

Research on Communication Strategy of Film Chang An Based on the Chinese Market

Bodi Zhang

Beijing Xindongfang school Beijing, 100000, China

zengchao@xdf.can

Abstract. This article studies how to find a marketing plan suitable for a film. Many novel works with novel themes are buried today because there is no good marketing plan. In today's era, movies with different themes and contents appear in front of the audience. A good marketing plan can increase the movie's value and spread the movie's thoughts and feelings to the viewers. In addition, many emotional movies can make people resonate and have a deeper understanding of the movie's content. Therefore, a suitable marketing plan is very important for a work. This study mainly starts from the historical background, contemporary science and technology. In the context of the new consumption era, the discussion and sorting out of the film marketing industry is also a useful attempt, through the research and analysis of the iterative film marketing industry, to the industry engaged in film marketing more industry reference, but also to the whole of China's film industry to play a more practical role in promoting.

Keywords: Communication Strategy, Film Chang An, Chinese Market.

1. Introduction

Released in 2023, the longest-running animated film ever made in China tells the ancient story of two celebrities, Gao Shi and Li Bai, set in the ancient Tang Dynasty. It won prestigious awards in the film industry and spread to many countries. Why did the author many spectators choose this movie? Perhaps it is because of his excellent box office and the dissemination and operation of unique themes. Animated films do not dominate the market in the Chinese film market. In this context, *Chang An* still has excellent box office data, becoming the fifth hottest film in the summer of 2023, with a total of 1.799 billion. Good revenue is inseparable from wonderful themes and targeted and perfect marketing strategies. After learning about the communication of other films, some spectators found that the communication of *Chang An* film did not adopt the common communication mode of most films but adopted a unique communication mode suitable for today's society and formulated for this subject matter. As people all know, the theme of this story is related to ancient China, which can not only arouse the curiosity of Chinese people about ancient stories but also help people around the world to learn new cultural knowledge and understand ancient China. This is the dividend that marketing can capture. As such, a long film distracts the viewer and affects the story's integrity. This thunder point is not shown because this story can stimulate the patriotic feelings of Chinese people and is a kind of inheritance of China's long history. So, how do film companies find a suitable marketing plan for this kind of theme and demand film? This is a question that many people are curious about today.

2. Case Description

So far, the film is doing very well in China's interior. It also has a high position in the animation film market, crucial for marketing different kinds of films. For example, some drama films or romance films can push the heat to some topics that can resonate with readers to promote the film's familiarity in people's hearts through the topic heat. For example, some action films or science fiction films can make people constantly curious about the subject matter, and some chain marketing means will be used so that there will be a long-term and periodic marketing strategy. For animated films, how to highlight *Chang An* in many films is a problem. In recent years, many cartoons have been spread

through the way of movies, which people think is the key to the prominence of *Chang An* in many movies. For readers, the theme of *Chang An*'s film is novel. Compared with some cartoons, it only adds new stories on familiar themes, which may cause some restrictions to the audience. Therefore, based on the current situation of this film in the market, some corresponding effective measures should be taken.

