

From Content Creation to Data-Driven: How Short Video Advertisements Win in a Fast-paced Era

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Abstract. As a new form of advertising, short video advertising stands out with its unique advantages. This research focuses on short video advertising, and deeply analyses its characteristics, such as short content, rich and diversified forms, and strong interactivity. These characteristics make it quickly attract the attention of consumers. At present, the scale of the short video advertising market is expanding, and many brands have been involved in it, but also facing problems such as content homogenization and false information. Through the comprehensive use of literature research, case analysis and data analysis methods, the whole process of short video advertising from content creation to data-driven is deeply analysed. The research results show that an accurate grasp of consumer demand, innovative content presentation form and accurate touch with the help of data are the keys to the success of short video advertising. This study provides a practical theoretical basis and practical guide for the development of the short video advertising industry and helps to promote the industry to break through the existing difficulties and achieve sustainable development.

1 Introduction

In the modern society of information explosion and fast pace, consumers attention has become a scarce resource, and traditional long-time advertising has gradually lost its competitiveness. Short video advertising has become an important means of enterprise marketing because of its short, information intensive and strong entertainment characteristics. Brands need to quickly and accurately deliver product information in 15 to 30 seconds, while attracting consumers interest and improving the advertising conversion rate. However, how enterprises can effectively achieve messaging and emotional resonance in a short period of advertising content remains an important marketing challenge. In recent years, the academic circle has conducted extensive research on the communication characteristics and competitive strategies of short video advertisements. However, there is still a large gap in the research on how to accurately match content creation and consumer interest, and how to use data-drive to optimize advertising effects, so that short video advertising can not only attract consumers, but also improve the marketing returns of enterprises.

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This study intends to focus on the following core issues: how to effectively and quickly convey product information in a limited time when using the means of short video marketing; how to use big data analysis to accurately match consumer interests and achieve accurate advertising; and how to optimize and improve short video advertising. This paper analyses the operation mode of short video advertising in detail and summarizes the marketing mechanism.

The practical significance of this study is to help enterprises to improve the marketing accuracy of short video advertising, improve the return rate of advertising. At the same time, optimize the advertising acceptance experience of consumers, so that they can more efficiently obtain product information that meets their own needs. The theoretical significance lies in how to discuss how to achieve the accurate matching of content creation and consumers interest and use big data to drive and optimize the effect of advertising, so as to provide systematic theoretical support for short video marketing.

2 literature review

The content creation of short video advertising has greatly increased the purchase number of consumers in the fast-paced era. The existing literature studies how short video advertising wins the attention of consumers in the fast-paced era from the communication characteristics of short video advertising, advertising competition strategy and other issues.

2.1 The communication characteristics of short video advertising

Short video information spreads fast. Short video advertisements are short, information-intensive, and clearly convey the core information of the product within 15 to 30 seconds. Through RedNote, TikTok and other social platforms, they can accurately push short video advertisements to target customers, helping enterprises improve brand awareness and promote sales, with high-cost performance and flexibility [1-3].

The fast-paced era makes consumers time fragmented, and the short video market just fits this fragmented time model. At the same time, in terms of accurate delivery, the platform deeply analyses and constructs user portraits by collecting user registration information, browsing history, thumbs up and comments, and browsing time. Then, the short videos will be accurately pushed to the target audience through powerful algorithms. For example, many brands will push the product information [4] through the TikTok platform.

Short video advertising is highly interactive. With the help of interactive functions such as likes, comments, sharing and co-production, short video advertisements significantly strengthen the interaction between consumers and advertisements. This model enables consumers to change from the traditional role of receiving information to active participants who can actively participate in the advertising communication process. Taking domestic TikTok platforms as an example, many brands have integrated interactive challenges into short video advertisements, successfully attracting a large number of users to actively participate in creation and communication activities. This strategy not only effectively enhances brand awareness but also enhances the consumers identity and loyalty to the brand in a deep level and has a positive and far-reaching impact on brand building and market expansion [5,6].

2.2 Short video advertising competition strategy

Short video advertising tends to differentiate the competition. With the help of interactive functions such as likes, comments, sharing and co-production, short video advertisements

significantly strengthen the interaction between consumers and advertisements. This model enables consumers to change from the traditional role of receiving information to active participants who can actively participate in the advertising communication process. Taking domestic TikTok platforms as an example, many brands have integrated interactive challenges into short video advertisements, successfully attracting a large number of users to actively participate in creation and communication activities. This strategy not only effectively enhances brand awareness but also enhances the consumers' sense of identity and loyalty to the brand on a deep level and has a positive and far-reaching impact on the brand building and market expansion [7].

