Analysis of “Justice Online” Mobile Game Based on Creative Communication Management Theory

Huiyao Fu*

School of foreign language, North China Electric Power University, Beijing, 102206, China

Abstract. 2023, China's mobile game market competition is very fierce, and an open world 3D martial arts action MMO mobile game - "Justice Online" mobile game was officially launched on 30 June, and quickly stood out in a crowd of hand tour. Based on the creative communication management theory, this paper analyses the creative communication strategy of "Justice Online" mobile game from the participants of creative communication and the path of realization, and thinks about the inspiration of its success, so as to provide a reference for the game marketing communication.

1. Introduction

1.1 Research background and significance

According to the data of the 51st statistical report on China's Internet development, as of December 2022, the scale of China's online game users reached 522 million, accounting for 48.9% of the overall Internet users. It can be seen that in 2022 China's online game industry presents a stable development trend. The favourable policies continue to be released, supporting the stable development of the online game industry. The above data shows that China's Internet environment actually provides strong support for the development of the hand game industry. However, with the development of the Internet, people's requirements for mobile game have gradually improved, and the competition in the hand travel market has become more intense.

This year, there is a hand tour in the competition to kill, it is "Justice Online".

After more than four years of efforts by the project team of more than five hundred people, the mobile game "Justice Online" was officially open beta on 30 June this year. "Justice Online" mobile game in the first 12 days on the line, the number of reservations has reached as many as 40 million, on the line but a week "Justice Online" has topped the App Store best-seller list. As of 23rd August, "Justice Online" handbook has been on line for nearly two months, and the heat has slightly subsided, but it still resides in the 14th place in the list, and the second place in the TikTok game list, which is enough to prove that its publicity efforts are great and the effect is good. Therefore, this topic is based on the theory of creative communication management, focusing on the three core concepts of creative communication, i.e. "digital living space", "life service provider" and "lifer".

1.2 Overview of Research Status

1.2.1 Overview of Creative Communication Management Theory

In 2008, Professor Chen Gang of the School of Journalism and Communication of Peking University first put forward the Creative Communication Management Theory (CCM). 2012, the book Creative Communication Management Theory - Marketing Revolution in the Digital Era was published by Mechanical Industry Press. The theory defines the Internet environment in which people are now living as a new type of digital living space, in which the relationship between enterprises and consumers in the traditional marketing environment has undergone a certain transformation into the relationship between life service providers and lifers. In order to adapt to this change, the marketing communication model is bound to change, from then on into the era of creative communication management. Over the past ten years, this nascent theory has grown with the development of the Internet, and many researchers have used the theory to conduct case analyses and re-innovate it with new ideas and suggestions, injecting it with a constant stream of new vitality.[1]
1.2.2 Related research on the application of creative communication management theory

Creative communication management theory was born in the Internet era, it exists for a relatively short period of time, the actual research on this theory is not a lot of research, and most of the existing research is the use of case studies to make strategic analysis of a brand's publicity, and most of these studies focus on the entity enterprise, film and television works of the publicity and marketing.

For example, Peng Guanyu published "Research on Corporate User Communication Marketing Based on Creative Communication Management Theory--Taking NIO as an Example" (2020) [2], the author combined with creative communication management theory, in-depth analysis of NIO's marketing publicity from the perspectives of communication management, creative communication, communication contact, and core communication element, etc., based on the analysis proposed the construction of the user communication matrix, and finally summed up the analysis of NIO's user communication strategy, and analysed the marketing of NIO's publicity in comparison with that of the traditional automobile enterprises. Finally, it summarises the analysis of NIO's user communication strategy and analyses the success of NIO's publicity compared with the marketing of traditional automobile companies.

"Research on the Creative Communication Strategy of <Nezha: I am the destiny>" (2020) by Liu Limin [3], the author analyses from the perspectives of the three types of meme of hotspot attention type meme, lifers-made type meme and theme dissemination type meme and the four types of creative communication triggering strategies of own communication resources trigger, paid communication resources trigger, available communication resources trigger, and star social communication resources trigger. The study analyses the success and shortcomings of creative communication and finally proposes optimization strategies.

