

# Research on Film Short Video Marketing Strategy from the Perspective of the New Marketing Theory of 4C

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**ABSTRACT.** Short video is a new symbol of information dissemination in the era of mobile Internet. The rapid development of mobile Internet is changing people's lives but also changed the traditional marketing model. In the process of the development of the mobile Internet, it catered to the present audience fragmentation reading habits, make the participatory culture fans interaction in the process of movie marketing. Nowadays, the short video led by TikTok has become the standard distribution of film marketing in China, and the content and form are constantly innovative. Based on the New 4C Marketing theory, this paper starts with the special attributes and marketing strategies of short video in combination with China's national conditions and specific cases, and analyzes and explores this short video marketing model. It then obtains the reasons and strategies for the good effect of short video in China at present.

## 1 Introduction

In 1990, Professor Robert Lauterborn, an American scholar, put forward the 4Cs marketing theory corresponding to the 4P of traditional marketing in his special article "new marketing lithium: four PS pass é: c-words take over". This theory aiming at the needs and expectations of consumers. Nevertheless, with the further development of Internet technology, 4C theory has further evolved into "New Marketing Theory of 4C", namely: connection, communication, commerce and co-operation.

As a new way of film marketing in the mobile Internet era, short video marketing has special attributes and advantages that traditional media marketing does not have. For one thing, the situation of rapid development of science and technology promotes the film's content and form to keep pace with the times. For another, the popularity of short videos also brings new development opportunities for the publicity and distribution of films. Under such circumstances, the author takes "the New Marketing Theory of 4C" as the theoretical basis, and discusses how the film industry can use short videos to carry out effective and accurate marketing around the dissemination characteristics of short videos and the application of film marketing in short videos. Through research, this paper reveals that we can put advertisements more accurately and effectively on short video apps like Tiktok, stabilize the target population and explore potential customers. Achieve better publicity effects with fewer operating expenses.

## 2 The special attributes of short video

### 2.1 Strong social contact attributes

At present, the number of domestic short-video users is huge and growing. On August 27, 2021, the China Internet Network Information Center released the 48th statistical report on the development of China's Internet. As of June 2021, the number of users of online video (including short videos) in China had reached 944 million, including 888 million short video users, an increase of 14.4 million over December 2020, accounting for 87.8% of the total Internet users. One billion users have access to the Internet, forming the world's largest and dynamic digital society [statistical report on the development of China's Internet [1]. In the mobile Internet era, where traffic plays a decisive role, the growth of user scale means the size and potential of the market, and more traffic means higher revenue. For film publicity and marketing, the wider the crowd covered by short videos, the more potential movie audiences can be explored.

With the rapid development of the Internet, the original model of word of mouth on the quality of goods is difficult to adapt to the new business environment, and under such circumstances, online word of mouth comes into being. It relies on the Internet to spread rapidly, and shows new characteristics in the way of transmission, which are respectively spreading, diversity, interactivity and anonymity [2]. They not only comment on it but forward it to their friends and even share it on their social media. These recommendations from peers have high credibility and low transmission costs. The word-of-mouth effect

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broadens the scope of expansion, and fission transmission strengthens the influence. Therefore, the strong social attribute enables the short video to obtain the audience's real idea when promoting the film. The producer can timely adjust its marketing strategy and carry out efficient marketing according to the real-time changes of comments, retweets, likes and other data on the short video platform.

## 2.2 Solid emotional links

In 2017, video clips such as "a lovelorn woman crying and eating mangoes in front of the camera," "the incumbent fights after meeting his predecessor" and "crying alone on the back of a chair" on Tiktok were widely shared, causing heated discussions among users. After seeing these clips, many people went to watch the film "The Ex-file: The Return Of The Exes'", making it an unexpectedly high box office hit. Love is a timeless topic that troubles men and women. These topics and segments with strong emotional conflicts have strong emotional links with the audience, attracting a large number of audiences to the cinema to pay for this film. This was the year that Tiktok became a big hit in China, and the film marketing started in Tiktok.

