

Research on the Phenomenon of Over-promoting Movies in the Era of Short Video

Ning Liu

Portuguese at the International College, Macau University of Science and Technology, 999078 Macau, China

Abstract. With the rapid development of information technology, new media, as a typical example of social media, rises abruptly, relying on the Internet, which has caused a strong impact on traditional media. In the era of information fragmentation, domestic films have more chance to catch people's eyes especially through social media, such as Tiktok, Instagram and Youtube. The huge number of users on social media allows film capitalists to target some potential user groups. Whenever a movie is about to be released, filmmakers always choose to vigorously promote it on social media, such as short videos, in order to attract more audiences and attract box office. However, social media itself is a double-edged sword, and marketing methods are sometimes difficult to grasp, and there are countless films that attract attention by exaggerating facts, especially on social platforms where information spreads quickly. This article will study and analyze several common ways and types of over-marketing by using short videos, so as to find out the disadvantages of over-marketing of domestic films, and give a warning and suggestion to the publicity mode of future films.

1 Introduction

The development of domestic film marketing strategy is a long way. From a macro point of view, the marketing of domestic films starts from the planned economy, changes with the reform of the market economy, and develops rapidly with the prosperity of social media. In today's social media, especially the short video platform, information is spreading explosively, and short videos also create an equal discourse environment for all people. Today's movie marketing is taking advantage of this, using big data to push the content they want to market to their potential users, triggering public discussion, and thus attracting people's attention. However, although the short video platform has great benefits for film marketing, its cheap and convenient characteristics can easily lead to the disorder of the network at some times, misleading the public view, and thus evolve into false and excessive publicity. There are the reasons why the public are now turning their noses up at certain marketing labels. The original intention of the marketing account is to facilitate people to understand the hot information in time, and with the explosion of the Internet, many people use the marketing account to create some false eyeball stunts to attract attention, even sometimes will lead to massive cyber bullying. As a

result, people have a stereotype of such confusing marketing tactics, but there are still many unsuspecting people who continue to fall for this online scam. Hongna Wang points out at the article—From “scarcity” to “excessive”.

Analysis of the marketing situation of domestic films in new media era that in fact, it is about the contradiction between the film quality and the film marketing. The cause and disadvantage of this phenomenon can't be ignored, especially the excessive marketing of using tawdry selling points to catch audiences' eyes must be crackdown. This article holds that behind the excessive marketing of movies is not only the contradiction between film quality and marketing, but also the competition between capital. For the exploitation of innocent consumers, excessive marketing is not only bad for the audience, but also not an optimal choice for film capitalists. The harm of over-marketing is reflected in all aspects. This paper will analyze several over-marketing films to point out the drawbacks in this aspect, which is of great significance for the marketing of future films.

2 Current situation of domestic film marketing under social media

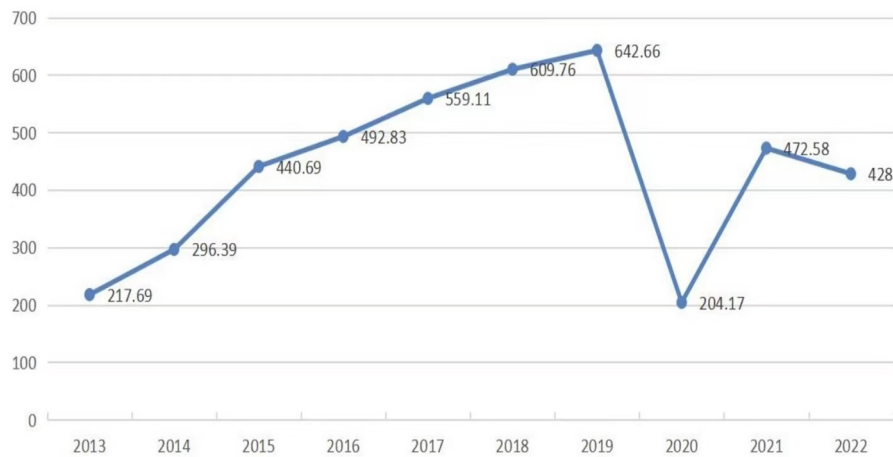


Fig. 1. National box office[1]

