

Analysis of User Acquisition, Brand Building, and Marketing Strategies for Love Mobile Games Based on Motivation Theory: A Case Study of "Love and Producer"

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Abstract. In the era of diversified and fragmented information acquisition methods, how to attract users to download and use games, build brands, and improve marketing efficiency has become a problem faced by major manufacturers. As a hot topic in the mobile gaming industry in recent years, love mobile games are worth exploring in terms of user acquisition, brand building, and marketing strategies. This article analyzes the characteristics of love mobile games in user acquisition, brand building, and marketing strategies from the perspective of motivation theory, and takes "Love and Producer" as an example for case analysis. Finally, suggestions are proposed from three perspectives: innovative game content, expanding user base, and technological upgrading. Through research, it has been found that games need to continuously increase brand added value and user emotional experience while meeting players' own needs, in order to enhance players' loyalty to the brand. At the same time, attention should be paid to brand culture construction and brand IP creation.

Keywords: Motivation theory; user acquisition; brand building; marketing strategy.

1. Introduction

With the rapid development of mobile Internet, the mobile game market has become increasingly prosperous, and love mobile games have sprung up like mushrooms. In this fiercely competitive market, 'Love and Producer' stands out with its unique charm. This game has attracted the attention of many players with its exquisite graphics, touching plot, and rich gameplay. According to statistics, since its launch, "Love and Producer" has nearly 100 million registered users, with over 73.7% of its user base being players under the age of 24, and over 60% of players coming from first - and second tier cities. Such a large user base fully demonstrates the market influence of this game [1]. This article is based on motivation theory and deeply analyzes the successful strategies of "Love and Producer" in user acquisition, brand building, and marketing, aiming to provide useful references for the development of love related mobile games.

Love mobile games, as an emerging type of game, have broad market prospects. However, how to effectively acquire users, shape brand image, and conduct precise marketing is a challenge faced by game developers. This study aims to explore effective methods for user acquisition, brand building, and marketing of romantic mobile games. Through in-depth analysis of "Love and Producer," the successful experience is summarized, providing reference for the development of the romantic mobile game industry. At the same time, it is hoped that through this research, innovative ideas and methods can be provided for game developers to promote the sustained prosperity of the love mobile game market.

2. Theoretical Basis

2.1. Overview of Motivation Theory

Motivation theory mainly focuses on the driving forces behind individual behavior. Intrinsic motivation refers to the behavior of an individual driven by their own interests, happiness, and satisfaction; External motivation is behavior driven by external rewards, pressure, or expectations. In the field of gaming, motivation theory has a wide range of applications [2].

2.1.1. Intrinsic motivation drives gaming behavior

In romantic mobile games, players' intrinsic needs for emotional experience and self-actualization play an important role. For example, "Love and Producer" provides players with rich emotional experiences, allowing them to establish deep feelings with virtual characters in the game and experience the sweetness and bitterness of love. This emotional experience satisfies players' longing for romantic love and becomes their intrinsic motivation to continue participating in the game. At the same time, the game also provides players with opportunities for self-realization. Players can achieve their goals in the game and gain a sense of achievement by completing tasks, leveling up their characters, and other means.

2.1.2. The influence of external motivation on game participation

External motivational factors such as reward mechanisms and social interactions also play an important role in romantic mobile games. In Love and Producer, the reward mechanism includes virtual currencies such as coins and diamonds obtained by completing tasks, as well as rewards such as unlocking new storylines and characters. These rewards motivate players to continuously participate in the game and increase its activity. In terms of social interaction, the social function in the game allows players to communicate and share their gaming experiences with other players, increasing the fun and sociality of the game. Players can gain recognition and support from others through social interaction, thereby enhancing their sense of participation in the game.

2.2. Characteristics and Player Needs of Love Mobile Games

The launch of 'Love and Producer' has filled the gap in the domestic market for B-girl mobile games [3]. As the first phenomenal B-girl mobile game, it has attracted a large number of female players' attention.