On the one hand, such fragments can capture the core emotional content of the story. In addition to such clips, shooting gags is also a way to attract the attention of the audience. People can quickly have empathy by releasing the film's shooting gags or editing the most emotional clips of the film on the short video platform, coupled with episodes that conform to the artistic conception. According to the survey data, more than 50% of users have been exposed to video gags or essence clips on the Internet, and these clips are the most likely to arouse users' desire to watch movies [3]. For example, in the content released by the official Tiktok account of "Hi, Mom," the hot video content includes "a mother always leaves the best for her children, regardless of herself", "Jia Ling shoots a farewell play with her mother in the hospital, and she can't shoot with extreme tears," etc. These are the emotional climaxes in the film and highlights. Director Jia Ling's touching story about her and her mother, the movie prototype, has also appeared in short videos many times. Through such clips, the affection between mother and children has aroused public resonance. Many users of Tiktok have told their stories with their mother in the comment area, forming a secondary discussion, and achieving good communication results.

On the other hand, the producer can use short videos to present the audience's reaction and feelings. From the early "The Ex-file, The Return Of the Exes" to various later emotional films, short videos will record the content of the audience's tears when watching the film and the audience's emotional outpouring and expression after watching the film. Real cases are often more moving than fictional stories. Film short video marketing guides the audience to review and discuss the film again from multiple angles in this way, so as to enhance the emotional persuasion of the film and mobilize the audience's desire to watch the film again.

## 2.3 Lower marketing cost

On the one hand, short video marketing is more cost-effective. Compared with traditional media, Internet platforms can capture user information with the help of big data, accurately push content to users according to their daily habits, and attract target users to the greatest extent [4]. For example, in first-tier cities or heavily trafficked subway stations, it may cost hundreds of thousands of yuan or more to display information about the film on an LED screen. Hundreds of thousands of passers-by will see the advertisement during the promotional period. Half of these indiscriminate passers-by are probably not the target audience of the film, and some people who are busy with work may not pay too much attention to the surrounding advertisements. But if you put in a short video, the cost will be much lower, and the number of people watching it will be more than hundreds of thousands. As a short video platform with the largest user scale in China, Tiktok has an accurate algorithm that can portrait users. It can be said that on the short video platform, those who can see the video are most likely those who are interested in the film. The information the audience sees is not only the starring information, but also other content about the film, which can further deepen the target audience's understanding of the film and increase their probability of watching the film.

On the other hand, the content generated by short video marketing is more convenient and diverse. In addition to press conferences, posters, and theater activities, traditional film marketing will purchase advertising space on buses, subways, radio, television, and other channels. These methods are costly and difficult to replicate. The advertisement in the form of a poster is only a static picture, and the content that can be promoted is very limited. The promotional videos put on TV stations, websites, outdoor electronic screens, etc., once successfully produced, cannot be easily replaced due to the high production cost. The biggest difference between short video and traditional media marketing is that it is easier to produce and cheaper. According to users' preferences, they can push advertisements similar to private customized advertisements that meet their wishes. These advertisements can have different content and different presentation forms. In this way, diversified and accurate advertisements can achieve the maximum range of dissemination.

## 3 Short video marketing strategy

### 3.1 Precise targeting and advertising

First, locate the highlights of the film. As an important category of short video platform, film and television have a large audience for film commentary and film highlights. The platform has corresponding detailed data, which can be evaluated from multiple dimensions. According to the preferences of short video users, the short video platform will summarize and analyze their films of the same type, obtain the data such as the explosion point of the film in the short video platform, determine the direction of the main content, and then refine the marketing strategy.

