

The Influence of Film Marketing Strategy on the Film Box Office

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Abstract. The purpose of this study is to have a more in-depth study and discussion on marketing and film marketing market, so as to provide more thinking and suggestions for China's future film marketing strategies, promote the development of Chinese film marketing and make Chinese films better go to the world. This paper used the analysis of the box office data to compare the box office differences between Chinese films and foreign films (China and the United States, China, and Western films) and analyze the influence of different groups on the box office of Chinese films. From the research conclusion: the selection of material can greatly affect the movie box office. Through the analysis of the performances of patriotic films and science fiction films in domestic and foreign markets, it's can see that patriotic films are more dominant in China, and the box office of science fiction films is also growing rapidly in recent years. Through the analysis of different movie publicity strategies, it can be concluded that the star effect has both positive and negative effects. It can better guarantee the support rate of fans for movie stars, but in some movies, it also damages the attraction of the movie to the general audience to a certain extent. Through the study of word-of-mouth marketing, this paper found that the influence of word-of-mouth marketing is decreasing because of the increasing number of false word-of-mouth publicity and false comments.

Keywords: Marketing Strategy; Material Selection; Way of Publicity.

1. Introduction

In the film marketing process in China, reform and opening up were turning points, with the reform and opening up, film marketing has gradually been pushed forward, deepened, and also let film marketing rapidly develop [1]. In the 1990s, with the reform of the market, film marketing also really entered the public view, but in the initial period, people did not understand the concept of film marketing very clearly. The reform of the film industry in 2003 is a very important milestone in the history of Chinese film, in the rapid development of the network environment, people have a deeper understanding of film marketing and more innovative marketing strategy, and marketing concepts. After 2006, people had further access to different information through the network and more channels and methods to understand the film, film marketing has been vigorously promoted with the development of the Internet, gradually forming a business operation model. After 2012, film marketing strategy also changed dramatically, the director is committed to making each film into a national situation, in line with the national situation, in line with the social hot spot, so that it obtains more exposure from the media and news, and many low-investment films also successfully obtained high box office with the precise positioning of social hot spots. Film marketing strategies include a lot of things, such as selecting materials, positioning, gear selection, actor choice (using being a red star, veteran actor, or foreign star to improve people's expectations and film quality), communication strategy (through different media to receive film information), product strategy (through the peripheral products to improve the film's visibility), and these ingredients are greatly influenced by the film's box office. Through the development of research strategies in different periods, it can be clearly seen that marketing strategy plays a crucial role in the box office and the development of the film. And this paper going to explore the impact of a few marketing strategies on the film box office. Different selections, such as patriotic themes, science fiction themes, and funny themes the film box office. Different ways of advertising and dissemination at the film box office (such as television advertising and star endorsement). In the third part this paper will explore the impact of word-of-mouth marketing on the box office of the film (such as people believing in the reputation of a well-

known director, or believing in a series of films) this paper will also give the definition of word-of-mouth marketing and its use in real films.

