

Research on Marketing Strategies of Domestic Movies under the Perspective of 4V Theory: Taking "Full River Red" as an Example

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Abstract. With the increasingly updated development of Chinese domestic movies, China's future movie market has great potential for development. More and more Chinese people tend to walk into cinemas in their free time and pick interested domestic movies to watch. This article argues that effective marketing strategy is an indispensable tool for each movie to reach the audience and improve the market competitiveness, and the 4V marketing theory represents a novel approach to marketing that optimally addresses the varied and individualized growth requirements of the modern age. Based on 4V marketing theory, this article analyzes the successes of the marketing strategy and makes suggestions for the shortcomings of the movie "Full River Red" based on the four aspects of "Variation", "Versatility", "Value" and "Vibration", taking the movie "Full River Red" in the Spring Festival of 2023 as an example. Suggestions are put forward, hoping that this paper can provide a reference for domestic movies to enhance their core competitiveness.

1 Introduction

1.1 Research background and motivation

Beginning at the close of the 20th century, as China's film industry evolved and expanded continuously, the status of Chinese films in the world's film industry has also continued to rise, especially on the first day of the Lunar New Year every year, to go to the cinema to watch a Chinese New Year domestic film with family members has increasingly become the first choice of the public. In recent years, China's movie industry has been developing rapidly, and the market is gradually showing a diversified trend. In the face of such fierce market competition, marketing has become an important magic weapon for movies to stand out. According to Cat Eye Pro App, since its release on the first day of the Lunar New Year in 2023, the movie "Full River Red" has

captured 1,743 hot searches on the whole network, creating a cumulative box office of 4.544 billion yuan, and taking the top spot in the box office of mainland movies in 2023, generating a phenomenal landscape of domestic movies with a double harvest of heat and box office. In the fast-paced era of "even fragrant wine is afraid of a deep alley", the success of a movie cannot be separated from the meticulous production of the director, screenwriter, actors, and other personnel, and even more so from the skilful planning and execution of the marketing team.

As the high-tech industry, company, product, and service surfaced, the marketing concept and marketing method are enriching and evolving, and the formation of the own style of new concepts. The third-generation marketing model, the "4V" marketing mix view, was coined by domestic scholar Wu Jinming. The so-called "4V" denotes to "Variation", "Versatility", "Value" and "Vibration" (see Figure 1) [1].

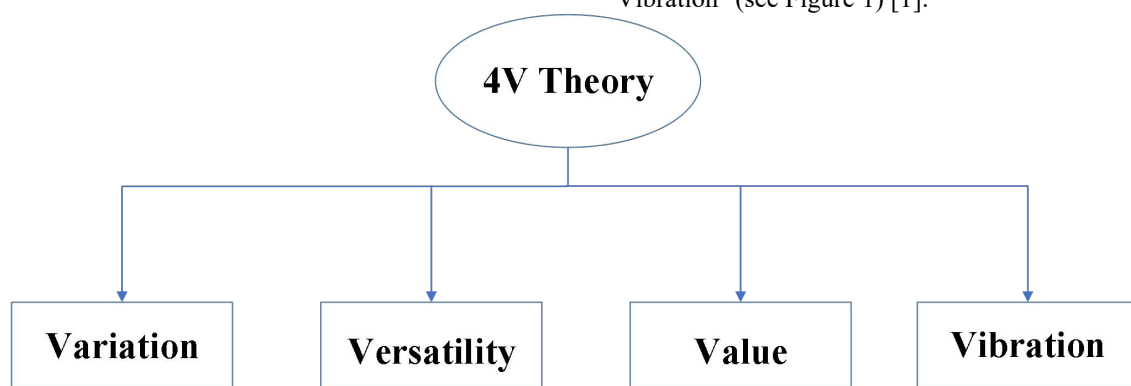


Fig. 1. 4V theory [1]

