

An Analysis of the Marketing Mode of Modern Chinese Commercial Movies

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Abstract. China's movie market has continued to grow over the past few years and is now the world's second-largest box office market. Commercial movies are undoubtedly the fastest-growing category of films. This paper will systematically discuss the specific subcategory of Chinese commercial films from various aspects and explore the marketing model of Chinese commercial movies as a complex and diversified systematic project. First, this study analyzes the characteristics of the Chinese film market, the marketing mode of modern Chinese commercial films, and the types and needs of Chinese film audiences; secondly, it aims to discuss the drawbacks and challenges Chinese commercial films face under the characteristics of such an environment and marketing methods. By analyzing the market trends, industry models, and marketing strategies, the paper will delve into the development of Chinese commercial cinema as an industry and provide some suggestions on how to succeed in the highly competitive film industry.

Keywords: Film, Commercial Movies, China.

1. Introduction

In the world's rapid development today, the economy gradually tends to globalization, and the cultural industry has become more vigorous, especially the global film industry in a short period of silence and then rapid development, of which the Chinese market is even more promising. China's movie market has continued to grow over the past few years and is now the world's second-largest box office market. Commercial movies are undoubtedly the fastest-growing category of films. In addition to traditional drama comedies, action films, animated films, and other commercial movies also appear frequently on the big screen to meet the different needs of audiences of all ages and preferences. The more classic examples, such as the military-themed films directed by Wu Jing, who starred in the film series "Wolf", or by Zheng Bao Rui, who directed the animated film "Journey to the West", which adapted from the Chinese masterpiece "The Journey to the West", the animated film "The Journey to the West". The animated film "Journey to the West of the Great Palace of Heaven" has achieved gratifying results and can be said to be the box office reputation double harvest, which also heralds the success and development of China's commercial movie road. And thanks to the state's policy and regulation, emphasizing originality, supporting filmmakers' innovation, and encouraging new directors and actors to pursue their own "movie dreams". A large number of fresh blood with dreams have rushed into the industry, promoting the prosperity of China's movie industry. Their individual and creative creations have brought Chinese cinema to a higher level, and the films contain the director's brand and values while also expressing the audience's recognition of their values. It is precisely because of this cultural turmoil that such excellent prospects are created, and the directors have the opportunity to complete the shaping and conveying of their own brand's emotions. The increasing demand for movies from Chinese audiences and the gradual expansion of the market have attracted the attention of many foreign production companies and investors. As a result, the marketing model of Chinese commercial movies has become the focus of research. After reading and reviewing a large amount of research literature and materials, the marketing mode of Chinese commercial films has changed dramatically during these years. Most scholars in the film industry have studied the development of Chinese film marketing mode in general, but few articles specifically discuss and analyze the category of commercial films [1].

Therefore, this paper will systematically discuss the specific subcategory of Chinese commercial films from various aspects.

2. Description of a Commercial Movie

A commercial movie is a movie that is produced and distributed for profit [2]. The earliest commercial films were popular in Hollywood, USA. Unlike art films, which focus more on the picture's beauty and the script's content, commercial films are usually invested in and produced by professional production companies or film production teams, aiming at attracting viewers and generating financial benefits. A commercial film's main goal is to profit through box office revenue, advertising, IP licensing, and derivative products. The production process of commercial movies usually includes topic selection, script production, casting, shooting and editing, post-production, publicity, and promotion. The characteristic of a commercial movie is to achieve commercial purpose by catering more to the public taste and enhancing the entertainment attribute of the movie itself. But in fact, business and movie itself are two contradictory concepts, so even a commercial movie needs the director's value orientation to enrich the content of the movie itself to get the audience's approval so as to achieve its commercial purpose, even a commercial movie should not only through the magnificent scenes and entertainment content to completely please the audience but also need a real high level of thought to make a movie become a good commercial movie. For commercial movies, the following elements are indispensable for commercial success. Taking Hollywood movies as an example, most commercial movies have certain types and modes, and each type of movie has a similar narrative style and story development direction, which has become a necessary factor for successful commercial movies in Hollywood. Secondly, gorgeous special effects and eye-catching scenes are also indispensable elements of commercial movies. Showing scenes, behaviors, speeds, and so on that can't be seen in daily lives in the movie creates a deeper attraction to the audience and arouses their curiosity and desire to watch the movie, which is the classic impression of American blockbusters. As a successful commercial movie, high technology is also essential. At present, Hollywood has the technology that allows us to present in the movies the past, present, and future of human beings are difficult to reach the effect of special effects, in the director of the imagination of the support, basically through the big capital investment to achieve unlimited imagination world, give people a kind of fantasy movie journey, so that the audience tends to rush so that the commercial value of the movie can be better realized. In terms of the development trend of Chinese movies, Chinese commercial movies are in the stage of booming development.