The above two studies are the application and supplementation of creative communication management theory, and both analyse the marketing strategy of the case in a more complete manner, and put forward suggestions on how to better use creative communication management theory for marketing and publicity, which are of reference significance to this paper.

1.2.3 Mobile phone network game marketing research

At present, China's research on mobile games is mostly focused on the development of the industry and product development, but not much research on mobile phone network game marketing and publicity, the use of creative communication theory research is even more lacking.

"Research on the communication strategy of mobile online game--Taking Tencent Mobile Games as an example" published by Zhang Tiantian (2015) [4] The article combines the theories of communication and marketing, analyses the case of Tencent Mobile Games from the perspective of integrated marketing communication, gives in-depth thoughts from the perspectives of the communication condition, communication elements, successes and limitations, and finally puts forward suggestions on mobile game communication strategies based on this.

"Analysis on the creative communication strategy of the mobile game Evolver (2018)" [5] is a rare study based on creative communication management theory to analyse mobile game marketing, the author analyses from the three angles of communication elements, meme and communication triggering, and more comprehensively and aptly applies the creative communication management theory to the communication case of the mobile game Evolver, and finally also puts forward a unique thinking for the above analysis.

The above research is a specific analysis of mobile game communication and guidance, hand tour communication related research has reference value, but about the hand tour communication strategy research is still a lot of room for development, the mobile games developing in recent years have achieved a certain degree of success in the marketing and communication. As well as the research object of this topic, "Justice Online" mobile game was officially launched on 30 June, only on-line for less than two months but has made considerable achievements, but because of the shorter time related research is almost blank.

1.3 Research Methods

1.3.1 Case study method

With "Justice Online" mobile game as a typical representative and research object, I through in-depth experience of the game, and join the relevant social media exchange groups to communicate with other players, summed up and summarised "Justice Online" mobile game in the characteristics of creative communication, and combined with my own thinking on the creative communication to put forward a new revelation.

1.3.2 Questionnaire Survey Method

When analysing the "lifers" in the creative communication of "Justice Online" mobile game, i.e. the players of the game, I plan to use the questionnaire survey method to portray the characteristics of the players, and conduct a survey on the gender, age, occupation and geographic location of the "lifers" of the game, so as to outline the approximate image of the players. We will investigate the gender, age, occupation, geographic location, etc. of the game's "lifers" and outline a general image of the players.
2. The participants of the creative communication of "Justice Online" mobile game

2.1 The living space of the Song Dynasty Martial World

The game worldview set by the "Justice Online" mobile game is an fictional Northern Song Dynasty Jianghu, and the large map where players live includes two types of living spaces, realistic adaptations and completely fictional ones, such as Bianjing, Hangzhou, Yamen Pass, Medicine King Valley, and Immortal Island, and so on. The digital living space is a positive semantic space that is continuously created by many information entities that eventually together constitute semantic content. On the one hand, this space is an extension of real life. The space of Bianjing and Hangzhou in "Justice Online" mobile game is the Northern Song Dynasty world which is perfected based on real-life information (e.g. Qingming Shanghe Tu), allowing players to travel back in time to enjoy the beautiful scenery of the Northern Song Dynasty thousands of years ago. On the other hand, this space is different from real life. In the worldview of "Justice Online" mobile game, spaces such as the Medicine King Valley and the Immortal Island have been fictionalised on the map of the Northern Song Dynasty, and different schools of martial arts have been developed in these places. Each player chooses a school of martial arts to join in learning the skills of spells after entering the game, which is impossible to realise in real life. The digital living space must allow for a strong sense of immersion and immersiveness. The open world of "Justice Online" mobile game provides players with a lot of life games that are similar to real life (such as cooking, fishing and farming), and the fictional game instances and other gameplay are also justified by the complete and grand worldview it builds, coupled with technologies such as artificial intelligence npcs that can chat freely, making it easy for players to form the sense of immersion of living in the Jianghu of the Great Song Dynasty! Thus, it can trigger emotional resonance.