2. Precise Localization

2.1. Patriotic Care

The development of patriotic films abroad is not ideal and does not meet expectations, the differences in values between Chinese and foreigners [2] and the differences in the aesthetic of films have led to the failure to go to the world. Patriotic theme films in foreign countries cannot bring significant commercial benefits, according to statistics in the US film industry, ranked in the top 30 domestic films, patriotic theme films only two. And the projection rate is poor. In the only two films, *War Wolf 2* and *Operation Red Sea*, more martial battles, Kung Fu fragments of *War Wolf 2*, gained more box office. The addition of the martial arts fragment in the patriotic film will undoubtedly increase the spread of the film in foreign markets, from Xiao Long Lee to Cheng Long, foreigners have been obsessed with this kind of martial-fighting role, so when people want a patriotic theme film to be globalized, this will be a very effective communication strategy; a coherent, complete story line can be good to increase the film box office and foreign audience's expectations and interest in the film, series is a very advantageous film form in China. In China's long history, updating iterations, locking a core event and characters for appropriate adaptation, and retaining most real events, not only increase foreign audiences for Chinese film love but also greatly spread Chinese traditional culture. In 2021, the patriotic theme film reached its peak, in the background of the party founding 100 years, the red film became the main tone of the market, once again stirring the red spirit of people's hearts. Some people's heroes who struggle hard, and some doctors who have been highly respected during the fight against the epidemic, describe the development of China's reform and opening-up. They have achieved a very high sense of recognition, and have also made these film and television companies have a very considerable box office. The character portrayal is more selected from the perspective of ordinary people, standing in the perspective of ordinary people to experience the important historical events in Chinese history. But in 2021, it did not promote the vigorous development of patriotic films, [3] but greatly reduced the spread and people's sense of identity, and also made the writers of patriotic films feel the crisis. The 2022 National Day film is basically the theme of patriotic feelings, but the box office is only one-third of 2021, the people are also increasingly not blindly supporting patriotic films because of the so-called patriotic films, patriotic films need more investment from producers, not use patriotism as a gimmick, [4] to the box office, which will only stagnate the development of patriotic films. The significance of the patriotic film theme: In the 1970s, in the development stage of socialist core values, patriotic films mostly focus on core values, depict the characters of the representative, strengthen the people's sense of socialist values in the heart of the people, and in the late 19th and 20th century, patriotic theme film is not only limited to the description of core values, become more contagious, in the context of the continuous progress of the story, the elements gradually diversified, but patriotic theme film also becomes more interesting, more acceptable. Patriotic theme films are important to national unity and national culture: patriotic films as a very important way to spread the Chinese national community, and also emphasize the importance of national unity and community awareness for national rejuvenation and the importance of strong for China.

2.2. Science Fiction Movies

The strong support of Chinese policy, in the "14th Five-Year Plan" China Film Development Plan, [4] clearly stated that Chinese films need to vigorously develop special effects and strengthen the deep research of film technology, which will also become a very important research direction in the coming years. Policy support has put science fiction on a new journey, and more companies and investors who focus on the development of science fiction films have also made many excellent domestic films in recent years. The science fiction film production level is more and more

representative of the country's science and technology level, so the national investment in a science fiction film is also increasing, science fiction film is also an important part of the science and technology power. The rapid development of China's economy also makes the development of film more likely, more investment means a higher level of special effects production, meaning higher quality film output. And as the income level of the people improves, more people are willing to support the development of Chinese science fiction films [5]. Differences in Chinese culture, thinking, and Western culture. Western sci-fi movies have added new elements, and from Greek mythology, the West has instilled abstract culture, making science-fiction movies more acceptable to audiences. While domestic science fiction films are more traditional-based ways of thinking, and receive the influence of atheism, limiting the producer's imagination, more limited to their own culture, and not as compatible as Western films. Chinese science fiction films are more inclined to set the protagonist in the national or world perspective, firmly firm the human destiny community, but Western sci-fi films highlight personal heroism, such as "Marvel" a series of films, very different film interpretation methods will inevitably make the box office and the audience crowd different. [3] Cost inputs and technical differences. When the US science fiction film occupied a large part of the market share, China's science fiction film industry is only in the "baby" stage, the West profited through a series of sci-fi films, and its offline surrounding products have become a big profit, in 2000 after the West investment in science fiction films far more than China, but also led to China's science fiction films has been behind the West.

3. Film Promotion

The focus of stars as a film promotion and sales can be good to get a large part of the crowd support but also can be very good in the market in various inefficient marketing methods to be prominent. [5,6] The appearance of stars will be seen by many as a film quality, the film's wonderful degree of guarantee, can greatly reduce uncertainty, let the audience to the film with greater expectations, and be more willing to consume. Another crowd will be more motivated to watch the film because of a love of a star and devote their love of stars to the film itself. Whatever the above, the filmmakers are very good at using the audience's pursuit of stars to improve the box office. And now more film companies have developed a more complete set of industrial chains on star effects, making the star effect more influential. But in data and survey studies, star effects are not the most important factor affecting the box office of the film, and many star engagement does not mean high box office returns [7]. In the environment of the whole people to create stars, many stars have not yet their representative works, but through the hype of the company and its agent team, let its performance strength and fame not meet the expectations of the audience, and let the box office drop straight. The audience also rejected the stars who were highly paid but did not meet their expectations, thus rejecting his films. The author recommends that Adopt multi-faceted marketing to enhance the star effect. Premiere, conference, meeting, film festivals, and other offline events. Online platforms such as WeChat, Weibo, TikTok, and others amplify the positive effect of stars on film propaganda. This allows consumers to disseminate movie messages to more dimensions and attract consumers. Meanwhile, invest more energy in the production of film content rather than rely more on the star's visibility to make a series of hype.