Secondly, target groups should be targeted for precise delivery. By analyzing the user portraits of the targeted historical films, understanding the various indicators of the audience, and adding the feedback from the pre screening and film trial meetings, we can have a more detailed positioning of the film's target population, including gender, urban distribution, age, interest preferences, and so on. In the process of short video push, we should first control the core audience, label the target users of the film, and then launch it accurately to reach the people who are interested in the film, so as to maximize the effect of communication and transformation [5]. Therefore, the short video marketing strategy is to spread outward from the core circle, publicize the interested groups, actively develop potential users, and expand the film increment. For example, the users of the movie "Love you forever" consuming content in Tiktok station are highly coincident with the data of the ticketing platform in terms of urban areas and gender ratio, which also confirms the precise touch ability of short videos in the distribution of film and television content.

Finally, data monitoring and flexible adjustment of marketing plans are also essential. The propagandist should monitor the popularity and word of mouth of each topic at each stage of film marketing, and adjust the marketing plan at any time. After that, we will further plan and release hot topics, and launch more popular content and secondary creation of characters. Finally, it is spread to more audiences through private messages, hot searches, push, etc.

### **3.2 Combining products and distributeing benefits**

The short video platform will cooperate with the ticketing platform in the film's publicity and distribution work, and bring small programs to achieve the accurate transformation of "want to see" and "buy tickets". In the short video transmission, the cat's eye and ticket panning applets will be in the lower left corner. In the process of popular publicity materials, once the audience is interested, they click to enter the applet to generate the conversion of "want to see" and box office. Based on the needs of activities and box office conversion, short videos related to films will also be linked with lottery or ticket activities. Users enter the specially designed activity page and complete the tasks of "paying attention to the official number of the film", "watching the trailer", "marking the cat's eye / tickets to see" and so on. Then they can receive coupons or draw movie tickets, which can encourage the audience to enter the cinema to watch movies.

### **3.3 Creation of a live streaming platform to interact with fans**

As an efficient and direct publicity and distribution transformation strategy, live streaming ticket selling has gradually attracted the attention of header films since the end of 2019. This is the most direct where that film marketing has reached a closer link with the audience through cooperation with the short video platform. As a

short video platform with a large audience, live streaming has made the topic popular. The promotion and distribution linkage of the box office trinity is becoming more and more mature. The content generated in the live broadcast process can also be released twice to trigger discussion and increase its popularity. Every live broadcast brings a value increment for the film's publicity and distribution.

Cinema films are mainly commercial films, and the fan economy plays a major role in the box office of commercial films. For example, during the publicity period of the movie "End Game", the popular actor Andy Lau settled in Tiktok and gained more than 50 million fans in a few days. During the live broadcast of Tiktok, the number of people online exceeded 30 million, and the number of people who wanted to see cat's eye increased significantly, breaking the record, which also helped "the crowd surge" buck the trend in the second half of the Spring Festival, with the film arrangement rising and the box office proportion rising.

Short video live broadcast also solves the inconvenience of holding offline press conferences during the epidemic. "Hi, Mon" opened its first Tiktok "cloud road show" before the screening, which combines live experience with remote interaction. The leading actor was broadcast live on the Tiktok platform, and thousands of offline viewers were also broadcast simultaneously in cinemas around the world, attracting many users to interact with the live broadcast room. The creator gained the favor of a large number of onlookers through online interaction with the audience, making more viewers have the desire to watch the movie.

### **3.4 Attach importance to scene marketing and combine movies with life**

The concept of "Scene" itself comes from the film, which refers to the scene in the film. Scenario marketing is a marketing method that provides customers with a better future life scenario to increase the sense of experience and realize consumption. Merowitz, an American scholar, believes that "scenarioism breaks through the limitations of space and gives a new emotional connotation to 'field and scene', that is, the environmental atmosphere of behavior and psychology created by media information. He believes that the most fundamental thing of electronic media is not to affect us through its content, but to affect us through changing the scene [6]."