Although the movie industry has produced many good movies, there is no lack of claptrap, borrowing from China's rapid development momentum of the movies and integrating some vulgar and bad values into the movies, which is unhealthy for the development of Chinese movies. It should improve the movie while borrowing from the success of Hollywood's commercial movies to create a movie that meets China's national conditions. While learning from the success of Hollywood commercial movies, it should also improve them and create excellent commercial movies in line with China's national conditions and values.

To sum up, the commercial movies in the movie industry should not stop at business. The deeper connotation of the idea should be included so that everyone appreciates a movie, not only the memories of the movie's special effects but also to think about the deeper meaning. The movie is a piece of art, and the commercial is only the movie's attribute. This study firmly believes that China's commercial movie in the prosperous road development can find a correct direction. It also firmly believes that Chinese commercial movies can find a more correct direction for prosperous development.

3. Market development and Characteristics of Chinese Movies

3.1. Historical Review of China's Movie Market

Historical Review of China's Movie Market the Development of China's movie market can be traced back to the beginning of the last century [3]. In the early 20th century, movies were introduced into China as a new form of entertainment and quickly gained popularity among audiences. However, due to various historical reasons, the development of China's movie industry experienced ups and downs and ups and downs. From the beginning of the 20th century to 1949, foreign film companies mainly controlled China's movie industry. Most movies were imported from the United States, France, and Germany during this period. China's local movie industry was relatively weak and could not compete with foreign studios. The founding of the People's Republic of China in 1949 marked a new beginning for China's movie industry. The new Chinese government actively promoted the development of local films and encouraged innovation and exploration in the art of cinema. In the 1950s, Chinese films made a series of important achievements, such as works like *The Songstress*, *Red Peony* and *Fishing Song*, which reflected the social changes and people's lives at that time. However, between 1957 and 1976, China's movie industry suffered a severe shock. Film production and screening reached a virtual standstill, most filmmakers were persecuted, and movie theaters closed. During this period, China's film industry fell into a low ebb. After the reform and opening up in 1978, China's film industry ushered in a new opportunity for development.

The state carried out a series of policy adjustments and support measures for the film industry, encouraged private capital to enter the film market, and promoted the market-oriented development of the film industry. In the 1980s, Chinese films gradually regained their vitality, and a number of excellent films emerged, such as *Yellow Earth* and *Red Sorghum*. These films were not only successful domestically but also in China. These films not only achieved domestic success but also gained international recognition. Since entering the 21st century, China's movie market has developed rapidly. China has become the -largest movie market in the world, and its annual box office revenue has ranked among the top worldwide for many consecutive years. The scale of China's movie industry has continued to expand, and the quantity and quality of movie productions have also improved significantly. At the same time, the influence of Chinese movies on the international stage has gradually increased, with some Chinese movie productions winning awards and critical acclaim at international film festivals. Overall, the development of China's film market has gone through ups and downs and changes. From the initial domination of foreign films to the rise of local films and the stage of market-oriented development, China's film industry has made great progress. However, it still faces challenges like fierce market competition and copyright protection. Therefore, China's movie industry must continuously innovate and develop to cope with new opportunities and challenges.

3.2. Analysis of Types of Chinese Movie Audiences

China's movie industry has greatly developed in the past decades, attracting the attention and participation of the general audience. However, Chinese movie audiences are not a single group but consist of different types of audiences [4]. Through the observation and study of the Chinese movie market, Chinese movie audiences can be divided into the following categories: First, the market has mass audiences. This part of the audience group is the main force in the Chinese movie market, and they are usually interested in all types of movies. They have diversified levels of appreciation and tastes for movies and like to watch movies with various themes, including comedies, action movies, romance movies, etc. The mass audience's pursuit of movies is entertainment and relaxation; they want movies to bring them pleasurable and joyful experiences. Secondly, the market has an artistic movie audience. This part of the audience pays more attention to the artistry and depth of the movie. They have higher aesthetic requirements for movies and like to watch those movies work with unique styles and depth of thought. Art movie viewers are usually more interested in domestic and foreign

independent, literary, and art films. They hope that movies can bring them thoughts and inspiration and have higher expectations for the form of expression and innovativeness of movies.