According to the table data of Figure 1, before 2019, the total box office of Chinese films has been showing an upward trend, and even reached the peak of 642.66 billion yuan in 2019. Subsequently, due to the epidemic, the film industry was generally affected, and the box office fell seriously. As the epidemic was alleviated, the movie box office increased sharply, and the film industry slowly recovered. This is enough to show the national love for movies, the film industry in the domestic market is still promising. Film capitalists, desperate to make up for losses during the pandemic, have turned to marketing to attract more audiences. Therefore, they set their eyes on social media, using short video platforms as the medium to increase the visibility of films and thus increase the box office of films. With the success of web2.0 technology, social media has risen rapidly. Social media has the function of infinite expansion of information. Its unique "forwarding" function enables information to be repeatedly discussed by countless people and may be upgraded to hot news to get more attention [2]. This also means that the communication mode of social media is based on each information publisher as the core, and the range of information dissemination as the radius, thus forming a powerful circular magnetic field, which is just suitable for film marketing. The core model of film marketing is to create hot topics, enhance the exposure of the film, and "to be familiar" in front of the audience [3]. This is why when people browse social media, especially short videos, they often come across some behind the scenes footage of upcoming movies. Marketers usually establish an independent account, and the marketing team will use this account to promote the movie, including daily filming scenes, behind the scenes footage, advance screenings of some plots, and linkage with current hot topics in short videos. Even actively linking up with certain marketing accounts to indirectly boost the popularity of the movie.

Film promoters are well aware of the need for social media marketing, interaction with target audiences and a certain degree of management and guidance [2]. They are desperate to find more traffic and exposure, so short video platforms have become the top priority. Before

2018, the marketing communication of domestic films in Tiktok was often composed of some audiences' spontaneous uploading of film highlights or their own experience of watching movies in cinemas, and some film stars' marketing promotion for films relying on their own accounts. It was one-sided, indirect, and unfocused, and it was difficult to form a large volume and attention. By contrast, opening an official account by domestic film producers clearly provides audiences with a more direct and convenient channel to understand the content of the movie, gathering the target audience of the movie and continuously attracting them through high-quality, diverse, rich and interesting content, thereby converting them into orders; At the same time, providing a platform and channel for audiences who share a common interest in the movie to exchange viewing experiences and feelings, narrowing psychological distance, and making it more convenient for audiences to provide opinions and suggestions to the film production team, thereby understanding audience needs and providing support for deeper product development and post product operation of the movie [4]. Then, with the development of Internet technology, Tiktok is not limited to releasing videos. In addition to content marketing, more diverse marketing communication methods have also been explored, such as theme song marketing, topic marketing, virus marketing, and celebrity marketing, which have become normal operations. As Tiktok continues to develop new play methods and means, more interesting marketing communication methods continue to give the audience a sense of freshness and stimulate the audience to increase their attention to the film. Like interactive collaboration. Interactive co production, where the audience can click "co production" on a video they want to co produce. The video they want to co produce will appear on the left side of the screen, while the video taken by the audience will appear on the right side. After simple editing and beautification, it can be published, with strong interactivity and fun [4]. The diversity of marketing forms generally has many advantages, which can promote revenue in the film industry. However, it is precisely because marketing is beneficial to revenue that producers often resort to excessive marketing methods in

pursuit of high box office, thereby attracting traffic and to some extent, "deceiving" the audience's attention and seeking profits. This phenomenon is constantly emerging in the promotion of domestic films nowadays, and there are many harms involved.