Combining with 'Love and Producer', love themed mobile games have unique features in plot and character design, which can meet players' emotional and social needs.

2.2.1. Attraction of plot and characters

Love and Producer has a rich storyline, and players can experience various romantic stories in the game. The character design in the game is also very charming, with each character having their own unique personality and background. For example, Xu Mo is a genius scientist who is gentle, considerate, and full of mystery; Bai Qi is a special police officer, handsome, brave, and full of justice. These characters attract players' attention and create strong emotional resonance in the game.

2.2.2. Meeting social needs

The social function in "Love and Producer" provides players with various ways of communication and interaction. Players can join guilds to complete tasks and participate in activities with other players. People can also communicate with other players through chat, likes, and other means. In addition, the game also hosts various social activities, such as Valentine's Day events, offline meet and greet events, giving players the opportunity to meet other players in real life and meet their social needs.

3. User Acquisition Strategy for 'Love and Producer'

3.1. Precise Targeting of Target Users

3.1.1. Characteristics analysis of target users

Young female players have unique demand characteristics for romantic mobile games. They often have high expectations for romantic plots, exquisite visuals, and charming characters. In real life, young women may face academic, work, and life pressures, and love themed mobile games provide them with a space to relax and immerse themselves in a romantic world. They long to experience the feeling of being loved and cared for in the game, and establish a deep emotional connection with

virtual characters. Meanwhile, young women also place greater emphasis on personalization and emotional value in their consumption habits. They are willing to invest time and money in their favorite games, buying virtual props, peripheral products, etc., to express their love for the game.

3.1.2. Effectiveness of positioning strategy

The precise positioning of 'Love and Producer' has had a positive impact on user acquisition. By identifying the target user group, the game development team can better understand the needs and preferences of young female players, and thus carry out targeted game design and marketing promotion [3]. In terms of game content, the carefully crafted romantic plot, charming characters, and exquisite graphics meet the expectations of young female players for romantic mobile games. In terms of marketing and promotion, utilizing social media platforms, celebrity endorsements, and other methods to accurately reach the target user group has increased the visibility and attractiveness of the game. For example, according to official data, the promotion of "Love and Producer" on social media has attracted a large number of young female players, with over 80% of new users coming from social media traffic.

3.2. Diversified Marketing Activities

3.2.1. The attractiveness of online activities

The online activities of 'Love and Producer' are diverse and have played an important role in user acquisition [4]. Time limited activities within the game, such as holiday celebrations, character birthdays, etc., provide players with rich rewards and unique gaming experiences. For example, in the 520 Beyond the Strings event, players can receive different rewards by logging in to the game every day, and accumulating 7 days of login can earn exclusive 520 photo frames. In addition, the game also launched a luxury lottery activity, where players can obtain lottery tickets by participating in various activities. Each lottery has the opportunity to obtain various rare props, including 520 limited characters and costumes. These online activities not only increase the fun and challenge of the game, but also attract a large number of players to participate, improving user engagement and retention rates.

3.2.2. The influence of offline activities

Offline activities are also an important means for Love and Producer to expand the game's popularity and attract new users. The game has held multiple fan creation competitions, player meetings, and other events, further bringing the game closer to users. For example, in fan creation competitions, players can unleash their creativity and create works related to the game, such as paintings, novels, music, etc. This not only increases players' participation and identification with the game, but also attracts more potential users' attention. In addition, the player meeting provides an opportunity for players to communicate and interact with the game development team and other players, enhancing their sense of belonging and loyalty [5]. According to statistics, the offline activities of "Love and Producer" have attracted thousands of players to participate, and through the word-of-mouth of players, the game's popularity has been further enhanced.

