

Analyzing the reasons and impacts of CP marketing from the perspective of social media

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Abstract. With the development of the Internet, the promotion of film and television dramas has become a hot issue in the internet. Researchers have found that marketing has an great impact on the promotion of work and stars and network environment. However, there is still a research gap in the formation and impact of CP marketing in film and television. Based on reviewing relevant research literature, this article analyzes the current situation and causes of CP marketing in social media by analyzing entertainment marketing events on media platforms. It further explores the impact of CP marketing in film and television dramas on fans and the online environment, as well as the problems it brings to the creation, dissemination, and development of film and television dramas. Research has found that CP marketing has taken up a large proportion in film and television promotion, and the spiritual needs of the audience and the economic pursuit of the producers have led to its formation and development. However, the excessive entertainment of CP marketing has also led to irrational behavior by the audience, which has had a negative impact on the online environment. The excessive pursuit of commercialization by media capital has also led to audience backlash and a decline in the quality of works. Capital and media should control the direction and scale of marketing, pay attention to benign marketing, and the media also has a responsibility to guide audiences to participate in discussions rationally and create a good online environment.

1. Introduction

With the rapid development of Internet industry and multimedia technology, the influence of film and television on the network environment is constantly enlarging and the audience group market of film and television is also expanding. At the same time, CP culture has developed from a niche subculture to a hot topic that the public can accept and fancy. CP culture has been widely popular in China in recent years, referring to various relationship pairing in the real or virtual world, which is an illusion of intimate relationships [1].

In the field of film and television, CP marketing which refer to gaining benefits by creating CP and related products occupies an increasing proportion in the publicity of film and television. It even becomes a necessary means in merchandising. Successful CP marketing in publicity can develop into a short-term or long-term Internet hot spot. Moreover, it can also capture the market for the film and television program, enhance popularity and create huge profits. Meanwhile, one or both artists of the CP can gain attention and popularity from the CP marketing. the audience of the work also can receive special experience and influence to by the work.

In 2022, several drama CP in the film and television acted as hot words on the Internet and frequently appeared on Weibo's hot trend ranking. It has caused and prolonged many entertainments hot spots and attracted a

large number of CP fans. The popularity of these dramas is inseparable from its successful CP marketing.

CP marketing has injected new vitality into the film and television market. This kind of marketing breaks with traditional film and television, and uses the combination of fans and data to explore a set of commercial patterns [2]. The emergence of CP marketing, a new marketing method, is closely related to social culture, market capital and various aspects. At the same time, new media platforms are used as media to integrate fans, further broaden its influence and benefit from it.

The audience of CP marketing gathers with the help of convenient online social platforms and participates in various forms of practice. The communication and content production of the audience has changed from covert to open, forming a certain connection with the "outside the circle" [3]. The development of media platforms has enabled CP marketing of dramas to have greater operating space and to expand its prospective market. Because of the inclusiveness of the online platform, the niche groups that used to be limited to activities have entered the public field and become topics that can be discussed openly. Audiences can also freely create derivative creations of CP. It makes CP fans interact and spread with the outside world and create favorable conditions for the exchange and discussion among the audience and the growth of the group.

At present, there are many studies about star marketing. However, there is still a certain gap in the research

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on CP marketing of star. What is the cause of this popular phenomenon? What impact will the prevalence of CP marketing have on all parties? The discussion of these issues is of vital paramount to the promotion and marketing of film and television works and the healthy development of the CP industry.

This study will study the causes and effects of CP marketing in social media by reading about entertainment marketing events on the basis of sorting out relevant research literature. This study will introduce the present situation of CP culture in the Internet, and then further analyze the condition of celebrity marketing CP. At the same time, it will explore the deep reasons behind this phenomenon from the perspective of media development, and list its impact in detail. The research try to deeply understand of CP marketing which became a new publicity mode and take a correct view of this industrial phenomenon.

2. Case Description

CP is the abbreviation of "couple", which generally refers to the intimate relationship between two people. This term originated from Japan and was used in the creation of fan fiction circles. It was introduced to China in the early 20th century, and gradually moved towards the three-dimensional dimension. Its meaning has become more and more abundant, and the current CP generally refers to the pairing relationship of all characters [4].

With the development of CP as a hot word through the Internet platform, variations continue to emerge. "First love CP" and "destined CP" have appeared on the Internet. In the past three years, the wave of CP has swept across the country. With the popularity of TV dramas and variety shows, film and television production teams and video platforms often use the "CP" to bundle and market, leading to the emergence of the "CP marketing" promotional method.

In addition, under the popularity of programs such as "The Untamed" and "Word of Honor" in 2019-2020, male-male CP of the same sex has become a new type of CP in the entertainment circle, and there is even a trend to surpass male-female CP. In 2021, regulations that prohibit the emergence of same-sex CP drama series were brought out. The development of this type of CP has stagnated, while the popularity of traditional male and female CP has not been limited and has been growing.

