

Research on the Impact of Short Video Content Creation on Marketing Strategies: A Case Study of Cat Memes

Xuanrong Jiang

Department of Humanities, Hangzhou Normal University, Hangzhou, Zhejiang, 311121, China

ABSTRACT

With the rapid development of internet technologies and short video platforms, short videos have become an important means of entertainment and information acquisition, demonstrating significant potential in marketing. This paper analyzes the application of cat memes in marketing, highlighting how cat memes, through humor, irony, and other techniques, can effectively attract fans and provide brands with new creative marketing approaches. The study shows that the creative freedom of short video platforms, emotional identification, and the establishment of brand loyalty, among other characteristics, contribute to the unique advantages of short videos in marketing. Companies can combine strategies such as incorporating popular elements and enhancing emotional connections to rapidly spread brand information through short video platforms, thereby increasing brand awareness and influence. This research provides theoretical support and practical guidance for businesses in developing marketing strategies based on short video content.

KEYWORDS

Short video content creation; Marketing strategies; cat memes; Brand exposure

1 Introduction

With the rapid advancement and widespread penetration of internet technologies, the emerging medium of short videos has experienced swift development. Characterized by their concise and easily consumable nature, short videos have quickly become an important means of public entertainment and information acquisition, rising rapidly and gaining popularity worldwide. As short video platforms continue to emerge and users increasingly seek to utilize fragmented time, short video content creation has begun to shine in the field of marketing. Numerous companies have started to recognize the unique advantages and immense potential of short video content, incorporating it into their marketing strategies and leveraging its powerful communication capabilities and broad influence to enhance brand awareness and strengthen market competitiveness.

Cat memes, as a unique and captivating form of internet culture, have rapidly gained popularity with their humor, irony, and other creative techniques. Centered around photos or videos of cats, cat memes creatively incorporate text, sound effects, and other elements to craft a humorous yet thought-provoking effect. On social media platforms, cat memes are frequently shared and reposted by users, creating a viral spread. At the same time, cat memes have gradually become an important tool in brand marketing. The unique creative approach that combines brands with cat memes not only attracts significant attention and affection from a large number of fans but also offers new ideas and avenues for creative marketing and brand promotion.

Meme theory focuses on how information units (i.e., memes) are replicated, mutated, and spread across different cultural and social contexts. It is of great significance in understanding the viral diffusion of short video content, audience acceptance, and cultural influence. This study aims to explore how short video content creation can leverage meme theory to influence marketing strategies. By analyzing the specific application, effects, and meme dissemination mechanisms of cat memes in marketing, the research seeks to better understand the role and value of short video content creation in marketing. This study can provide theoretical support and practical guidance for businesses in developing marketing strategies based on short video content, helping companies better use short videos for brand promotion and marketing. It can also offer creative inspiration and direction for short video content creators, promoting the healthy development of the short video industry.

2 Theoretical foundation and literature review

2.1 Meme theory

Meme theory, as an important branch of cultural evolution and communication studies, has attracted widespread academic attention since its introduction by Richard Dawkins^[1]. A meme is defined as a unit of cultural information that spreads through imitation. It encompasses a wide range of cultural elements, from simple ideas and concepts to complex skills and customs. The characteristics of memes, such as replicability, variability, selectivity, and durability^[2], together

form the dynamic process of meme propagation in cultural communication.

The mechanism of meme transmission involves three key processes: replication, variation, and selection. Replication is the foundation of meme propagation, ensuring the transmission and continuity of cultural information^[3]. Variation provides memes with the ability to adapt to different environments and audiences, allowing them to evolve continuously during transmission. Selection is the process of filtering memes, where only those that meet societal needs and audience preferences are retained and widely spread.

The application of memes in short video content creation is particularly significant. Creators incorporate memes into their short videos through imitation, adaptation, or innovation, forming unique cultural expressions. These short video contents are shared and reposted by users on social media platforms, thereby achieving widespread meme propagation^[4]. The use of memes in short videos not only enriches the content but also enhances its appeal and transmissibility. For example, by imitating popular music rhythms, dance moves, or linguistic styles, creators can quickly capture the attention of their target audience, boosting video views and share rates^[5]. At the same time, the application of memes helps to build brand recognition, enabling short video content to stand out in the competitive market.

2.2 Development of short videos and their marketing applications

Short videos, as an emerging media form, have rapidly risen globally in recent years. From the initial short video sharing platforms to today's diversified short video ecosystem, the development of short videos has undergone a transition from singular to plural, and from simple to complex^[6]. Currently, short videos have become an indispensable part of people's daily lives, with rapid growth in user numbers, content quality, and commercial value^[7]. With continuous technological advancements and the growing maturity of the market, short videos are expected to feature increasingly diversified, personalized, and intelligent characteristics. For example, with the application of artificial intelligence technologies, short video platforms will be able to more accurately recommend content that users are interested in, enhancing user experience and engagement^[8]. At the same time, short video content will place greater emphasis on creativity and quality to meet users' ever-growing aesthetic demands^[9]. In marketing, the use of short videos has become increasingly widespread. From brand promotion and product marketing to user interaction and community marketing, short videos have demonstrated significant marketing value^[10]. For example, by creating well-crafted short video ads, companies can quickly capture the attention of their target audience, increasing brand awareness and reputation^[11]. At the same time, through user interaction and community marketing on short video platforms, businesses can gain deeper insights into user needs and market trends, providing strong support for product development and marketing strategy formulation. From an effectiveness perspective, short video marketing has achieved significant results in increasing brand exposure, promoting user conversion, and enhancing user engagement. As the short video market continues to develop and user needs evolve, short video marketing is showing a trend toward greater precision, personalization, and contextualization. For example, with the application of big data analysis and artificial intelligence technologies, companies will be able to more accurately target their audience and develop marketing strategies, better meeting users' personalized needs and enhancing the user experience.

