

Film marketing strategy analysis on social media -- A case study of the film "YOLO"

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Abstract. With the development of the current film market and the Internet, it is very important for an excellent film only to have a rich and full plot and its high artistic value. The success of the film is closely related to the marketing and publicity work before and after its release. Based on the massive marketing of "YOLO" on TikTok and Weibo in 2024, this study uses data integration to intuitively analyze its communication effect and influence on the audience. The study found that "YOLO" won greater attention for the film by focusing on "weight loss" through large-scale marketing, and created more discussion heat and national participation for the film by using the interactive mode of "two-way communication". The factors contained in the film, such as female growth and self-value realization, provided more value for the sustainable communication of the film. The study found that the spread of "YOLO" on social media based on the above multiple dimensions achieved relatively successful marketing, expanded the visibility and attracted the audience's participation, and finally won a high box office. This study provides more methods and angles for reference in the communication of films on social media in the future.

1 Introduction

In recent years, China's film industry has been developing rapidly and expanding in scale. The inherent consumption attributes of the film and its own large investment require that the film producer must harvest a higher box office in order to return the funds and enter the next round of production. Attaching importance to the marketing link of the film is inevitable for the stable operation of the film market, and it will play a role in promoting the final box office. With the advent of the new media era, the original film marketing model has also been completely changed [1]. As a social platform with high user activity both at home and abroad, TikTok has played a very important role in the marketing and dissemination of its films, and also provided a broad discussion space for the audience.

The film "YOLO" released in the Spring Festival of 2024 has been a hot hit, with a high box office of 3.46 billion yuan in a series of films in the Spring Festival. The film itself is full of comedy elements, real feelings of investment, colorful dramatic skills for it to win greater attention [2]. A number of media, entertainment number, big V bloggers multidimensional mining film highlights, fixed file on the day of micro blogging main list hot search 12, entertainment hot search 17, # Jia Ling reduced 100 pounds on the main list 1 and became the first word of the year. According to the picture of ticket purchase, the proportion of multiple viewers with three or more tickets reached 29.5%, leading the film in

the same period. "YOLO" is based on the Japanese film "100 Yen's Love" tells the story of Yue Ying home for many years, idle. After graduating from university and working for a period of time, I chose to leave society and close the social circle. After experiencing various shocks, she decided to live in a different way. In the careful contact with the outside world, Yue Ying met the boxing coach Hao Kun. When she went through all kinds of trials, she finally stood in the ring.

2 Film marketing analysis

Some mainstream movie promotion methods on TikTok are mainly reflected in classic clips, shooting tidbits, star publicity, topic challenges, background music, etc. [2], focusing on the spread of "YOLO" on the social platform of TikTok: On its official account, there are 216 tidbits, 4 teaser videos, 85 highlights, 42 master videos, and 24 other types. It is in line with today's common advertising methods, especially in which there are 64 videos on marketing weight loss, slimming, and weight. In the pre-screening announcement, the first promotional short video "Jia Ling said she has not seen for more than a year" revealed the boxing theme and weight loss of 100 kilograms, which conveyed the theme content of the film while better retaining its core suspense [3]. Among the videos with high heat and traffic, the video of "Le Ying feels inferior because she is not confident enough in her body when waiting for her favorite person" received 670w+ likes, 18w+ comments, 37w+ favorites, and 55w+ retweets. The video of "Jia Ling's reflection of meeting her friends after losing 100 pounds" has received 900w+ likes, 27w+ comments, 34w+ favorites, and 192w+ retweets. The video of "Comparison between the third day of Jia Ling's weight loss training and the third hundred days" received 900w+ likes, 30w+ comments, 88w+ favorites, and 106w+ retweets. Using the point of "weight loss" repeatedly to create memory points for the audience to leave a deep impression, which is a big feature of the "YOLO" publicity on TikTok, and its success is also seen from the final data and popular discussion.

By capturing a core attraction point of the film and publicizing it on the short video platform of TikTok in a large number of ways to arouse public discussion, the interaction between the film and the audience can be greatly improved: The weight loss diary and MV released on the platform can stimulate the curiosity and participation of the audience by maintaining a sense of mystery and releasing key materials; Cooperated with the well-known brand "Xiaodu" to expand its film influence and coverage; Jia Ling's personal special interviews and film ip after-sales are also carried out simultaneously to make its audience continue to pay attention; Discussions and interactions on social media were also enhanced when the promoters of the film encouraged and guided audiences to double creations and egg digs. The final result reflects that among the top three live-action films in the 2024 Spring Festival, the main creator and characters of Hot and Hot were mentioned by 25%, the drama by 24.2%, and the production by 3.4%; Compared with the same period of the movie "Pegasus 2" and "Article 20", its main creator and character review mention rate is as high as 88.2%, and the other two are only 31.4% and 23% respectively. On the platform of TikTok, its data showed that within half a month of the movie's release, the search index of keywords "weight loss" increased by 161% and "boxing" increased by 299%, showing the strong influence of movies on related topics. At the same time, the movie also led to the national fitness boom, TikTok e-commerce data show that the sales of sports categories increased by 91%, some of which sports equipment such as kettlebells, fitness wheels and other sales have achieved amazing growth.