2.2 The lifers in the Great Song Dynasty Martial World

The gamers of the "Justice Online" mobile game are living in the Great Song Jianghu as disciples of the Zi Zai Men. According to the questionnaire survey I conducted, the users of "Justice Online" mobile game are mostly concentrated in young people aged 19 to 29, and MMO games like "Justice Online" mobile game are undoubtedly most attractive to this part of the population, and the stimulating and bloodthirsty game instances and competitive gameplay requirements for the manoeuvres are also the most suitable for this category of people. However, "Justice Online" mobile game also launched a casual pension game to meet the needs of young people and middle-aged people who do not like the combat gameplay. "Justice Online" mobile game launched the "different paths, same destination" mode, each player can just choose the most suitable and favourite way to play, do not need to charge a lot of money and do not need to spend a lot of time to get a good game experience. Combined with the geographical distribution and occupation of the users, most players are living in first-tier cities and have a certain income, but their time is not necessarily very abundant, and this mode of "not forcing the time investment and not forcing fund input" perfectly suits their game demand points.

2.3 Song Jianghu's life service provider

The developer of the game, NetEase Lei Huo Studio, is the service provider of this digital living space. Lei Hugo Studio provides strong technical support for the digital living space constructed by "Justice Online" mobile game, maintaining its daily operation as well as version updates. At the same time, the official WeChat account of "Justice Online" mobile game, "Xiao Han", is also considered as a life service provider, which undertakes a variety of publicity functions such as absorbing players' opinions in a timely manner, providing players with feedback on updates, and even gossip and other promotional functions, with a witty and humorous tone, sincere and earnest attitude to trigger the emotional resonance of the players, improve the game to make it more in line with the needs of the players, so as to strengthen the user viscosity.

3. The realisation path of creative communication of "Justice Online" mobile game

3.1 Finding communication elements (meme)

Meme is the core communication element of creative communication, which is the carrier of communication as well as the point of realising creativity. It is a kind of cultural unit based on content, which unites the topics that interest the lifers and are easy to attract attention and discussion, and will be continuously enriched and spread in the interaction after it is put into the digital living space. Meme generally has four characteristics: clear singularity, shareability, extensibility, and participatory experience. In the creative communication of "Justice Online" mobile game, hotspot attention type meme, lifers-made type meme and theme dissemination type meme are used.

3.1.1 Hotspot attention type Meme

The hotspot concern type meme refers to the combination of the content of the communication of the lifers and the hotspot events, relying on the high attention of the hotspot events to attract the attention of the lifers and their participation, so as to achieve the purpose of the marketing communication of the lifers.
3.1.1.1 Chinese Traditional Festivals

Chinese traditional festival is undoubtedly a very hot spot that can attract attention, and "Justice Online" mobile game, as a Chinese traditional style mobile game, also naturally attaches great importance to Chinese traditional festivals. For example, during the Qixi Festival period this year, "Justice Online" mobile game launched a series of activities related to Qixi Festival, players can do exclusive tasks with their "love affair", but also with their favourite characters to spend a sweet Qixi Festival drama. The magpie bridge built in the manor by players on their own initiative has gained 85,000 likes after it was released on Jitterbug, which proves that "Justice Online" mobile game has successfully used the meme of the Chinese traditional festival as a hotspot concern.

3.1.1.2 AI chat npc

With the development of technology in recent years, AI is getting more and more attention and has become an extremely hot topic, "Justice Online" mobile game integrates AI technology into the game, and uses a certain number of npc that can carry out AI chatting on each map, and they will reply to the player's information according to their own character. Like Bianjing City, there is an NPC called Yu Qian Qian, her setting is a big lady, so her tone when she talks to the player is more domineering, the tone is upward. Many people therefore like to play "Justice Online" mobile game. What's more, a player called "Luo Binghe" through the AI chat function “fall in love” with Yu Qian Qian, the video released in the TikTok and gaining 200,000 likes.

3.1.2 Lifers-made type Meme

Lifers-made type meme refers to the fact that in the digital living space, the content created by a large number of lifers themselves can cause other lifers to pay attention to a wide range of participation, and even gradually be influenced and assimilated in the process of participation, and then consciously or unconsciously participate in the reproduction and extension. The topic initially created by a large number of lifers has become a meme that is sufficient for marketing communication, and the life service providers then combine it with their own marketing communication content, thus achieving the purpose of rapid dissemination by attaching to the meme created by the lifers.