Brands carry out in-depth cooperation with celebrities and Internet celebrities, jointly produce short video advertisements, and fully rely on their strong influence in the social media field and their huge and loyal fan base, to realize the rapid expansion of the scope of advertising communication and the significant improvement of their influence in a short time. Beauty makeup industry, for example, many beauties makeup brand and head beauty makeup bloggers hand in hand, using web celebrities through trial products, in the form of real experience sharing and professional recommendations, accurate touch fans, effectively stimulating fans interest at the same time, effectively guide fans purchase behaviour, to improve product market sales and brand awareness [8].

2.3 Creative and innovative

Brands based on the depth of the structure of market demand, mining and refining their products have unique advantages, and these advantages as the core elements, in the short video advertising presentation and communication, to obtain differentiated competitive advantage in the fierce market competition, to stand out. Tesla, for example, through the in-depth research on the car market, insight in the competitors in the field of automatic driving technology development and the potential direction of market demand, in its short video advertising, the advanced automatic driving technology as a key selling point, thus form significant difference with other car brands, effectively improve their market identification and competitiveness of [9,10].

It can be seen from the above literature that the communication characteristics of short video advertising, advertising competition strategies and other aspects affect the attention of consumers in the fast-paced era. However, how enterprises can effectively achieve messaging and emotional resonance in a short period of advertising content remains an important marketing challenge.

3 Case reduction: the content creation and data-driven practice of short video advertising

3.1 Brand uses short video advertising to achieve efficient communication

The brand realizes the efficient communication of short videos through content creation, advertising design and communication channels. For example, Apple uses short video advertising to achieve efficient communication, and its marketing core lies in several aspects. From the level of content creation, Apple not only highlights the unique functions of products and design aesthetics but also creates stories that integrate into daily life and convey positive values, triggering emotional resonance among consumers. Honey snow ice city in 2021 launched brainwashing theme song, a melody adapted from the classic ballad, lyrics only repeat brand slogan, the melody is simple and easy to remember, fits a short video rhythm, can quickly catch the audience ears, the audience need to watch a few times can easily

humming, greatly improve the spread of the song, the lyrics popular populist, is a highlight of the theme, "you love me, I love you, honey snow ice city sweet honey." Plain popular, with simple words to convey emotion, and honey snow ice city the brand parity populist positioning fit, let the audience have emotional resonance, further prompted them to share the short video with the song, expand the scope of transmission, increase impression, moreover, with the wide spread of the song, a large number of short video bloggers to secondary song, songs into life, attract many users to imitate, makes the propaganda song heat high, realized from the song to the efficient promotion of the brand; advertising design form, using animation and real scene combination, unique editing and appropriate sound effects and other creative techniques, to enhance the interest and attraction. Take the joint name of Luckin Coffee and Moutai as an example, the co-branded elements are highlighted in the advertisement. The video shows the animation effect of the iconic blue cup body and the classic white bottle of Moutai in an eye-catching way, instantly catching the audience's attention and pointing out the joint theme of "Luckin Moutai". Using scene drama form, about a barista meet winemaker, inspiration to create the story of the joint products, the story with Luckin and MOUTAI brand concept, such as Luckin convenient fashion and MOUTAI originality inheritance, trigger audience emotional resonance, let them understand of the meaning behind the joint, use close-up, focus on joint coffee products. It shows the delicate foam on the surface of the coffee, the unique colour of the MOUTAI aroma, and the attractive aroma when gently stirred. At the same time, the formula of the product is introduced in detail through the narration or subtitles, such as which original wine of Moutai, the origin and baking degree of Luckin quality coffee beans, highlighting the high quality and unique taste of the product. Visually, the advertisement adopts fashion and high-end visual style, integrating Luckin modern simplicity and MOUTAI elegant atmosphere, the picture with Luckin blue and MOUTAI gold as the main colour, when displaying the products, add gentle stirring, wine and slight coffee aroma drifting sound, let the audience as if immersive, enhance the perception of the product, and at the end of the video, join the Luckin and MOUTAI trademark brand sound effect, deepen the audience brand memory, multiple platforms, precise customized content according to the characteristics of different platforms, at the same time with the influence of stars and KOL, expand product exposure and enhance credibility. Colourful food brand, for example, in the middle of the Mid-Autumn festival holiday, in TikTok platform studio interacted with a well-known host, showing the moon cake production process, and interactive even building special "general manager welfare" this selling point, finally reached more than 130 million GMV, greatly enhance the purchase and consumers for brand identity.

