

Research on Film Marketing Strategies under the New Media Environment

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ABSTRACT

With the rapid development of Internet technology, new media platforms such as Weibo, Wechat and Tiktok have become the main channels for people to obtain information and entertainment. As one of the mass culture products, the marketing strategies of film are constantly evolving to adapt to the change of the new media environment. This paper aims to explore the film marketing strategy in the new media environment, so as to adapt to the needs of modern audience.

KEYWORDS

new media environment; film marketing; strategy

The rapid progress of Internet technology and the widespread popularity of social media platforms have brought unprecedented opportunities and challenges to the film marketing. Under the background of the digital age, the traditional means of film publicity can no longer fully meet the expectations of modern audience. Therefore, there is an urgent need for film studios and distributors to adopt more innovative and diversified marketing strategies in order to stand out in a competitive market.

1 New media environment

The new media environment refers to the profound changes of information dissemination methods and media forms under the background of the rapid development of Internet and digital technology. This environment is centered on the Internet and includes many emerging media forms, such as social media, blogs, podcasts, video sharing platforms, instant messengers, etc.

In the new media environment, the production and dissemination of information has become more convenient and diversified. Users are not only the receivers of information, but also the producers and disseminators of information. This two-way interaction improves the rapidness and extensiveness of information dissemination. The new media environment has also led to the explosive growth of information. There is a wide variety of information on the Internet, covering news, entertainment, education, science and technology and other fields, and users can easily obtain all kinds of information according to their personal interests and needs. However, the increase in the amount of information also leads to the problem of information overload, and users need to invest more time and effort in filtering and processing information^[1]. In addition, the new media environment also has significant the characteristic of personalization. Through big data analysis and recommendation algorithm technology, the platforms can push personalized information and content according to users' browsing history, interests, hobbies and behavior

habits. This information service for personal needs significantly improves users' experience. But it has aroused public concern about personal privacy and data security issues.

2 Film Marketing Strategies under the New Media Environment

In the context of new media, film marketing strategies must adapt to the development trends of digitization, networking and socialization, and make full use of various new media tools and platforms to enhance the popularity and box office revenue of films. The following are some of the core strategies.

2.1 Content Marketing

The essence of content marketing is to create and disseminate valuable and engaging content that is relevant to the target audience. This method can attract and maintain the attention of the audience, and then motivate them to take a certain action of the marketing strategy. Specifically, film production companies can make use of social media platforms, such as Weibo, Wechat, Tiktok, etc., to release rich content related to the film, such as behind the scene, actor interviews, director explanations, etc., so as to enhance the audience's awareness and interest in the film. Film production companies also can cooperate with well-known film critics and film bloggers to publish in-depth film reviews and analysis articles, which can provide the audience with deeper knowledge and background information about the film. In addition, film production companies can hold various online activities, such as film knowledge contests, prize quizzes, etc., to encourage audience participation. These activities can not only increase the audience's knowledge of the film, but also increase their engagement and loyalty. Finally, through short videos, film production companies can quickly spread the film information and enhance the popularity and influence of the film.

2.2 Partner Marketing

By allying with well-known brands, partner marketing can enhance the brand image of the film. Specifically, the film can work with fashion brands to launch limited edition movie-themed clothing or accessories to attract the attention of fashion lovers. The film can cooperate with technology companies to promote films with cutting-edge technology products, such as using virtual reality (VR) technology to enable the audience to experience the movie scenes in advance, and then stimulate their interest in watching films. At the same time, the film can cooperate with media platforms to expand its publicity coverage. For example, a film can cooperate with a video site to release exclusive trailers or tidbits to attract users to click and watch. The user engagement and communication can be increased by posting interactive content, such as topic challenges, prize questions and answers. The film can cooperate with radio stations to attract listeners' attention by playing film theme songs or related talk shows. It can cooperate with offline activities, such as cooperating with shopping malls to hold film-themed exhibitions or interactive experience activities to attract consumers to participate. It can cooperate with tourist attractions to launch tourism packages of film locations to attract fans to visit. It can cooperate with various associations and organizations to organize film-themed lectures or film-watching activities to increase the academic nature and cultural value of films. It can cooperate with public welfare activities, such as cooperating with charity organizations, holding public welfare activities, charity sales, donations, etc., and donating part of the box office revenue to people in need of help, which can not only enhance the social responsibility of the film, but also attract more viewers who pay attention to public welfare undertakings.