The UGC (user-generated content) ecosystem of "Justice Online" mobile game is very prosperous, and the development is getting better and better, we can refer to the data on TikTok: as of 9 September, short videos about "Justice Online" mobile game has gained 11.5 billion times of playback, and the videos topics of funny characters’ face, manor building, strategy and so on have tens of millions of playback. The content created by players, such as a funny face, a beautiful manor, or even eavesdropping on the npc chat video, can easily harvest 500,000 likes. The official TikTok account of the "Justice Online" mobile game leaves a funny comment under the videos to make the players laugh, helping the rapid spread of its marketing content.

3.1.3 Theme dissemination type meme

Theme dissemination type meme refers to the life service provider's extension of various additional activities and information on the relevant theme, and seeks to deliver the relevant theme to life in-depth through systematic activities and information release. Instead of relying on certain events or topics for marketing, this type of meme directly creates a theme and related activities and information to achieve communication. The core theme plus related activities and information is the basic structure of the theme dissemination type meme.

There is a major theme of "Justice Online" mobile game, which is "Breathing Jianghu", and all the activities and information are based on this major theme. Under the major theme, there are many branches of the small theme, these small themes will change with each update, season change. For example, in the 24th August update, the "Justice Online" mobile game updated a new map "Xian Ju Yuan", based on this launched a small theme "Strange fate of Xian Ju Yuan", a series of activities, such as beach comb, and cross-border communications with small animals, etc., but also supplemented with a lot of new information on the topic has also been added. As of 9 September, the topic of "Strange fate of Xian Ju Yuan" had received more than 20 million views.

3.2 Triggering Creative Communication

In the digital living space, different communication resources have different ways of presenting content, speed of publication and amount of information. Life service providers have to choose appropriate communication platforms to send meme according to specific marketing communication objectives and programmes, triggering the core of creative communication, i.e. collaborative creativity. In this regard, "Justice Online" mobile game has done well in the three triggering strategies of own communication resources triggering, paid communication resources triggering and special star social communication resources.

3.2.1 Own communication resources trigger

In all kinds of creative communication, own communication resources are the starting point and the end point. Life service providers should always start their marketing campaigns in their own communication resources. Like in the App Store, the competition is very fierce, how to design marketing strategy to attract players is an important issue that every game has to consider. The slogan of ""Justice Online" mobile game is "Martial arts open world, breathing Jianghu", which succinctly points out the main content and gameplay of the game, and also attracts people's attention with interesting and vivid descriptions. The combination of
3.2.2 Paid communication resources trigger

Paid communication resources trigger mode refers to the life service provider to first use paid communication resources to attract the attention of the living people, and then with other online and offline promotional activities to further stimulate the living people's extensive discussion, triggering the replication of meme and synergistic creativity. NetEase, as one of China's largest game makers, has decided to use its "money power" to promote its "Justice Online" mobile game, which has been one of its key projects in recent years, after its launch this year. Whether it is TikTok, bilibili or WeChat, QQ are not short of "Justice Online" mobile game of publicity ads. However, the nature of the platform is not the same, putting the publicity advertisement is also different. In video platforms like TikTok and bilibili, "Justice Online" mobile game chooses to cooperate with accounts with high visibility and influence to produce some game-related high-quality works and create explosive topics, so as to achieve the dissemination and replication of communication elements. On the other hand, in social platforms like WeChat and QQ, the promotional advertisements placed are relatively simple and rough, such as popping up an advertisement of "Justice Online" mobile game will be re-launched on 30 June" when the screen is opened, or popping up an advertisement of "Justice Online" mobile game gameplay subvert the tradition" in the friends circle to attract the attention of potential players in the most direct way.

3.2.3 Special star social communication resources

In the creative communication trigger mode, stars are a very striking phenomenon. In the digital living space, stars and their social media (such as celebrity weibo) are an inseparable whole, and together they exist as communication resources that can be paid for and utilised by life service providers. This is different from the traditional sense of celebrity endorsement, which is no longer a hard push, but a communication message that is integrated into the life service provider's social media through daily communication with the lifer on the celebrity's social media. At this point, in addition to the identity of the star, they are more like a neighbour who can be consulted and trusted, constantly sharing new products and new needs with the lifers and driving them into collaborative creativity. In addition to NetEase's powerful "money power", the star team of "Justice Online" mobile game is very influential, and it has created a powerful national style group based on the content of the game: there is the author of "Justice Online" Wen Ruian, a martial arts consultant Zhao Wenzhuo, a singer of genre songs Hu Yanbin, and there is a tea culture consultant Zhang Zhifeng, etc. This powerful and comprehensive national style group has been formed to provide the best service to the people of China and provide a powerful boost to the marketing and publicity of "Justice Online" mobile game.