Scene marketing will be an important marketing mode in the future. Relying on its strong and rich scene building ability, the film has the natural advantages of scene marketing. Many stories are set in ancient movies, such as "The Lost Tomb" and "Once Upon a Time", which will model the iconic scenes in proportion and put them in squares, parks, shopping malls and other places with large traffic. When citizens see these scenes when they pass by, they will not only think of the film immediately, but also have the feeling of being in the movie situation. Although this can also have a good effect, the publicity cost is high, the cycle is short, and the targeted population is relatively limited. After the rise of short video, it is only necessary

to set the corresponding scene special effects in the short video app to reproduce the scene in the movie. As long as people hold up their mobile phones, they can shoot short videos in the movie scene. Not only the movie scene, but at present, short videos have also penetrated into many users' life scenes. When the movie uses short videos for scene marketing, by linking the entry point of publicity with the life scene, it can wake up the specific emotions of the target users, so that the audience can feel the connection between the movie and themselves, so as to stimulate the movie viewing desire.

### 3.5 Deep integration and going deep into the upstream of the industrial chain

Due to the epidemic, some films cannot be shown in cinemas. The 2019 Spring Festival movie "Lost in Russia" was forced to withdraw due to the situation, and then used streaming media as a screening platform to meet the public. Such a strategy is a concrete manifestation of the attempt of the Spring Festival movie to premiere online. What is more worth mentioning is that the company that bought the movie, ByteDance, has its most famous product, the short video app Tiktok. ByteDance's purchase of the exclusive broadcasting rights of the whole network of "Lost in Russia" in a sense achieved the goal of timely curbing the financial losses of the film under the dilemma of being affected by the epidemic. With the measure of letting the whole population watch movies for free, the download volume and traffic of ByteDance's Tiktok, watermelon video, today's headlines and other products have been comprehensively increased. While winning public praise and reputation, it has skillfully used the traffic of the Spring Festival file to improve its popularity.

In addition to being a general cooperation platform for film marketing, short videos will further penetrate the film industry chain. Public data shows that Tiktok users account for more than 90% of Tiktok users under the age of 35, which is highly coincident with mainstream film consumers. In 2021, Tiktok participated in a total of 13 films as a producer and co-producer, three times as many as in 2020. This advanced method of Tiktok is actually the same as the way in which platforms such as cat's eye and taopiao enter the film industry. They both build irreplaceable important value in the first link of the industrial chain, and then enter the upper reaches of the industrial chain through value maximization. Most of the projects Tiktok participated in the joint production are head movies, which in turn confirms that Tiktok's voice in the industrial chain is strengthening. Under this relationship, the resource support and flow support of short videos for film marketing will be further enhanced, and Tiktok will gradually become the most important and effective publicity and distribution channel for film marketing [7].

## 4 Conclusion

The New Marketing Theory of 4C has fundamentally changed the theoretical basis of marketing. Traditional marketing is centered on the products of enterprises, and

customers are passive, while integrated marketing is centered on the needs of customers, and maximizes the profits of enterprises on the premise of meeting the needs of customers. Network marketing connects enterprises and customers with a convenient and fast way of communication, emphasizes the exchange and transmission of information, takes meeting the diversified needs of customers as the center, and "integrates" the marketing objectives with customers' needs [1]. It can be said that the short video platform has created new content and form in film marketing, and achieved a better communication effect, while the 4C rule has played a guiding role in film short video marketing. In China, the integrated marketing of "film + short video" is in its infancy, with rapid development, remarkable effects and considerable benefits. However, the rapid development will also bring a series of deficiencies, such as serious content homogenization, lack of innovation, lack of connotation and so on. Faced with such situations and trends, practitioners need to seize the opportunities of the times and calmly think about the potential problems and deficiencies, so as to contribute to the sustainable development of film short video marketing. We cannot ignore the content and connotation of short videos in order to achieve marketing purposes. With the rapid development of the mobile Internet, short video has increasingly become an effective means of film marketing. For the effective combination of short video and film content, we still need to continue to explore and innovate.

In addition, although the above research is based on some public data and theoretical information, this paper still has some limitations due to the lack of personal experience. To illustrate, the sample scope of this paper is not broad enough. In the future, research need to be more comprehensively, collect data from more platforms and channels, and discuss a wider range of categories.

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