2.3 Online pre-sale and Discount Activities

Online pre-sale and discount activities are two very effective strategies. Through online pre-sale, film distributors can pre target certain audience groups to ensure the film's initial box office results, and also help the distributors collect audience data for more accurate market analysis and promotion. The specific operation can be realized through major film ticketing platforms, such as Maoyan movie, Taopiaopiao, etc. These platforms have a huge user base and can quickly spread film information to potential audiences. Pre-sale activities usually include early bird tickets, group buying discounts and other attractive discount measures to stimulate the enthusiasm of the audience to buy. Pre-sale activities can also be combined with additional activities such as limited edition peripheral products or celebrity meet-and-greets to further enhance audience engagement and interest. Film distributors should make full use of social media platforms for publicity and release pre-sale information and discount activities through Weibo, Wechat, Tiktok and other platforms to quickly attract a lot of attention^[2].

2.4 Interactive Marketing

Through the two-way communication with the audience, interactive marketing strengthens the audience's sense of participation and experience, and then enhances the popularity of the film and the box office revenue. With the help of social media platforms, such as Weibo, Wechat, Tiktok, etc., film trailers, tidbits, behind the scene and other information can be released to attract audience's attention and sharing. Organize online interactive activities, such as topic discussions, prize questions and answers, voting, etc. Of actors, can increase audience participation and thus increase the exposure of the film. Network broadcast platforms such as Douyu, Huya, etc. are used to conduct interviews, interactive Q&A, live performances and other activities of film creators, so that the audience can closely understand the production process of the film and the performance style of the actors, and then increase the sense of inclusion and anticipation. Through virtual reality technology, the audience can watch film trailers, features and other content through VR devices, and even participate in the virtual film scene interaction to enhance the sense of experience and interest. It can develop interactive games related to films to attract more audiences to pay attention to films and enhance the popularity of films through the interactivity and fun of games. It can establish a film fan community to provide a platform for fans to communicate and share, and enhance the sense of belonging and loyalty of fans and promote the word-of-mouth communication of films by releasing the latest news, behind the scene, actor interviews and other contents of films.

3 Case Study of Film Marketing in the New Media Environment

3.1 Film Marketing Case of "Nezha: Birth of the Demon Child"

The trailer quickly captures the audience's attention through carefully edited highlights and an engaging background music. At the same time, the poster design is unique, and has bright colors and a strong visual impact, which makes the audience have a strong interest in the film. Through social platforms such as Weibo, Wechat and Tiktok, the film producer releases behind the scene, character introductions, and interviews with the director and the main creative team to increase the audience's understanding of and expectations for the film^[3]. At the same time, the film also launched a limited edition packaging with a well-known beverage brand, which further expands the scope of publicity. In addition, the film producer launches a "Nezha Challenge" on Weibo to encourage netizens to upload videos imitating classic clips of Nezha, which attracts a large number

of netizens to participate, and launches limited edition peripheral products, such as Nezha dolls and posters, to meet fans' collection needs and further enhance the film's influence.

3.2 Film Marketing Case of "Hi, Mom"

The film makes full use of social network platforms such as Weibo, Wechat and Tiktok to promote it, and its official accounts release trailers, posters and tidbits on major online platforms to attract the audience's attention. At the same time, the film's main creative team also actively participated in the interaction and communicate with fans, so as to enhance the popularity of the film. In the process of promotion, the classic line of the film "Li Huanying, I am coming!" has become a buzzword on the Internet and inspired a heated discussion among netizens. The film also uses the personal charm of Jia Ling to create many hot topics related to her to further enhance the influence of the film. At the same time, it launches co-branded products in cooperation with well-known brands such as KFC and Yili to attract more audience's attention^[4]. In addition, the film launches the H5 small games with the theme of "traveling through time" to enable users to experience the feeling of going back to the past and increase the interest of the film. It also launches the "cloud block booking" activity, so that the audience can buy film tickets online and send the blessing of the film to their friends and relatives in their hometown. After the release of the film, with the exquisite production level and deep infectious narrative, the film has received widespread acclaim from the audience. Many viewers share their experiences on social media platforms, which accumulates positive reviews for the film. At the same time, the film creative team also actively engage in media interviews and publicity tours to reveal the creative story to the public, thus further enhancing the film's reputation.

4 Conclusion

To sum up, in the context of new media, film marketing strategies must be continuously innovated and optimized to adapt to the ever-changing market environment and audience needs. Through the use of partner marketing, content marketing, interactive marketing, discount activities and other strategies, it can effectively improve the market performance of films and maximize their commercial value.

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