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A key aspect of the 4V theory is the concept of "incomplete substitution" in variation marketing, meaning in aspects like product functionality, quality, service, and marketing, the offerings a company makes to its customers are unique and cannot be replaced by other competitors. Variation marketing, aiming to differentiate itself, is typically categorized into product variation, market variation, and image variation. The concept of versatility implies that a company's image in the consumer's perception encompasses three tiers, with the primary role being the product's existence, primarily based on its fundamental features. The second aspect involves expanding the function, meaning the function evolves towards greater depth. Thirdly, extra roles, like those related to aesthetics. Briefly, an increase in the product's features correlates with a rise in its cost, and the reverse is also true. The "value" of 4V marketing theory lies in maximizing value creation. Analyzing the value structure of modern business products reveals two key elements: the fundamental value and the additional value. The first aspect is influenced by the creation and marketing of a product's physical and active labor, while the second encompasses technological enhancements, marketing or service improvements, and the evolution of corporate culture and brand identity. Analyzing the present developmental trajectory reveals a steady decline in the share of living labor usage, centered on product consumption and essential social labor time within the value framework; yet, the share of high-tech added value, including brands like "famous products", "celebrities", "famous enterprises", and corporate culture, that contributes value and marketing value in this value structure is substantial and is set to rise. "Vibration" constitutes the final segment of the 4V theory, denoting the enhancement of value for consumers or customers through ongoing market dominance and competitive edge by businesses, alongside the enterprise's pursuit of "profit maximisation." This highlights the link between a company's capacity to innovate and the consumer's perceived value, aiming to enhance consumer contentment via innovative value. Businesses must focus not just on generating value but also consider the overall customer cost while buying products and services. Customers agree to cover the entire cost only if the customer's total value is at its peak; and it's only upon fulfilling the customer's "value delivery" criteria that the company can ascertain the customer's total cost to "maximize profit" and ensure a balance between supply and demand. Employing the 4V theory to scrutinize film marketing tactics aids companies in comprehending and molding their brand's traits and reputation, boosting its value and competitive edge, and fulfilling their marketing objectives.

The application of 4V marketing theory in the film and television industry is of great significance. Through differentiated content innovation, functional product design, and added value expression, as well as resonance with the audience, enterprises can better meet consumer needs and improve market competitiveness. However, there are still some challenges and problems in the application of 4V marketing theory in the film and television industry, such as how to accurately grasp

consumer needs, how to balance commercial interests and social responsibility, etc. Therefore, enterprises need to constantly explore and innovate in practice to achieve the maximum value of 4V marketing theory in the film and television industry.

1.2 Research contents

Based on the characteristics of the film industry and the current social and technological background, this paper will analyze the marketing and distribution strategy of Full River Red from the perspective of the 4V theory, and discuss how Full River Red is different from traditional Chinese New Year movies from the perspectives of variation marketing, versatility, maximizing added value and vibration marketing, and achieve a breakthrough in the box office, and put forward a reference and feasible proposal for brand breakthrough [2]. Finally, this paper presents general conclusions, as well as research limitations and directions for further research.

2. Variation marketing: precise positioning and fine production together to make up for the market gap

Variation marketing aims for "difference" through the "incomplete substitutability" of products, meaning in aspects like function, quality, service, marketing, etc., the offerings for customers are unique and cannot be replaced by competitors. From the movie producers, whether the movie is welcomed by the audience, the most important thing is to be able to distinguish their movies from the competitors, so that moviegoers fall in love at first sight. Therefore, in a sense, to create an audience is to create differences [3]. There is a difference between having a market, to being invincible in the strong players in the same industry competition in the movie. For example, some successful film and television works attract the audience's attention through unique themes, storylines, and character settings, thereby achieving good market performance. In addition, innovation in production techniques is also an important manifestation of differentiation, such as the use of advanced shooting techniques and unique editing methods, making the work unique in visual effects and narrative style.