In addition, the market has a family audience. This part of the audience is usually homemakers, parents, and children. They are concerned with movie productions suitable for the whole family to watch together. Family viewers demand wholesome, positive, and educational content from movies and want movies to give them the experience of family reunions and growing up together. Finally, the market has movie lovers. This segment of the audience is people with a high level of knowledge and love for movies. They seek depth and professionalism in movies and like to follow the dynamics and development of the movie industry. Movie lovers usually have a certain understanding and appreciation of various types of movies, and they hope that movies can bring them new viewing experiences and thoughts. Understanding the needs and interests of different audiences is of great significance to the development of the movie industry and the direction of movie production. Only by meeting the needs of different types of audiences can Chinese movies continue to develop and attract more audience participation.

3.3. Analyzing China's modern commercial film marketing model with 4P model

The marketing model of Chinese commercial movies can be studied by the 4P model, i.e., Product, Price, Place, and Promotion [5].

Table 1. 4P

Product	Commercial movies, as products, need to fulfill the needs and expectations of the audience. Chinese commercial movies focus on product diversity and innovation, covering different genres such as action, comedy, and science fiction. Production companies will develop attractive storylines, excellent casts, and high-quality production effects according to market demand and audience preferences to ensure the competitiveness and attractiveness of their products.
Price	Movie ticket price is an important part of commercial movies in China. Production companies and movie theaters usually determine ticket prices based on factors such as the genre of the movie, the cast, and the expected box office. The audience's ability to pay and market competition must be considered when pricing strategies. In addition, China's movie market has adopted a ticket subsidy policy, which reduces the price of movie tickets and attracts more audiences through government subsidies.
Place	Distribution and screening channels for movies are crucial to marketing commercial movies. China's movie market has a large network of movie theaters covering all areas of cities and villages. Production companies need to work with movie theaters to determine the release date and scale of screening of their films. In addition, China's movie market has seen the emergence of online video platforms and streaming services as alternative distribution channels for movies.
Promotion	Promotional activities play an important role in promoting commercial movies. Production companies will publicize and promote their movies through trailers, posters, promotional activities, and media coverage. In addition, social media platforms have become an important channel for movie promotion. Production companies will use social media platforms such as Weibo and WeChat to interact with the audience and enhance the exposure and word-of-mouth of the movie.
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4. Key Elements of Modern Chinese Commercial Movie Marketing

4.1. Movie Market Positioning and Audience Targeting

Market positioning means that a company chooses and identifies its target market in the market and meets the target market's needs through differentiated products, pricing, promotion, and distribution strategies [6]. In the Chinese commercial movie market, market positioning is one of the key factors affecting the success of a movie. The market positioning of Chinese commercial movies can be considered in terms of movie genres and themes. The Chinese movie market has a very large and diversified audience with different preferences and needs for movies. Therefore, movie producers need to choose different genres and themes to meet the needs of different audiences according to the market demand. For example, comedies, action movies, romance movies, etc., are all popular movie genres among Chinese audiences, and producers can develop and launch movies according to the market demand. The market positioning of Chinese commercial movies can also be considered in terms of the segmentation of target audience groups. Factors such as age, gender, geography, and education level of the audience group will affect their preference and demand for movies. Therefore, movie producers can segment the target audience groups through market research and data analysis and customize marketing strategies and promotional activities according to the needs of different segments. For example, for young audience groups, publicity and promotion can be carried out through social media and online platforms; for middle-aged and old-aged audience groups, publicity can be carried out through traditional media such as TV and radio. The market positioning of Chinese commercial movies can also be considered in terms of geographical and international markets. China has a vast territory and diverse cultures, and audiences in various regions have different movie preferences and needs. Therefore, movie producers can choose appropriate movies for promotion and screening according to the characteristics and needs of different regions. At the same time, Chinese commercial movies are gradually emerging in the international market. Producers can select suitable movies for export according to the needs and trends of the international market and expand the international market through international cooperation and promotion activities.