3.3 Activating Lifers for Collaborative Creativity

Today's digital living space provides a big stage for life service providers and lifers to realise collaborative creativity, changing the traditional marketing and communication activities from one-way communication by enterprises and passive acceptance by consumers to the co-creation of life service providers and lifers. The essence of collaborative co-creativity is creativity centred on the participation, sharing, experience and interaction of lifers, and the often-used method is to provide a creative frame after sending the meme, to re-aggregate the wisdom of lifers and to copy, forward, extend and spread the meme according to the rules of the creative frame, so as to realise the purpose of creative communication.

After sending various communication elements on various platforms, the "Justice Online" mobile game builds a topic with "Justice Online", which is its creative frame, and other lifers publish game-related creative content under this topic and creative frame, which is the process of realising synergistic creativity.

4. The revelation of creative dissemination of "Justice Online" mobile game

The "Justice Online" mobile game can achieve such a shocking good result of over 2 billion Yuan in one month on line, which is inevitably inseparable from the success of its creative communication. It is a cliché for life service providers to seriously dig into the psychology of players and do a good job of service. There is another very novel feature of the creative communication of "Justice Online" mobile game, that is — the personality of the enterprise IP.

The life service provider and the lifers live together in the digital living space. People usually only focus on the life service provider should continue to improve the technology to provide a more comfortable digital life experience, but did not think that the life service provider should also have their own "personality" as the lifers. I believe that, rather than a cold technical service provider, the user will definitely prefer a service provider who has its own personality, who can communicate back and forth, and who even has a great sense of humour. The creative communication of "Justice Online" mobile game is almost ahead of most of the corporate publicity in this regard.

So how to do a good job of corporate IP personification? I have distilled two points.
4.1 Shape a distinct personality

Every lifer in the digital living space has his or her own personality, and life service providers should have one too. The most important thing to shape a distinct personality for enterprise IP is to work on the promotion copywriting, meme and other places that can reflect the personality. Take the official WeChat account of "Justice Online" mobile game as an example, it calls itself "Xiang Han", and the text and emoticons it sends out are mainly in a cute style, it has changed the game's official cold announcement style and started to be a "simp" of its customers. This not only strengthens the old players' love for the game, but also attracts new players to join, which is a good way to achieve the purpose of communication.

4.2 Spiritual core support

Without the support of a strong spiritual core, any more fancy character is just a castle in the air, and does not have the charm that can really attract people. The excellent traditional spiritual values, such as family and country sentiment, chivalry and righteousness, etc., contained in the game are the unique kernel that supports the character of "Xiao Han". This kernel exists in the hearts of almost every Chinese person, and can constantly attract more people to discover, understand, and join "Justice Online" mobile game. Without such a strong spiritual core, the gorgeous Song Dynasty Jianghu constructed by "Justice Online" mobile game will no longer exist, and how can we talk about publicity?

5. Conclusion

The development of creative communication management theory is relatively short, and domestic related research is relatively limited, this study is a practical application and supplement to the creative communication management theory. This paper takes "Justice Online" mobile game as the research object, and analyses the creative communication strategy of "Justice Online" mobile game with the theory of creative communication management as the theoretical basis. The success of "Justice Online" mobile game is not only due to its diverse and free gameplay, but also due to the fact that it sends out meme that are easy to be copied, extended and spread on the right platform, thus successfully triggering synergistic creativity and realising creative communication. This paper mainly focuses on the analysis of the creative communication strategy of "Justice Online" mobile game, but does not cover the part of communication management. Creative communication management theory is a pioneering revolution of new marketing communication in the digital era, which deserves to be studied and researched by more people. In addition, this paper is just a preliminary idea for life service providers to have their own IP personalities, and the research is not deep and thorough enough. Solving the problem of how to better help life servicers to achieve IP personification is valuable and meaningful for all future marketing communications of enterprises.

Reference

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