3 Application case of cat memes in marketing

As a meme, the cat meme adopts a storytelling narrative style, using cat emoji images to tell brand stories or highlight product features. This not only adds to the fun of the video but also makes it easier for the audience to remember the brand information. For example, the cat meme short videos of Lumila potato chips and Weilong cookies, with their humorous and witty style, captured the attention of a large number of young viewers. The Lumila cat meme short video gained 1.78 million views on platforms like Bilibili and even made it to Bilibili's trending list. A 13-second Weilong cat meme short video quickly became popular on Bilibili, with over 2 million views.

Lumila potato chips and Weilong cookies used cat meme short videos to precisely target young consumers, particularly those who are enthusiastic about new things and prefer to share and interact on social media. By cleverly integrating cat emoji images with brand images and product features in the videos, they effectively increased consumer awareness, directly boosting sales. The meme transmission mechanism not only helped spread and receive brand information more widely, improving marketing effectiveness, but the success of the marketing campaign, in turn, accelerated the spread and popularity of the cat meme, creating a virtuous cycle.

4 Analysis of the Impact of Short Video Content Creation on Marketing Strategies

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wishes to divide the paper into sections the formatting shown in table 2 should be used.

4.1 Freedom of Creation and Dissemination on Short Video Platform

Driven by the wave of digitalization, the rise of short video platforms has provided content creators with a unique space for free expression and the fusion of dual identities (i.e., both communicator and audience). This novel model of integrated communication has disrupted traditional frameworks of information dissemination. Various types of information, with their low entry barriers and high interactivity, greatly stimulate users' creative enthusiasm, leading to a continuous flow of creative content. Memes, the basic units of cultural replication and transmission, not only accelerate the circulation of information but also promote cultural diversity and innovation. Businesses can actively integrate current popular elements into the short video ecosystem by imitating, adapting, or innovating popular memes, while also encouraging user-generated content (UGC). Through users' spontaneous sharing and dissemination, brands can expand their influence and reach.

4.2 Emotional Identification and the Establishment of Brand Loyalty

In just a few minutes or even seconds, a well-planned video can quickly touch the emotions of the audience and evoke strong resonance. Memes have a powerful infectiousness and transmissibility, allowing them to quickly capture and amplify the emotional needs of the audience, thus triggering widespread empathy. Companies can use short video platforms to tell touching brand stories, showcase unique product craftsmanship, and deliver brand messages that resonate with consumers' emotional needs in ways that are closer to their lives. This helps establish a bridge connecting the brand with consumers' emotions, not only stimulating emotional identification and fostering consumer dependence and trust in the brand, but also enhancing brand awareness and reputation, laying a solid foundation for building brand loyalty.

4.3 The Buffering Mechanism of Short Videos and Emotional Regulation

In the fast-paced modern life, audiences can quickly access information and entertainment during fragmented moments of leisure, satisfying their hunger for information while also serving as an effective means of emotional regulation. By creating lighthearted and entertaining short video content, companies help consumers find moments of relaxation amid the hectic pace of daily life, while subtly incorporating brand messages. This not only enhances the viewing experience but also deepens consumers' memory and fondness for the brand. The buffering mechanism of short videos provides consumers with a channel to release stress and regulate their emotions, while also offering brands a platform to showcase themselves and convey their values. Through a two-way interactive model, companies can not only better understand consumer needs and preferences but also establish a more positive and healthy brand image in the minds of consumers.

Short video content creation plays a vital role in marketing. Companies can leverage the advantages of meme theory by combining popular elements, enhancing emotional connections, and expanding marketing channels, thereby rapidly spreading brand information to a broader audience. At the same time, businesses can also take advantage of the algorithmic recommendation mechanisms of short video platforms to precisely target their audience, boosting brand awareness and influence.

5 Conclusion

With the rapid development of internet technology and the continuous emergence of short video platforms, short videos have become an important means of mass entertainment and information acquisition, while also demonstrating enormous potential in the field of marketing. Meme theory, as an important branch of cultural evolution and communication studies, provides a powerful tool for understanding the viral diffusion of short video content, audience acceptance, and cultural influence.

This paper analyzes the application of cat memes in marketing and finds that by organically combining the humor, irony, and other techniques of cat memes, companies have not only attracted the attention and affection of a large number of fans but also provided new ideas and approaches for creative marketing and brand promotion. Through case analysis, it is evident that the freedom of creation and dissemination on short video platforms, the establishment of emotional identification and brand loyalty, as well as the buffering mechanism and emotional regulation of short videos, together form the unique advantages of short video content creation in marketing. Companies can leverage these characteristics, along with popular elements, enhanced emotional connections, and expanded marketing channels, to

rapidly spread brand information to a broader audience, thereby increasing brand awareness and influence.

Short video content creation is playing an increasingly important role in marketing. Companies can leverage the advantages of meme theory, fully utilize the features of short video platforms, and incorporate popular memes such as cat memes to develop effective marketing strategies, thereby maximizing brand value. At the same time, short video content creators can gain creative inspiration and direction from these practices, driving the healthy development of the short video industry. In the future, as technology continues to advance and the market matures, the application of short video content creation in marketing will become more widespread and profound.

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