3 The drawbacks of excessive marketing phenomenon

Overmarketing of movies refers to the use of normal or abnormal means to achieve the box office goals of movies, encouraging viewers to watch movies or consume beyond their purchasing desires. The film producers consider marketing activities separately from overall operations, relying solely on marketing and exaggerating the role of marketing, attempting to solve all the problems of film sales through marketing methods [5]. Due to the large audience of Tiktok, it has become an indispensable and important channel for marketing and communication of domestic films. Therefore, the film producers have put their main marketing platform on Tiktok, and each upcoming film will have its own marketing account. This can easily cause visual fatigue in people. The promotional video of a movie just flashed is followed by a new movie, or the promotional video of the same movie is continuously flashed, and some contents are very similar. The video without innovation will make Tiktok users bored. The original intention of the film marketing team is to adopt the "question sea strategy", release as many videos as possible to attract more audiences and let more people know about their movies. But this kind of uninteresting repetition can only make users lose patience. Secondly, many movie marketers are adept at using exaggerated and extreme marketing directions. For example, in the Spring Festival release of "YOLO", the marketing team used the lead actress Jia Ling as a gimmick to shoot a 100 pound weight loss, which resonated with the female audience. This movie has sparked a lot of interest among people and even sparked a weight loss craze among some beauty enthusiasts. This should have been a movie full of positive energy, which would have encouraged many weight loss enthusiasts. However, it wasn't until the audience arrived at the cinema that everyone realized that the whole movie seemed to have turned into a romantic movie, without making everyone feel the passionate part. Let some viewers feel deceived, leading to a certain degree of box office shrinkage, and even the possibility of being withdrawn. This article does not approve of the behavior of using actors losing 100 pounds as the eye-catching point and repeatedly making headlines. This may create some body shape anxiety and even appearance anxiety for the public. Being thin is not the only standard of beauty. Jia Ling has won public praise for her outstanding business skills, and no one will mock her for her figure. She is also a very confident person. Although her successful weight loss has indeed amazed many people, and this incident has indeed brought positive energy to people, it cannot help but make some people doubt whether this is truly an era where thinness is the most beautiful. Marketing with

such ambiguous content may not achieve the effect of positive marketing, but may lead to some negative social atmosphere due to excessive demand for hot searches.

In addition to excessive promotion of movie benefits, there is another popular promotional model now, which is to record the feelings of the audience and their reactions in an attempt to make short video users empathize. Its original intention was to show the audience's reaction and generate interest in the film, making the public believe that their film content is of high quality. However, many movie promoters engage in fake performances by searching for passersby and actors. For example, in the movie "shining for one thing", when everyone saw the touching ending, they burst into tears and even took out tissues to wipe their noses. However, as soon as the movie ended, everyone suddenly left their seats expressionless, which was somewhat comical. In addition, in the movie "Loyal Dog Palma", the dog brought by the owner to watch the movie had tears in its eyes. This is clearly excessive marketing and will not attract more viewers to watch the movie.

Overmarketing has many drawbacks. Firstly, for the film itself, it is outstanding that it is both professional and popular, integrating ideological, artistic, and ornamental elements. Movies that rely solely on gossip and hot topics for marketing hype will not win the market. Excellent film works can also be negatively affected by marketing decision-making errors. For example, "Ip Man 3" is a well produced commercial film, but it has been embroiled in a scandal of box office fraud, leading to a decline in the film's reputation. This is also a sign of disrespect for the movie itself. Inappropriate marketing methods can really lead to some excellent movies being overlooked or even criticized. Especially in the fiercely competitive film industry [6]. For audiences, excessive marketing has truly eroded their love for movies. As a product of the development and progress of human society and the continuous improvement of aesthetic standards, movies should provide audiences with visual and auditory enjoyment. They may want to support their works because of their love for actors and directors, or they may choose short videos that attract people to choose this movie. The audience themselves have expectations for the movie, Overmarketing, on the other hand, neglects the audience's own demands and only focuses on self-interest, using all means to promote in order to generate revenue, and only for the sake of making money. This is also unfair to the audience.

Overmarketing is indeed a bad trend in the modern film industry. This article believes that its root cause is the urgent pursuit of money by capitalism. Film capitalists who are eager for quick success and instant benefits choose to use any means to attract audiences in order to make a profit, and making a profit is a good thing. This is also a major reason for the restlessness of the film industry today. It is unrealistic to expect to increase box office revenue and earn money through a series of public relations marketing without putting in effort to make good movies.