In last year's costume romance drama "Love between fairy and devil", the CP of the leading actors Wang Hedi and Yu Shuxin successfully became popular on the Internet. According to the Gudu Index, the highest value of the TV series' popularity reached 84.21 on August 17 when the mortal plot opened the relationship of male and female protagonists getting married [5]. In this episode, the relationship between the hero and the heroine develops rapidly and a wedding is held. The various CP lines of the characters in the play cross-develop, and tags such as "A chaotic mix of CP relationships in the mortal world" and "wedding of the roles" appear on Weibo hot trending. The heated discussions triggered by these CP

topics attracted many viewers and led the popularity to a peak. While the characters in the play are warming up, the two outside the play are also actively managing CP relationships and producing various CP products, such as double interviews, magazines, and live performances. This pair of CP has caused many hot topics on the Internet. The two-person CP super topic community has attracted more than 500,000 fans, and has made great contributions to the promotion of the show and the development of the two artists. During the period of the broadcast, there were 2,000+ hot searches on Weibo. At the same time, the number of fans of the two stars increased significantly. Among them, the popularity of the actor Wang Hedi soared, and his Weibo fans increased by 3 million+. He leaped into a first-line traffic actor by this drama. The factors of popularity do include its own excellent production and high-quality plot, but there is no doubt that its successful CP marketing also occupies an important position and is an indispensable key factor. Now, CP marketing has become the most common and fast means of publicity and marketing in the industry.

3. Analysis

3.1. Reasons for CP marketing.

Audience's entertainment needs.

The popularity of the Internet has accelerated people's pace of life, and the fast pace has put increasing pressure on people in their daily lives. A busy life also greatly reduces people's social opportunities, leading to a gap in emotional life. When faced with massive amounts of information, the audience will subconsciously reject information containing negative emotional content and tend to enjoy relaxed and entertaining information reading. The audience prefers information that can bring emotional value and things that can bring happiness, excitement, and satisfaction.

The product of CP marketing which is the CP and their interaction and stories can effectively meet people's emotional needs. The main hot issues of CP mainly include the sweet interactive scenes of the two that make people feel happy, the exciting stories between the two people, the touching plot of the two people's mutual protection, and more. These created CP hot issues all have a significant entertainment trend, and the audience can obtain happiness and satisfaction from them. CP can serve as a media representation of people's ideal lives. During immersing in CP, fans receive alternative satisfaction and experience positive emotions that they cannot obtain in reality [6]. When people get CP related information, they can set aside the numerous obstacles to entering actual intimate relationships and retain the idealized parts, which undoubtedly creates a blank space for fans to dispel loneliness, express their wishes, and fantasize about beautiful things [7]. At the same time, in order to attract more audiences, marketing platforms and teams of CP will also strive to cater to people's preferences and tend to create CP products with more entertainment value, creating more relaxed and enjoyable CP hot spots. These CP products

that can bring happiness can maximize the closeness to people's spiritual needs and bring emotional value to the audience.

Profit demand under competition

Nowadays, the development of the entertainment industry is getting faster and faster, and the competition of stars is also very intense. Film and television producers, video platforms, and stars teams mainly attract capital and seize the market through film and television works and artists. Viewers have more options for media, so it is necessary for media to focus more on audience needs, consider their preferences, and quickly attract audiences and occupy the market. However, ultimately, it is to serve in pursuit of economic benefits [8].

For film and television works and artists, topic discuss can bring attention, and attention means economic benefits. CP marketing can stimulate people's discussion and popularize the topic of actors and works. The producer creates and markets CP, exploring its selling points from various aspects, and obtaining economic benefits in various forms. During the broadcast of the series, the platform will release the shooting feature, which requires viewers to pay for viewing. These features often capture the content of the scene and typically include a large amount of interaction between the protagonist CP during intimate actions behind the scene. In addition, items, magazines are both direct ways to obtain economic benefits. These products not only promote the popularity of CP topics, but also directly reap significant economic benefits. The audience's enthusiasm during watching the drama will make them willingly spend money for it without hesitation. During the broadcast of the TV drama "The Untamed", the electronic magazine of the two actors had sold over 1 million copies and the amount is over 6 million yuan. The theme song album containing their collaboration songs had a sales amount of over 25 million yuan.

In addition, the popularity of CP has increased, attracting fans to voluntarily become their source of attention. Fans create a huge public discussion on the internet through activities such as forwarding, commenting, liking, and buying endorsed products in order to maintain CP popularity [2]. Currently, CP and obtaining huge economic benefits through CP have become a common way of market profitability.

3.2. Impact of CP marketing

Excessive entertainment and pollution of the online environment

Creating characters is an actor's job, and the development of an actor's career includes working together with other actors. At the same time, they also have a responsibility to cooperate appropriately to market CP for the promotion of their works. But some fans cannot rationally view this behavior. Enthusiastic CP fans cannot accept that actors are working for CP marketing rather than real couples, while traditional fans cannot accept that their idols are involved in CP work and tied up with other stars. This obsession with entertainment has made the online environment more complex.