3. Analysis of the Problem

First of all, the audience should grasp the highlights of this film. Different from other traditional films, this film tells the story of ancient Chinese history in the form of a story, and this kind of theme is different from narrative articles. Traditional stories may be a little familiar to Chinese people but unfamiliar to people in Western countries. This is a good way to spread different cultures so that good stories can reflect the real situation in ancient times. Therefore, it not only focuses on domestic marketing but also to carry focuses on domestic marketing but also carries out the necessary publicity for other countries, highlighting the importance of the story genre. For marketing, audiences can be placed not only in different countries but also in different age groups. This is the advantage of animation: it can attract adults and children. The collision of colors makes children curious about colorful pictures and teaches them historical knowledge they have never mentioned. This is also a novel learning process, highlighting the importance of colors. In the color matching of the character, if a certain color occupies a large proportion [1]. Marketing to the public is a key factor that makes this film stand out among many films. Secondly, the marketing method is similar to other films, and the most familiar one is the Internet. Once the film lacks publicity in the early stage, it will reduce the viewers' desire for it quickly, which will also affect the subsequent box office data. Nowadays, many moviegoers will determine whether a work is good or bad through film reviews, which shows the importance of film reviews. Simply knowing the main content of a movie before watching a movie can, to some extent, have a deeper understanding of the movie. Want marketing communication promotion to be effective? How to do? Marketing communication can be applied in a diversified and fragmented way. Different from the agricultural and industrial times, now many audiences are in the new media information age, and there are more novel and convenient methods for communication. As a special marketing or communication product in a special period, the film undoubtedly opens a convenient door for film communication. In readers' eyes, the search engine is the fastest way to achieve the goal. The increasing number of searches for topics on the Internet will make the heat higher and leave traces in the public's minds. In some popular software, WeChat occupies a dominant position in the communication of new media. The advantage of WeChat is that it is a new media in itself. The opening of a WeChat public account and video account will undoubtedly develop rapidly, and it will also bridge the communication suggestions between movies and moviegoers. In addition to the stable and relatively common software like WeChat, Douyin is a new way. People can learn about new movies by watching short videos. The famous German philosopher Robert Fischer first proposed that empathy means that people can feel the emotions and feelings of others, and film companies can also produce the same emotions and reactions [2]. Nowadays, TikTok has become a popular software, so it can reach a wider audience and let people know about movies relatively easily and conveniently. Through data inquiry, there is now a new way of film promotion: the film premiere, which usually invites the film's actors, directors, and producers to answer questions face-to-face with the moviegoers. Generally speaking, this way is to use the star's heat to promote the film's publicity, which is also a very direct way to let more people know about the film. Perhaps the actors will describe the mood of the characters in the film or their views on the characters they play. It seems like a discussion. People getting together to discuss their views on the same movie can also improve the movie from different aspects. Usually, the film crew will also distribute tickets to some popular actors (who may not be in the show) so they can use their way to promote the movie. From the surface, it is just a way of living, but it can let people understand the hidden side of the story at a deeper level. In the 1980s, James Carey, an American journalist and communication researcher, put forward the

concept of the “communication ritual view”. The ritual view of transmission is a divine sacrament that draws people together in a community or common identity [3].

Just like the film *Chang An*, perhaps spectators as readers can only read the story of Li Bai and Gao Shi. However, the deeper level is friendship and the culture of a country and a nation in different periods. The author holds up the whole story through the two main characters. Often the core content of the story will not be revealed from the surface. Through the war, Gao Shi recalls his childhood memories with Li Bai, so they have different personalities but can bring happiness and help to each other. As friends, they can always appear when needed [4-6]. Their many times of meeting and parting also reflect the turning point of their lives, showing the Tang Dynast’s history and the Tang Dynasty’s history from prosperity to decline.

4. Suggestions

Film communication marketing has entered a new stage of development with new thinking in all aspects. The first is a major change in marketing thinking, and now it has developed from simply selling films to integrated marketing and cross-industry marketing. Second, the marketing method is more new and sharply diversified. Third, marketing channels from traditional media to new media and then to all media, the change time and speed are getting faster and faster. For example, due to the impact of the COVID-19 epidemic and the blessing of technology, film marketing has rapidly shifted from offline to online. Fourth, the marketing model is social and accurate. The audience has matured, and the traffic-only era is over.

