are potential consumer groups who want to watch the movie; on the other hand, the short videos and live broadcasts are intelligently matched and pushed to the users who are interested in the movie. Moreover, the publicity team can accurately grasp their group characteristics, psychology and preferences according to the fan comments, likes and forwards of the short video and the fans' age, gender, region and content interest data displayed in the background of the official account, timely adjust the marketing strategy and optimize the marketing effect.

Based on the multiple attributes of the short video platform, the publicity team can use its official account to carry out content marketing for releasing wonderful videos, live marketing with the participation of the film's main creators, and topic marketing including challenge, imitation, use of special effects tools, etc. By virtue of the characteristics of instant, convenient and diverse interaction on short video platforms, these marketing forms are not a one-man show of one-way information transmission by film teams, but an ensemble song in which users participate. In short video content marketing, users can like, forward and comment; in live marketing, users can like, forward, comment and send gifts; in topic marketing, users can shoot and release related videos. These user participation behaviors in marketing help to understand the psychology of users watching movies, and achieve more profound cognitive effect, more extensive and lasting communication effect, and more immediate sales effect of film publicity.

3.5. Feedback and Detonability of the Effect.

According to the user comments and background data of the short film video official account, including the page view of the account, the number of fans, the total number of videos played and liked, as well as the completion rate of a single video, the number of likes, the number of fans, the number of comments, the number of forwarding, the number of videos involved in shooting and releasing, the publicity team can immediately grasp the marketing feedback information and evaluate the marketing effect. Obtain the basis for rapid improvement of marketing effectiveness.

The publicity team carefully planned and executed its short video official account marketing. A large number of publicity videos and live broadcasts showing the charm of the film could accurately reach potential moviegoers and stimulate their desire to watch the film. After that, they could immediately click the video ticket connection and buy tickets, achieving better marketing effect. Moreover, under the recommendation push mode mechanism of short video platform, videos with good user feedback will be pushed to large-scale users. If the short promotional video of the film can continue to get a high completion rate, the number of likes, the number of reposts and the number of comments, it will reach millions or even more, and the topic related to the film will be on the hot search list of the short video platform, it will have a chance to explode on the platform.

4. Disadvantages of Short Film Video Official Account Marketing

4.1. The Duality and Interference of Noise.

Film marketing is not carried out in a closed vacuum. Various obstacles inside and outside the marketing process, namely noise, will interfere with the potential audience's acceptance of film marketing information and weaken the marketing effect. Due to the high activeness of short video platform users, the mass and collectibility of video, the marketing of film official account may encounter both environmental and psychological noise.

Ambient noise is a negative user comment on a movie's marketing message. Hall's coding/decoding theory holds that text is a place for producers and audiences to negotiate, and there are three ways for audiences to decode: accepting the domination of producers' intentions, modifying the negotiation position of producers' intentions, and reversing the opposing position of producers' intentions. Short video users can comment on the short video or live broadcast of the film official account, revise and interpret the propaganda information of the film, and constitute the environmental noise that affects other potential audiences to accept the propaganda information. Psychological noise is not only shown in the face of short video platforms pushing massive information, which makes it difficult for users to keep their attention and the video may be deleted within a few seconds, but also in the fact that users rely on the information collection function provided by the platform, do not remember information and delay the action time. This makes it difficult for potential audiences to continuously pay attention to, understand, and memorize promotional messages and quickly purchase tickets.

4.2. The Triviality and Weak Energy of Information.

Neil Postman put forward the idea that "media is metaphor". Media is a powerful suggestion. Each kind of media provides new positioning for thinking, expressing thoughts and expressing emotions, thus creating unique discourse symbols.[6] Due to the limitation of short video platforms on the length of works, the length of short videos is limited. For example, the length of short videos on Douyin is between 15 seconds and 60 seconds. Short video platforms push videos from a wide range of sources around users' diverse interests, with no logical relationship between them. Therefore, triviality and scattered are one of the characteristics of short video discourse. Correspondingly, a single short film promotion video has a short transmission time

and can only convey scattered information of the film, while multiple short film promotion videos are pushed to users randomly and randomly together with other videos, making it difficult to introduce the film to users in depth and in a comprehensive system.

Herbert Zettel divided the elements of film and television into five categories: light and color, two-dimensional space, three-dimensional space, time/motion, and sound.[7] Although short videos combining audio-visual and audio-visual can convey these elements of film images, it is difficult to present the charm and advantages of two-dimensional film images. Two-dimensional space refers to the area of the screen from which the box is removed. The bigger the screen, the more powerful it is, the more visually stimulating it is, the more it creates a sense of oblivion, and the resulting energy inspires fear and awe. In the competition with television, widescreen films were developed, showing grand scenes, creating visual shock, enhancing the energy of events, and arousing emotions became the advantages of film. Short promotional videos squeeze movie clips into the phone screen, reducing the size of the picture and making it difficult to show the visual wonders and emotional advantages of the film.

4.3. The Effect is Difficult to Control and Predictable.

Due to the high activeness and connectivity of short video platform users, it is difficult for film teams to control and predict the marketing effect of short video official accounts, which is reflected in the following aspects: first, it is difficult to control the coverage of marketing information. It is the most basic premise for marketers to deliver marketing information to consumers. Different from paid movie advertisements forcing "intrusion" and forcing potential viewers to watch, based on the mode of following information push, the cornerstone of the coverage of promotional video and live broadcast of the official account of a movie short video is the number of fans of the official account. Based on the mode of recommendation information push, although the promotional short video may be pushed to more than one million users. But it depends on how users react to videos like, retweet, comment, etc. But users pay attention to the official number of the movie, the various reactions to the video have autonomy; Second, the meaning of propaganda information is difficult to control. As mentioned above, users' decoding of promotional short videos and live broadcasts will be interfered by other users' negative comments; Third, it is difficult to control the prescription of marketing effect. Because of the low threshold of short video production, anyone can become a short video producer, so a huge amount of short video can be produced every day. A huge number of videos continue to flood into users' vision, making it easy for users to be distracted by newly released videos and related events, forget movie information, and give up their decision to watch movies, diluting the marketing effect of short movie video official account.

5. Summary

Nowadays, short video platform has become one of the mainstream media on the Internet. While subtly changing the way people communicate and exchange, it also provides the publicity team with the opportunity to open its own media, face potential audience and carry out film marketing. The publicity team should seize the opportunity, enter the short video platform, set up an official film account, and deeply understand the advantages and disadvantages of its marketing. On the one hand, it should actively play the marketing advantages of the film official account, and release a large number of rich and emotionally appealing short film promotional videos. Content marketing, joint marketing, live marketing, topic marketing and event marketing should be carried out flexibly to motivate users to participate, and the feedback data should be used to adjust marketing strategies and optimize marketing effects. On the other hand, countermeasures should be taken to make up for the marketing disadvantages of the official film account, encouraging fans to release positive comments on the film promotion short videos and live broadcast to weaken the interference of negative comments on the film

promotion. Systematic planning and continuous release of a large number of wonderful short videos introducing the film in various aspects make up for the disadvantages of trivial and scattered information of short videos. Ticket purchase links are added to promote short videos to facilitate users to purchase tickets in time to prevent them from giving up their decision to watch movies, thus strengthening the marketing effect of the official account of short film videos and giving full play to its due marketing functions.

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