Traditional fans of artists believe that stars' CP and CP fans can cause harm to the stars themselves, and CP fans are also considered that traditional fans of artists are stubborn and pedantic, which leads to a very tense relationship between CP fans and traditional fans. Opposition is formed between groups. In the online environment of related topics, there is often a strong sense of gunpowder, and online verbal abuse often occurs, sometimes developing into online violence, which brings a burden to network governance [9].

At the same time, the images of idols and artists themselves are an imaginative material library, not individuals in a natural state. Whether traditional fans or CP fans, there is a unilateral and imaginative interpersonal relationship between them and media figures [8]. The fan community fights fiercely for stars, spending a lot of time and energy battling with other groups or even ordinary people. This excessive addiction behavior has a negative impact on themselves and the online environment.

Excessive commercialized marketing causing audience reversal.

Nowadays, CP marketing has become the main method of film and television promotion, but sometimes excessive marketing can counterproductive and lead to audiences not accepting the created CP. At the same time, capital hopes to replicate the marketing of a successful CP multiple times, attempting to create a commercial CP marketing pipeline. Treating the audience only as lucrative resources and using CP as a marketing tool, forcibly pairing, and industrially creating a CP interaction model can also make marketing breakdown.

Some film and television producers deliberately engage in CP pairing in pursuit of commercial traffic, neglecting the work itself, which is also a distorted phenomenon. No matter what marketing method, it is all about serving the work itself. Any marketing method is only an auxiliary, and high-quality content is the core to the success of film and television dramas [10]. Some film and television platforms that pursue attention just focus on marketing CP and make CP the main goal of creation. They blindly try to seize the audience market through CP, without focusing on improving the quality of their works. This leads to their inability to produce and disseminate excellent works, let alone promote positive mainstream culture. The decline in the quality of the work cannot meet the expectations of the audience, ultimately leading to the audience's rebellion and the failure of the work.

4. Suggestions

4.1. The producer should reasonably market CP

As a film and television producer, using CP marketing to promote works is understandable, but it is necessary to grasp the appropriate scope and pay attention to the scale of marketing when promoting. Excessive marketing can easily lead to a reversal among the audience, resulting in fatigue and aversion towards related products [11].

CP promotion outside the drama that match the plot of the work broadcast should be maintained in a healthy manner, and the business, interaction, and communication of stars should be within an appropriate scale. When pursuing economic benefits, one should also pay attention to restraint, as endless consumption of CP can easily cause opposition from the audience.

At the same time, when marketing CP, the production team should focus as much as possible on the characters in the show, rather than the real people outside the show. It is inevitable for actors to break away from their roles and move on to the next one. Over marketing real person CP can lead to artists being overly tied and unable to break away from their roles, causing subsequent adverse effects. Real person CP fans are unable to accept actors' other characters and their partners in other dramas, and slander or insult other collaboration actors, which will have a negative impact on the actors' subsequent work participation. Some CP fans may misinterpret artists, and their expressions and behaviors are magnified to observe, and interpreted excessively. In their eyes, all behaviors are for the service of CP. Even more, they may deny the artist's own value, distort all achievements into the heat brought by CP, and forcibly bind all the values of both parties to meet their expectations. Real person CP which transcends characters may have endless negative consequences, which may cause harm to the stars and fans themselves.

4.2. The media should provide positive guidance

The media has a responsibility to guide online public opinion to the right track and create a good online environment. The media has a big impact on the public, and the information it spreads plays a guiding role in society. The social responsibility of media in the new media environment is significant. Media should enhance their sense of responsibility and moral awareness, spread positive information to the audience, and actively guide the public [12].

In the dissemination of CP marketing content, the media should filter the information. Media is supposed to eliminate exaggerated information that disregards facts in order to attract the audience, choose reasonable and high-quality content for dissemination, and guide the audience to develop in a rational and healthy direction. For CP fans with significant influence, it is even more important to guide them to engage in rational entertainment, standardize their development, and prevent them from excessively indulging in false information in pursuit of stimulation. Blindly indulging in false CP products created by capital will consume a lot of time, energy, and money, and even affect one's own real life. When spreading information, the media should take responsibility, abide by ethical standards, and create a better atmosphere for public environment.

5. Conclusion

This study analyzes the phenomenon "CP marketing" and its underlying reasons and impacts. Research has found

that the prevalence of CP marketing is due to its ability to meet people's entertainment needs, as well as the economic benefits pursued by producers, attracting capital in the market. However, at the same time, CP marketing has also brought many impacts, with excessive entertainment marketing methods triggering irrational behavior among audiences, leading to the deterioration of the online environment. The excessive commercialization of marketing also affects the quality of works, causing opposition from the audience. So, producers should also grasp the marketing scale and conduct reasonable marketing. The media also has the responsibility to guide the audience correctly and make it develop in a standardized manner.

This study analyzes the reasons and impacts behind CP marketing, and provides suggestions for future CP marketing, which is beneficial for helping the public understand CP and promoting the healthy development of CP marketing.

Finally, the study did not conduct a quantitative investigation. In the future, further refinement can be carried out to explore the specific impact of CP marketing in different age groups, in order to facilitate in-depth research on this topic.

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