3 Content Angle analysis

The momentum of film promotion marketing can be so fierce, of course, it is inseparable from the core and content conveyed. "YOLO" focuses on the new story of Leying from the fat and idle women who do not go out for a long time after experiencing "explosion", takes female growth as the theme, shows the bravery and persistence of women in the face of difficulties, emphasizes their strength and value, and triggered an in-depth discussion on women's self-improvement and growth. In the beginning of the film, she does nothing at home all day, and does not go out to look for work. Accustomed to being arranged by parents, sister, cousin, boyfriend and bestie, her mother will arrange her to participate in the program recording without discussion, bestie and boyfriend will betray her and marry in the case of knowing that it will offend her, and even ask her to be a bridesmaid at the wedding. Even if disgusted, she never said no, with a typical "pleasing personality." At this time, she lacks self-subjectivity and personal value [4]. She once put the hope of realizing her personal value on her boyfriend, who is a fitness coach, and made efforts to help him realize his dream, but her boyfriend gave up his dream for money, which disappointed her. Under the various blows of life and the contempt of people around her, Leying's life can not be called "decadent", but complete despair, is the bottom of the rebound after despair [5]. She realized that trying to please others would not achieve her own value, and finally decided to go to the boxing ring to "win once." From here, you can see that Leying's self-awareness begins to awaken. "Boxing" in the film is actually a medium in the process of self-realization. She found a way to prove herself in boxing, an action that was not only a physical challenge, but also a farewell to her old way of life. The whole process is self-investment and the ability to improve to restore self-worth. Over the past 70 years since the founding of New China, the female images in mainstream films have reflected the development and transformation of ideology and culture in different periods of the society, as well as the aesthetic pursuit in line with the needs of the public, reflecting the changes of social reality in different times, and film and television works are like a mirror reflecting all aspects of The Times and society [6]. In today's mainstream society, it is very common to combine female consciousness awakening and self-growth with sports. In the movie "Wrestle!Dad", Geeta cut off her long hair twice, from forced to voluntary, the change of mentality also shows her courage to redefine beauty, and Geeta's visual image presented in the film, wearing a loose T-shirt similar to men's clothing, muscular, without creating a good face, also wants us to show women's self-growth and not being defined [7]. Although the women in "YOLO" do not appear as professional athletes, they also achieve self-growth through the sports medium of "boxing".

4 Advice for film marketing

"YOLO" can break out in the Spring Festival film and win the box office, which has a great credit in film publicity. Entering the era of new media, producers have adjusted their strategies, no longer just focusing on the audience's consumption behavior itself, but also putting more energy into the maintenance of film reputation, in order to harvest more potential audiences and further expand the scale of consumption. In the past, we got the news of the movie release mostly for the trailer, so it is obvious that this relatively one-way communication can no longer adapt. With the advent of the new media era, two-way communication can be achieved between people on social platforms, so that the audience and film producers can have a "dialogue", so as to achieve the increasing interaction frequency [8]. The marketing communication of "YOLO" on social media is based on multiple dimensions to promote. The use of the manufacture of suspense to stimulate the star effect to promote, combined with the current social background to integrate popular elements to promote, the release of topic challenges to drive the audience's participation enthusiasm, based on a core point line and surface spread, etc., are worthy of recognition and current film publicity can learn reference. Of course, we also need to pay attention to avoid

homogenization while spreading some fragmented videos, because too much entertainment weakens the connotation of the film itself. In the future, we believe that we will see more creative propaganda, and continue to optimize the two aspects of personalized customization and the expansion of the international market [9].

Looking at the essence through the phenomenon, the core of the film itself is also very important. Must not be "gold and jade outside of it." Paying attention to the transmission of film connotation is an inevitable requirement for the development of film art, and it is also an important way to meet the needs of modern audiences and enhance the artistic value of film and social responsibility. By deeply exploring and conveying the connotation of film content, the role of film in cultural communication, educational enlightenment and social responsibility can be better played, and more valuable movie-watching experience can be provided to the audience. Film as an ideological expression of art, creation. Domestic films show Chinese people's views on the world, social politics and culture. It shows Chinese people's feelings and thoughts on all aspects of life. It shows Chinese artists' understanding of film art. Art originates from life and is higher than life, and the film highly reflects the current social development [10]. "YOLO" is based on female power, female awakening, self-growth and self-worth realization for us to create an inspirational film, rather than a commercial film with a weight loss stunt. Nowadays, the film market is developing faster and faster, and there are more and more kinds of films. More attention should be paid to the quality of the film itself and the connotation conveyed, so that art and business can reach a state of equality, and only on this basis can publicity be more effective and vigorous.

5 Conclusion

This study found that the marketing of "YOLO" on social media showed a diversified trend, among which large-scale dissemination mainly focused on the core point of "weight loss" increased the popularity; secondly, the interactive interaction of "two-way communication" increased the good interaction between the film and the audience, creating more topic discussion and national participation for the film itself. The core of the film itself is female growth and self-worth realization. Combined with the medium of sports "boxing", it presents the in-depth discussion of female self-improvement and growth. The interpretation of this connotation provides a deeper dimension for its dissemination. This study provides more methods and angles for the current marketing strategies of films on social media, which is conducive to better planning of the topic selection and intention of future films, so as to achieve correct communication on social media and increase the popularity of films themselves. However, the current research is based on social media and only discusses TikTok and Weibo, which is not comprehensive and multi-angle enough. When talking about communication strategies, homogenization of marketing and audience aversion are ignored. Future research should have more dimensions and more comprehensive thinking, and properly consider the adverse aspects of homogenization marketing on film communication.

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