4.2. Changes in the Publicity and Promotion Strategies of Chinese Commercial Movies

Looking at the 100-year history of China's movie development, each period has its special marketing mode and means [7]. Technology and means constantly develop and change; filmmakers provide audiences with different sensory experiences through emerging technologies. In the early stage of film marketing, the planned economy dominated China's economic model, the favorable external environment for Chinese films had not yet been formed in this period, and those engaged in the film industry did not recognize the importance of marketing tools. This phenomenon was maintained until the early 1990s when the Ministry of Radio, Film, and Television published "Some Opinions on the Reform of the Mechanisms of the Current Mythical Film Industry" in 1993. Chinese film production talents gradually became aware of "marketing". The beginning of the new century was an important period of growth for China's movie marketing, a period of rapid economic development. The national happiness index rose, and the country was thriving. 2000 began, the media means underwent great changes, and the Internet gradually entered the public's field of vision. The popularization of new media undoubtedly made the movie industry, which originally relied on paper media to do marketing, ushered in a major reform, and the marketing concept was also updated and changed. During this period, new media platforms blossomed, and various marketing channels came and went, with Baidu bars, forums, and blogs becoming the mainstay of commercial movie marketing. During this time, the level of Chinese commercial movies also rose to a new height, "The Gathering", "Tangshan Earthquake" and other familiar movies all appeared in this period. Time then came a decade closer to us, a prosperous period for developing China's commercial movie marketing model. Under the environment of economic globalization, the influence of Hollywood's marketing model on Chinese commercial movies further deepened. The audience of commercial movies is also gradually expanding.

From the beginning of the century, only well-off families could access the cinema, which is now sinking into the general public's general recreation and entertainment behavior. People are no longer deterred by the price of a movie ticket, and the aesthetic sense of moviegoers has been raised. China's gross national product has taken a qualitative leap, and media platforms have been upgraded. In today's Chinese society, software such as Jittery Voice, Weibo, and Xiaohongshu occupy the mainstream market of new media. Riding on the east wind of the times, Chinese commercial movies have achieved greater success, whether it is the classic patriotic melodrama "Wolf" or the "Small Times" series whose scripts have been criticized, all of which have won big at the box office. As all know, commercial movies are distinguished from literary movies by their success at the box office. This phenomenon has made the new generation of filmmakers think deeply and pay more attention to the marketing mode of commercial movies than ever before.

4.3. Star Effect is a Double-Edged Sword

The star effect has an important influence on marketing modern Chinese commercial movies. Star effect can bring positive impetus as well as some challenges and problems. The star effect can bring great attention and exposure to commercial movies. Chinese audiences are more enthusiastic about stars and will be interested in movies because of their participation. The popularity and influence of stars can attract more audiences to watch the movie and increase box office revenue. Star participation can also bring more media publicity and coverage to the movie, further expanding its popularity and influence. However, there are some challenges and problems associated with the star effect. First, the participation of stars often requires the payment of high fees, which may increase the movie's production cost. For some small-budget movies or independent producers, bearing the star's remuneration may be a huge burden. In addition, star participation may also lead to creative and storytelling compromises on the part of the movie producer to cater to the star's image and market demand, which may affect the quality and innovation of the movie. Star power may also raise questions among the audience about the authenticity and content of the movie. Sometimes, the popularity and image of the star may outweigh the movie itself, causing the audience to pay more attention to the star at the expense of the story and quality of the movie. This may lead to the audience's evaluation and expectation of a commercial movie being overly dependent on the star's involvement and ignoring other important movie elements. In today's highly developed entertainment media, negative news and scandals about stars may also have a negative impact on a movie's word-of-mouth and market performance.

5. Common Problems of China's Commercial Movie Marketing Mode and Their Solutions

5.1. Commercial Movies Should be Movie Quality-Oriented

First, invest in quality scripts and storytelling [8]. The core of a commercial movie is a compelling story, and a good script is the foundation of success. Producers should invest more in scripts and hire experienced screenwriters or story consultants to ensure the story has depth, is tightly plotted, and can touch the audience's emotions. At the same time, they should focus on innovation and diversity to avoid the phenomenon of story routines and similarities. Second, improve production quality and technology. Commercial movies should focus on visual effects and viewing experience. Producers should invest in professional production teams and equipment to ensure the movie can technically align with international standards. At the same time, they should pay attention to details and strive for excellence, from photography, editing, and sound effects to special effects and other aspects. Third, focus on characterization and actor performance. The characterization of a commercial movie is the key to the audience's emotional resonance with the story. Producers should choose the right actors to interpret the characters realistically and give the audience a deep impression. At the same time, actors need professional training and preparation to improve their acting and performance skills. Fourth,