4.1. Different Audiences Carry out Different Marketing Programs

The author believes a movie’s marketing should start from the viewers’ perspective. It is essential for a movie to attract viewers’ attention with friendly viewership. There are many excellent works in the world today. They all use different themes, and animated films can focus on teenagers or children. Many animated films are based on TV series, and the company can put the main marketing center on the TV cabinet publicity, such as at the beginning or the end of the film for a short period of time, will attract the audience’s interest, so as to have expectations for the upcoming film. Later, similar to Marvel’s science fiction movies, after the broadcast of each series, there is a certain fan base, and fans will also be curious about the content of the new movie, which will form a guess for the future plot. Leaving suspense after each movie episode can make the audience curious about the content of the future and have a stronger continuity. Films with a historical background, like *Chang An*, attract a wider audience, and there will be parents who want their children to understand history as well as historians. In short, this film can be suitable for all ages, so the marketing strategy should not follow the template but use different marketing programs under different themes. A movie has different feelings from different people’s perspectives, and a child and an adult also have different views on the point of view. Film companies should adopt more flexible measures for marketing strategies, like some films produced by Marvel, which are more or less consistent [7, 8]. Occasionally, the company will make some manual or suitable for some well-known restaurants to co-name, so that even if there is no output of works, the image of Marvel will remain in the hearts of the audience, so that the coherent marketing will not only avoid the chaos of the story but also make people’s expectations for Marvel movies. Therefore, determine the mainstream propaganda target. Combined with the experience of different age groups, there should be different marketing plans for different viewers.

4.2. Combine the Contemporary Social Model to Carry on the Novel Marketing

Technology is becoming more and more developed nowadays. Many movies are marketed on the Internet. It is well known that the audience can learn about many novel movie themes on the network software of Tiktok’s microblog and ins, thus attracting the audience’s attention. Take TikTok as an example. In addition to the fact that a lot of news information or political content of a movie will appear in TikTok, this is a very fast way to spread and connect people closely. If the theme of a movie

is supported by the audience on TikTok, a series of “likes” and “forwards” will be carried out, which not only broadens the audience but also broadens the audience. In addition, the film’s content can be discussed more on the Internet so that more people can know about the film [9, 10]. Sometimes, some bad comments may not influence the film, so more topics can be raised, and the film’s popularity will gradually increase. Sometimes, the audience may explore the truth of this topic with curiosity to watch this movie. It is not only a good marketing plan, but can also make this movie well-known on the Internet and not be forgotten by the audience due to short marketing. As mentioned above, in addition to Internet marketing, many movies will appear in front of the audience after the movie is broadcast, similar to the premiere ceremony or through the film festival. The premiere ceremony will usually invite famous people or stars on the Internet to publicize them, which will correspondingly impact the movie’s audience rating. This is also an opportunity for the audience to communicate with the actors face-to-face. The two roles of viewers and performers have different views on the role of the film, which is also a process of role discussion. Also, many crews will take their works to the film festival and other major events about the film, through which the film can deepen the impression of many people. Therefore, combined with the social background of today’s society, some novel but more direct methods to attract audiences can also be implemented in marketing.

4.3. Create a Unique Film Brand

Under the new media environment’s influence, film culture communication faces diversified audiences and high user loyalty. For example, the film culture dissemination environment in social media and video-sharing platforms is innovative and has a closer relationship with users. In order to maintain the survival and development of film culture communication in the new media environment, the film industry should also build a unique brand image. The film industry should stand in the long-term perspective of development by creating a positive and positive image to help the communication and development of the brand. When film culture communication has a resounding brand influence, it can strengthen the public’s trust in film culture communication and further promote the communication and development of film culture. Therefore, for the film industry, it is necessary to avoid focusing only on immediate interests in the actual process of innovation and development. By establishing long-term development goals, we invest a lot of time and energy in building a unique brand image. Through patient research, strengthen the connection between the brand and the audience, further strengthen the social responsibility of the film industry, and make the brand image formed by it have authority.