4 The countermeasure of film over-marketing

First of all, from the film itself, the film should improve its content quality. The most important embodiment of the vitality of the film is always the content [6]. Film is a sharp sword that reflects the real society. The public can feel the world through film and establish their own view of the world. Although most films are fictional stories, people can still learn the corresponding wisdom of the world through some realistic problems reflected in films. Rather than relying on the model of capital plus stars to create a rough film that relies on excessive marketing to obtain high box office, it is better to honestly release some videos similar to behind-the-scenes documentaries on social media, so that the public can see the hard work behind the film and the difficulty of shooting. The film screen originated from the psychoanalytic theory of French psychologist Jacques Lacan, which means "mirror". This unique projection environment makes the audience in the dark feel like children with limited mobility, only able to perceive the existence of the world through the "endoscope", which is easy to match the world scene constructed in the film. The audience sees the virtual as the real, and during the gradual development of the film plot, it will allow the audience to experience the emotions, sadness, revelry, and so on anger [7]. In the era of new media, behind-the-scenes documentary film is also a new form of expression of film. This sincere publicity mode makes it easier for people to understand the connotation of film and has strong commercial value [8].

Secondly, the film should be oriented to the needs of the audience. After all, the box office depends on public reputation to build a strong foundation. It is not that the more marketing means are used, it will certainly promote the movie box office. Moderate marketing is the best marketing [9]. Actor Sun Yang's character in this summer's hit "No more bets" film has gone viral. In addition, when promoting offline, he treats fans warmly and accepts gifts from each fan, which makes him have a good reputation in the public. Marketing and then use this to promote, so that Sun Yang's road popularity is better, thus pulling the movie box office. Genuinely treat the audience fans will be rewarded, the film itself is the same, to insight into the market demand, in a more innovative way to meet the audience's viewing demands. Modern netizens often regard the content of the marketing number as an advertisement. When the content of the marketing number is boring, it is a pile of Internet garbage for the time precious name. One of the consequences of excessive marketing is the aesthetic fatigue and even aversion of users. After all, users do not watch advertisements for the sake of watching advertisements. On video websites and microblog social media, users have the right to decide whether to watch or not. When users do not want to watch, excessive marketing becomes ineffective marketing, and playing fake data will further promote the foam element of this fake game [10].

Thirdly, from the national level, it is very effective to have strong policies to restrain the phenomenon of excessive marketing and false publicity. We must put an end to false pageantry, box office flooding and other undesirable phenomena, and strictly prohibit the use of all illegal means to obtain box office money. On social platforms, it is more necessary to strengthen the review and screening of publicity information to prevent excessive marketing from troubling the public life.

Chinese film is entering a new era with unlimited potential. Many film industry insiders predict that for the film market in 2024, the box office may reach 55 billion yuan. Therefore, the Chinese TV market has a good prospect, only with the film itself as the core, with high quality and excellent stories, can impress the audience [11]. With the help of proper marketing, Chinese films will surely reach a higher level.

5 Conclusion

With the rapid development of the social economy, people are no longer able to fully accept the overwhelming amount of information. However, modern technology has driven the advent of the era of images, replacing text with images, and bringing information more concentrated and intuitive to humanity. After opening, the image changes from static to dynamic, reflecting the changes of an era and becoming a more convenient and efficient way to convey emotional information. The emergence of movies has become an ideal emotional attachment for the public, and the emergence of movies with various themes is the crystallization of wisdom and talent. However, nowadays, movies are passionate about bottomless hype, using various means to attract attention, attract attention, and seriously precipitate the production of excellent works. This can be said to be a fatal threat to the once diverse film industry. The marketing methods of movies should not have extreme differences with the cultural connotations of movies. Chinese cinema has just begun to move towards the world, and people should pay more attention to the content of the film itself, improve relevant technology, enrich the film content, and coordinate the visual lines. These are the top priorities. Overmarketing has many drawbacks, not only for the film itself, but also for the audience, and even for the future film industry. Emphasizing the issue of excessive marketing is an inevitable factor for film researchers to consider.

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