emphasize the theme and connotation of the movie. Commercial movies are not just for entertainment; they can also convey deep thoughts and social observations. Producers should focus on the theme and connotation of the movie, digging into social hotspots and human nature issues, etc., in order to trigger the audience's thinking and resonance. At the same time, they should avoid shallow and commercialized content and pursue depth and authenticity. Fifth, strengthen the creative power and influence of directors. Directors are the core creators of commercial movies, and their creativity and influence play a decisive role in the quality of the movie. Producers should encourage directors to utilize their style and creativity, give them enough creative freedom, and provide them with good production conditions and support. Finally, establish a good evaluation and reward mechanism. The producer should pay attention to the feedback and evaluation of the audience, listen to their voices, and continuously improve and enhance the quality of the movie. At the same time, a fair and transparent reward mechanism should be established to encourage and recognize those directors, screenwriters, and actors who have made outstanding achievements in the quality of commercial films. Commercial movies can only meet audience expectations and enhance their competitiveness in the market through these efforts.

5.2. Eliminate False Propaganda Not Following the Facts

The commercial film industry should establish a stricter self-regulatory mechanism to regulate publicity and marketing activities [9, 10]. Industry organizations can formulate guidelines and regulations to explicitly prohibit exaggerated and false publicity and impose penalties for violations. At the same time, monitoring and complaint mechanisms should be established to detect and deal with inaccurate publicity in a timely manner. Production companies should focus on building a good reputation. By providing high-quality movie works, they can win the audience's word of mouth and form a good brand image. Commercial movie production companies can also try diversified marketing tools to reduce their reliance on exaggerated publicity. The problem can be improved gradually by strengthening the self-regulatory mechanism, focusing on the quality of content, building up good word-of-mouth, promoting audience education, and adopting diversified marketing means. Only with the joint promotion of honest publicity and excellent works can commercial movies better meet audiences' needs and realize sustainable development.

6. Conclusion

The development of Chinese commercial movies has made great progress, achieving great success in the domestic market and emerging on the international stage. However, effective marketing strategies are crucial to enhance commercial movies' influence and market share.

This paper puts forward some key ideas and suggestions by studying and analyzing the marketing model of Chinese commercial films. First of all, the success of commercial movies cannot be separated from market research and audience insight. Understanding the audience's needs and preferences is the basis for formulating marketing strategies. Producers should gain a deeper understanding of audience tastes, preferences, and consumption habits through market research and data analysis to better position their films and formulate corresponding marketing strategies. Multi-channel publicity and promotion is the key to enhancing commercial movies' popularity and exposure. Producers should utilize multiple channels such as traditional media, social media, and film festivals for advertising, trailer release, and celebrity promotion to attract audience attention and interest. At the same time, they should focus on creativity and differentiation to establish an emotional connection with the audience through unique promotional methods and content. Secondly, cooperation is one of the important strategies for commercial movie marketing. Producers should cooperate with brands, media, and theaters to promote the marketing and promotion of movies. By cooperating with brands, more resources and financial support can be obtained to enhance the popularity and image of the movie; by cooperating with the media, the exposure and coverage of the movie can be expanded; by cooperating with theaters, the movie can be ensured that it will be released in more theaters and will

receive proper publicity and support. Finally, the marketing of commercial movies also needs to focus on the establishment of quality and reputation. Quality movie productions and good word-of-mouth are the key to attracting audiences. Producers should focus on the movie's production quality and technical level, invest in quality scripts and storytelling, and provide better visual effects and movie-going experience through professional production teams and equipment. At the same time, they should pay attention to the audience's feedback and evaluation, listen to their voices, and continuously improve and enhance the quality of their movies.

To summarize, the marketing model of Chinese commercial movies is a complex and diversified systematic project. Producers should formulate targeted marketing strategies through market research and audience insight; enhance the popularity and exposure of their films through multi-channel publicity and promotion; expand the market share of their films through cooperation and internationalization; and, at the same time, focus on the establishment of quality and word-of-mouth in order to provide viewers with high-quality cinematic works. Only through continuous innovation and efforts can Chinese commercial movies stand out in the competitive market and achieve sustainable development.

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