3.2 Emerging brands enhance market competitiveness through short video advertising

If emerging brands want to enhance their market competitiveness with the help of short video advertising, they will make precise positioning from big data, brand image building and other aspects in the fiercely competitive market environment. The precise positioning of content requires emerging brands to conduct in-depth research on their target audiences, and carefully analyse their age level, interests, consumption habits, education level and other aspects. For example, for the target audience of high school students, a short video can be made around campus life and efficient learning experiences. How to solve practical problems on campus like convenient learning stationery and efficient learning software tools and show them with simple and vivid language and pictures, so that the content can accurately hit the demand point of the target audience and enhance the audience's identity with the brand. It can also analyse the values, life attitudes, interests and personality characteristics of the target audience from the perspective of psychological characteristics. For example, the brand with

the concept of environmental protection, if the audience pays attention to environmental protection people, advertising can emphasize the product environmental protection material, environmental protection measures in the production process, etc., causing emotional resonance. While shaping a unique brand image, it is more essential. Brands need to convey their ideas and unique personalities clearly and creatively in short videos. Take Into you, a newly rising cosmetics brand, which makes its products young, in the hearts of consumers to deepen their own brand image, improve recognition. At the same time, the whole brand starts from the perspective of women, forming a brand concept of constantly breaking conventions, having the courage to freedom and the courage to pursue personality. Establish a good brand image, brand reputation promotion.

4 Marketing mechanism

4.1 Consumers preference to achieve personalized recommendation advertising

Take the "Into you" beauty brand, which focuses on young women who pursue fashion and personality, as an example. Through in-depth analysis of the data of social media (such as RedNote) and e-commerce platforms including Taobao and Tmall, the brand grasps the preferences and consumption behaviours of the target consumer groups. According to the users purchase history and browsing behaviour of users, according to the precise advertising strategy, push tailored product recommendations and preferential information. Consumer psychology of different stages is different, and the advertising content can be perfected according to this consumption psychology. In the problem raising stage, the purpose is to stimulate consumer purchase demand, through emotional resonance, directly hit the pain point, into you can highlight the effect; in the information collection stage, the purpose is to provide product information and establish brand trust; in the purchase decision stage, the purpose is to eliminate the purchase anxiety, can promote the purchase strategy through realistic discount, security and other strategies.

4.2 Digital technology to improve the advertising conversion rate and accurate delivery

The important way of short video marketing is to use big data and algorithms to improve the efficiency of advertising marketing. Big data collects the user behaviour data from browsing history to stay time and outlines the users' precise preferences and habits. The computing law intelligently matches the advertising and the target audience, based on the preferences and habits of users, the real-time monitoring of the delivery effect, bid farewell to the extensive traditional advertising, to achieve a targeted, more effective marketing. Based on the characteristics of consumers, the market segments to specific consumer groups, the tailored advertising push strategy is targeted at these groups. The browsing behaviour of consumers can be analysed through the data to build an accurate user portrait. For example, if the data shows that some consumers like Yingsha Sun, a table tennis star, then the platform can use advanced 3D modelling and animation technology to create a vivid and delicate image for Yingsha Sun, so that she can display her products in a more natural and vivid way, bring consumers a brand-new visual experience and attract consumers' attention, and can also interact with fans in real time through social media, live broadcast and other platforms, answer fans' questions and hold online activities, which can improve consumers' participation in advertisements. Based on AI technology, virtual idols can be used in order to realize personalized interactive experience, according to the messages and behaviours of fans, make

targeted responses, so that fans can feel the attention and attention, further enhance the emotional connection between fans and the brand, to achieve accurate fan marketing. Accurate advertising is to improve the relevance of advertising content through the comprehensive consideration of environmental factors (including geographical location, time and equipment, etc.). Of course, we should also avoid the use of direct marketing means, in order to reduce the resistance of consumers, but also to use the narrative or emotional information transmission.

In the highly competitive field of short video advertising, the synergy of advertising creativity, precision marketing and user interaction is the key to optimizing the strategy. Advertising creativity attracts users with novel and creative content; precision marketing uses big data to push advertising to the target audience and improve the purchase rate; user interaction expands advertising communication through comments, likes and other forms. The three complement each other to help the brand achieve its marketing goals.

5 Conclusion

This paper analyses the characteristics and competitive strategies of short video advertising, summarizes the characteristics of short video advertising with fast transmission speed and strong innovation, and shows the advantages of short video advertising marketing through case analysis and puts forward suggestions for improvement. In the production process of short video advertising, the length of the video can be accurately controlled, to ensure that every picture is compact and orderly, and to avoid any slow and long part, to firmly grasp the attention of the audience. In terms of sound collocation, carefully selecting the background music and sound effects that are compatible with the video content can effectively enhance the overall appeal of the video, make the audience have a stronger emotional resonance when watching, and then deepen the memory and identification of the advertising content. The short video platform can monitor the performance of content in real time and analyse user behaviour data, to constantly adjust and improve the content strategy and realize the continuous optimization and iteration of content creation. However, the current system has a significant deficiency, that is, the lack of a direct and effective communication and feedback channel with users. Such a lack makes it difficult for the platform to accurately capture the real needs and feelings of users, which in turn will affect the accuracy of content optimization. TikTok The platform should take active action to solve this problem, and design and build one for advertising information setting. Through this setting, users can easily express their opinions and suggestions on the advertising content, while the platform can collect and analyse this first-hand feedback information promptly, to adjust the advertising and content creation more accurately and humanized.

Authors contribution

All the authors contributed equally and their names were listed in alphabetical order.

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