Zhang Yimou directs and Shen Teng, Jackson Yee, Lei Jiayin, Zhang Yi and Yue Yunpeng star, the movie Full River Red has a strong line-up of big names and is a luxurious cast with a large fan base. With the help of various elements, the movie is a perfect blend of comedy, suspense, and costume, which is a rare combination of elements in the current market. Its novel elements have attracted the interest of many viewers, making it a unique movie in the 2023 Chinese New Year slot. The traditional Chinese New Year is characterized by family reunions and joyful celebrations, which is why the film's comedic style is one of the most colourful parts of the film. The movie's publicity focuses on the slogan of "the first day of the Lunar New Year, suspense is enough,

laugh until the end", in which the joyful atmosphere of the holiday of family reunion can stimulate the audience's enthusiasm for watching the movie, and the comedy genre and banter style are extremely popular with families in the Chinese New Year slot; secondly, the element of the suspenseful costume makes the movie appeal to a younger audience and fans of costume films and TV shows willing to watch the movie [4]. Secondly, the suspenseful costume elements also make the movie attract more young audience groups and costume film and television fans willing to go to the theatre to find out what's going on. It is also the consideration of a mature commercial movie that a genre-integrated movie can satisfy the viewing needs of various audiences at the same time.

3. Versatility: integrating aesthetic expression and emotional flow to create an immersive viewing experience

In the 4V theory, the focus is on linking the company's ability to innovate with the values that consumers hold dear. The aim is to maximise consumer satisfaction by providing them with value innovations, emphasizing the personalized needs of consumers, that is, based on the core function of the product, by the consumer's consumption habits, acceptance of habits and other needs, to select the product that suits them [5]. The positioning of a product in the customer's mind has three levels: one is the core function, which is the reason for the product's existence, mainly by the basic function of the product; the second is the extension function, that is, the function of developing the depth direction; the third is additional functions, such as aesthetic function. In the context of the increasingly fierce competition of Chinese New Year movies, movies should not only stay in the plot presentation, but also provide aesthetic expression, spiritual support, and immersive viewing experience while conveying the leisure and entertainment attributes it possesses [6]. For example, movies targeting children may focus more on fun and education, while movies targeting adult audiences may focus more on emotional expression and depth of thought. In addition, with the development of digital technology, the functionality of film and television works has been further expanded, such as new forms of film and television works such as web dramas and microfilms, making film and television works more interactive and participatory

The beauty of "Full River Red" is not only in the image and the use of color but also in the strong visual impact. Zhang Yimou condensed all the scenes in an ancient-style building complex, and at the same time using the traditional art of "walking lanterns" concept, so that all kinds of characters in the corridors walking through, and supplemented with audible bold innovation: the soundtrack used after the adaptation of the traditional Yu Opera, and a blend of rock, electric sound, the characters of the film fast marching when the rapid drums and gongs, transitions fast running board singing makes the film has a strong "Chinese style" [7]. The rapid drums and gongs of the characters in the film and the

fast-flowing Yu Opera singing during the transitions give the movie a strong "Chinese style", which, together with the use of rock and electro music, makes the soundtrack extremely magical and brings the audience a full movie-going experience. The excellent language rhythm, performance rhythm, plot rhythm, etc. show the core of the story very well, bringing the audience a strong sense of immersion in the process of watching the movie, a sense of release after getting out of the cinema, and a strong desire to swipe the second brush and the desire to share.

4. Maximizing added value: taking offline promotion into account and keeping up with demand across borders

According to the 4V marketing theory, with the change in China's consumer market structure, the constant emergence of high technology has gradually reduced the proportion of necessary labor consumption of products, while services and corporate brand marketing are contributing to the continuous enhancement of the added value of products. In the case of film and television dramas, the basic value of the product is determined when the filming and production are completed, and the subsequently added value focusing on service, management, brand building, etc. can produce sustainable value benefits, realizing a win-win situation for the film and television drama itself, the actors, the director, and the producer.

As the screenwriter of Full River Red, Peking University professor Chen Yu introduced that the creative team, represented by director Zhang Yimou, initially wished to create a film highly related to space, and for this purpose, a complete mansion was specially built in Shanxi. After the release of the movie, its location - Shanxi Taiyuan Full River Red Film and TV Base has also become one of the locations where the majority of fans hit. The popularity of the movie has also brought considerable traffic to the ancient city of Taiyuan, driving the development of the local tourism industry and many other related industries [8]. In addition, the "Full River Red Online Theme Run", which was organized by Full River Red and Gudong App, was carried out from 12.01.2023 to 12.02.2023, and the number of participants reached 220,000. By freely choosing a participant group and completing the running race, people were able to receive a beautiful commemorative medal inspired by the token in the movie. This joint activity strengthened the brand image of the movie while crossing the border to keep up with the demand and meet people's additional needs and expectations.