4.4. Social Media Marketing

Combined with audience needs, deepen content innovation. In the new media era, film culture communication needs to pay attention to the innovation and diversification of content to attract the audience’s attention and interest. Content innovation needs to pay attention to the quality and cultural connotation of film works and promote the inheritance and development of film culture by deeply exploring the cultural value of film works. With the diversification and individuation of audience needs, film works also need to adapt to the changes in audience needs and attract the audience’s attention and interest through innovative content and forms of expression. For example, in recent years, some film productions have adopted new technologies such as virtual reality and augmented reality to enhance the movie-watching experience and attract the attention of young audiences. As a cultural form, film is entertaining and has the significance of cultural inheritance. Therefore, film works need to pay attention to the expression of cultural connotations and values and promote the inheritance and development of film culture by deeply exploring the cultural value of film works. For example, film works can improve the audience’s cultural literacy and values by conveying positive cultural values like family, friendship, love, etc. The quality of the film works is the key to attracting the audience, and only the excellent quality of the film works can get the audience’s recognition and support. Therefore, film culture communication needs to pay attention to the creation and production

of film works, improve the quality of film works, and improve the satisfaction and loyalty of the audience.

Social media is one of the important channels for the transmission of film culture. Through the communication and marketing of social media, the visibility and influence of film works can be enhanced. Social media marketing needs to focus on the innovation and diversification of content, enhance the connection between the brand and the audience through interaction and communication, and improve the audience's participation and loyalty. Audience needs on social media are diverse. Therefore, film culture dissemination needs to attract the audience's attention and interest through innovative content and forms of expression. For example, film publicity can be in the form of short videos, GIFs, etc., to enhance the publicity effect and attract the audience's attention. In addition, film promotion can also use interactive ways, such as lottery activities, topic discussions, etc., to enhance the interaction and communication between the brand and the audience. Audiences on social media like to interact and communicate with brands. Therefore, film culture communication needs to interact and communicate with audiences through social media to enhance the connection between brands and audiences. For example, the official account of a movie can interact with the audience by replying to comments, likes, and other ways to enhance the connection between the brand and the audience. The audience on social media is very active and loyal. Therefore, the film culture transmission needs to enhance the audience's participation and loyalty through social media. For example, a movie's official account can attract the audience's attention and participation by publishing interesting content and topics and improving the loyalty and engagement of the audience.

5. Conclusion

To sum up, this paper analyzes the marketing of films from different aspects to carry out corresponding marketing plans through different genres and different contents. Good work must have good output if it wants to get good communication. Even if the film material is good, it will not achieve good results without good marketing. Therefore, the film's content and subsequent marketing are equally important. In order to achieve good marketing, it is necessary to combine the content of the film and the contemporary social background and adopt some novel and prominent marketing methods to attract more audiences to pay attention to the film.

References

- [1] Xu Linan. Study on the influence of color collocation on character image design. *Southern Forum*, 2016 (4): 80-82.
- [2] Lan Peng. *New media user Research: Nodal, mediated, cyborg people*. Beijing: China Renmin University Press, 2020: 214.
- [3] James W. Carey, *Transmission as culture*. Beijing: Huaxia Publishing House, 2005: 28.
- [4] Hu Zhi-feng, Zhang Wei. Chinese film international communication problems think. *Journal of Beijing film academy*, 2012 (3): 6. DOI: 10.3969/j.i SSN.1002-6142.2012.03.022.
- [5] Zhong Lei. *Research on the Positive Communication of American Films*. Communication University of China Press, 2010.
- [6] Dai Yuanguang, Qiu Baolin. Chinese film culture in the context of globalization communication strategy review. *Modern communications*, 2004. The DOI: CNKI: SUN: XDCCB. 0.2004-02-011.
- [7] Wang Lin. *The Communication Mode and Effect analysis of micro films*. Shandong Normal University, 2014.
- [8] Li Li. When the spread of the film in transmission - state analysis. *Journal of chongqing university of science and technology*, 2005, 19 (9): 126-130. The DOI: 10.3969/j.i SSN. 1674-8425 - B. 2005.09.032.
- [9] Yang Xiaoru. Research on Film Communication in the Internet Era: Elements, changes and characteristics of film communication. *Movie literature*, 2011 (7): 2. DOI: 10.3969/j.i SSN. 0495-5692.2011.07.005.

- [10] Wang Guangfei. Theory of micro film from the new media transmission characteristics. Contemporary films, 2013 (5): 4. DOI: CNKI:SUN:DDDY.0.2013-05-039.