4. The Impact of Word-of-mouth Marketing on the Box Office of the Film

How to create a good reputation and how to spread good word of mouth has always been a very important part of the film industry, and the power generated by the reputation has been greatly used by the seller. [8,9] Reputation is also greatly affecting the box office of the film, the decision-making of consumers played a crucial role from the beginning of the film, the Internet has not yet matured mouth to the rapid development of the network now, in various forums, various platforms on the film evaluation, audience feedback. Now the platform has a broader communication environment, with

faster spread speed, and more professional film reviews, but also makes the reputation of the film more and more attention. The number of words of mouth represents more people involved in the evaluation of the film, more feedback on the film, and also gives the film more exposure and the chance to be known. Based on research shows that the more times the micro-blogging headlines and the bigger websites are exposed, the box office is higher, the paper can speculate that the number of words of mouth at the box office is crucial [6]. The Impact of the Word of Mouth before and after the Film on the Box Office. Before the film's release, emotional orientation can be a good reaction to the performance of the film in the market after the release. And this paper also found that the adverse reputation of the film will have a greater impact than the positive word of mouth, more influencing the audience's willingness to consume. But this paper also found that there are differences in the emotional-oriented impact of the Chinese market and the UK market. British consumers have received a greater impact on negative reputation. There are too many inconsistent comments on the platform, and more filmmakers in order to increase the box office hiring writers, and also make the reputation in consumers greatly less influence. Compared to many ordinary users, opinion leaders are trusted by more users and can also have a greater impact on the ideas of other consumers [10]. Opinion leaders often use their expertise and expertise to help their users integrate and comb out film information, helping those who trust their users decide how much a movie is watched. But with the development of the Internet, more opinion leaders accepted the promotion of film sellers, writing some reviews that do not match the film. This means that the influence of their reputation will continue to decline, and when they are not trusted, the movies they promote will be negatively affected.

5. Conclusion

In the course of the development of Chinese film marketing, a lot of marketing strategies have emerged, and research shows that different marketing strategies have different degrees of influence on the box office. For the time being, each marketing strategy still has different problems, and the influence of these marketing strategies on the box office is also changing. This paper also draws a conclusion through the analysis and comparison of the data. It can be seen from the research on films of different themes that patriotic films have a great influence on the box office in China, but their development in foreign markets is far from reaching expectations, and they fail to bring great commercial value. In the past two years, the commercial value and box office of patriotic films in China has also declined to varying degrees. When people have a deeper understanding of patriotic films, they have higher requirements for their innovation and story, and it is not just feelings that can have such a high value. Science fiction, on the other hand, has made steady and significant progress. Domestic producers need to have more innovations in the plot of patriotic films and a more complete restoration of historical events. The production of science fiction films needs to add more cultural elements, and more series of films can also be introduced following the successful cases of foreign countries. Star power has positive and negative effects on the movie box office: More people will be willing to watch a movie when an actor with more experience is often taken as a guarantee of quality by the audience, and some stars who have no acting experience but have accumulated a large number of fans through their appearance level can also attract a group of fans to support their films. However, when the latter fails to deliver the performance expected by the audience, some ordinary audiences will make bad comments about the movie and the stars, which will have a negative impact on the box office of the movie. More platforms and activities can make use of the great influence of stars to expose more movies so that more people have a preliminary understanding of movies and increase their willingness to watch movies. Study the selection of roles in films to a deeper degree, and put more effort into the quality of films rather than relying more on star power. Word-of-mouth marketing is also one of the focuses of this study. With the rapid development of the Internet, word-of-mouth of movies is paid more attention, and movie merchants also have a greater investment in word-of-mouth construction. However, as the word of mouth on the Internet is interfered with by more businesses

and more experts write something inconsistent with the film itself in order to make money and falsely advertise the wonderful degree of the film, so as to attract consumers. Such interference in word-of-mouth also weakens the credibility of experts among the public, and the films that experts vigorously promote are boycotted to a great extent. Relevant law enforcement authorities will punish those who falsely promote movies and reduce false statements from the root. Reward citizens who report false propaganda, so as to increase their willingness to monitor.

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