5. Vibration marketing: character image breaks through the shackles and resonates with the times

4V marketing theory, vibration is the enterprise to continue to capture the market and maintain the competitiveness of the value of innovation to consumers or customers to bring the "maximization of value", as well as the resulting enterprise's "profit maximization", emphasizing the enterprise's ability to innovate with the values valued by consumers, through the provision of value innovation for consumers to maximize their satisfaction. The focus is on linking the company's ability to innovate with the values that consumers hold dear, and maximising their satisfaction by providing them with value innovations. As a special commodity with both economic and cultural benefits, movies need to awaken the emotional memories of the public through the cohesion of the special symbols in the movies, to realize the release of cultural values and promote the development of the cultural economy at the same time. Therefore, from this point of view, the marketing team is bound to need to create an emotional resonance between the movie and the users when marketing the movie [9].

Although "Full River Red" is a commercial genre movie, the characterization of its protagonist breaks through the traditional shackles [10]. The movie has the same title, "Full River Red", its author Yue Fei as a generation of patriotic generals has been celebrated throughout the ages, but the movie does not directly depict the heroic deeds of Yue Fei against the Jin army, and does not take Yue Fei, who is directly related to "Full River Red", as the main object of expression. Instead, the movie focuses on a group of small people at the bottom of the hierarchy - soldiers and pawns, singing and dancing girls, night watchmen, carriage drivers, etc. The movie places the small people in a broad historical background, and through the civilian perspective of the small people, the movie tells the story of the pursuit of Yue Fei by Sun Jun, Zhang Da, etc. to restore and outline the memory of the family and the country, and restore and show the national hero Yue Fei's loyalty and righteousness and his resistance to the Jin Dynasty. It also restores and displays the national hero Yue Fei's loyalty and righteousness and the spirit of fighting against the Jin Dynasty, and awakens people's historical memory and collective patriotic feelings.

6. Conclusion

In the context of China's national conditions, movies are an important communication medium with the function of cultural accumulation. With the continuous progress and development of China's domestic movies in recent years, more and more excellent movies have appeared in front of the people. In order to study the marketing strategy of domestic films and gain insights into the key for films to stand out among competing films, this paper analyzes in detail the film "Full River Red", which was the No. 1 film in the box office of the Spring Festival in 2023, from the perspective of 4V marketing theory. It is found that the movie has outstanding performance in all four aspects of the 4V theory.

In terms of variation, Full River Red has a lavish cast and a large fan base even before the screening. Its skilful

use of various elements, the perfect integration of comedy, suspense, ancient costumes, is a rare combination of elements in the current market, its novel elements with attracted the interest of many viewers, so that it has become a distinctive film in the 2023 Spring Festival slot. In terms of versatility, the movie expresses Chinese aesthetics to the fullest, with both visual and auditory sensations, and traditional innovations coexisting, bringing the audience the best movie-going experience. The excellent plot rhythm of the movie shows the core of the story and the flow of the main idea very well, bringing the audience a strong desire to watch and share the movie. In value aspects, the movie Full River Red takes into account the offline promotion and cross-border publicity, keeping up with the demand, the success of the Full River Red film and television base and the Full River Red online theme running activities have a good offline publicity effect, so that its intellectual property can be more deeply rooted in the hearts and minds of the people. In vibration aspect, the character image of the movie breaks through the shackles of the traditional film's protagonist halo, starting from the perspective of a small person, shaping the role of flesh and blood, resonating with the times. It is believed that this paper can provide suggestions and references to the current movie production team and help the domestic movie market get better and better.

The shortcomings of this paper are: due to limited resources, only a single film Full River Red is chosen as a typical case study; this paper is mainly based on theoretical analysis, based on the perspective of the 4V theory to analyze the film, and does not carry out specific quantitative measurements. Therefore, in the future, more cases will be included based on the 4V theory for more comprehensive and in-depth analysis. At the same time, with the availability of data resources, in the future, the author will consider combining real data to quantitatively calculate market valuations and further expand the research achievements in this field.

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