4. Brand Building Strategy for 'Love and Producer'

4.1. Cross Media Collaboration and IP Expansion

4.1.1. Methods and effects of cross media cooperation

Love and Producer actively collaborates with animation, manga, and other fields. In terms of animation, the paper collaborated with top Japanese animation production company MAPPA to launch an anime of the same name. As of August 14th, the animation has aired five episodes, with the first episode having over 7 million views and a total of over 45 million views. It also premiered simultaneously on four Japanese television stations, and in its first week of airing, it became a trending topic on Twitter with over 8000 discussion posts. This cross media collaboration not only presents

the exciting plot and charming characters in the game to the audience in the form of animation, but also attracts more potential users' attention and expands the brand's influence. In the field of comics, by collaborating with well-known comic platforms to launch comic works, the content form of "love and IP" has been further enriched, meeting the needs of different users [6].

4.1.2. Strategy and significance of IP expansion

The IP expansion strategy of 'Love and Producer' is of great significance. On the one hand, by collaborating with other fields, "Love and IP" can be brought to a larger stage, injecting new vitality into the development of the brand. For example, collaborating with content products such as themed secret rooms and puzzle books can provide users with diverse and comprehensive experiences. On the other hand, IP expansion helps to enhance brand value and visibility [7]. Taking the launch of joint products with well-known brands as an example, such as partnering with well-known brands such as Dove, Dove, Lipton, Lux, and Zhonghua Toothpaste to launch limited edition products. In addition to the product itself, the exquisite packaging also includes additional service redemption codes such as the male lead's secret message, which drives the sales volume and exposure of both brands' products, achieving a win-win situation for promotion.

4.2. Continuous Content Update and Optimization

4.2.1. Frequency and quality of content updates

Love and Producer maintains a high frequency of content updates. It is understood that the main update frequency of the game is once every three months. Each update brings new storylines, characters, and activities to players. For example, in the Spring Festival and Valentine's Day versions, UR cards with the theme of "When I Sail to You" and the "Love Interlocking" series ER cards were launched, with bold and eye-catching card faces, and significant breakthroughs in interactivity and emotional experience, reaching the top 15 of the bestseller list in one fell swoop. High quality content updates not only meet players' demand for freshness, but also maintain their long-term interest and engagement.

4.2.2. Optimization enhances user experience

Love and Producer focuses on optimizing the game interface and user experience. For example, some players have reported problems with the layout of the previous binding interface, such as reduced font size and unclear border effects. The game development team actively listened to player opinions, optimized and adjusted the game interface, and improved the user experience. At the same time, in terms of user experience, the game continuously improves the smoothness and convenience of the game, allowing players to enjoy it more easily. The optimized game interface and user experience have improved the brand image, enhanced user satisfaction and loyalty to the game.

5. Marketing Strategy Analysis of 'Love and Producer'

5.1. Social Media Marketing

5.1.1. Selection and application of social platforms

Love and Producer is highly targeted in its selection of social media platforms. Weibo, as a platform for rapid and extensive information dissemination, has a huge fan base for the official account of "Love and Producer". The game updates, activity information, and character plots posted on Weibo can quickly attract players' attention. For example, whenever a new event is launched, the official Weibo account will release a preview in advance, triggering players' expectations and discussions, and the number of shares is often tens of thousands.

WeChat has become a channel for deep communication with players due to its convenience and popularity. The game introduction, story interpretation and other content pushed by the official account meet the needs of players for in-depth understanding of the game. Meanwhile, some small-

scale interactive activities conducted through WeChat mini programs, such as character voting, have also enhanced players' sense of participation.

As a short video platform, Tiktok provides a new way for the marketing of Love and the Producer with its vivid and intuitive characteristics. The game official will release some exciting plot clips, character animations, and other short videos to attract users' attention. According to statistics, a popular short character animation video can be played millions of times on Tiktok, with more than 100000 likes.

Station B is the gathering place of the anime culture. Love and the Producer has expanded the influence of the game in Station B through the cooperation of the UP owner and the holding of second creation activities. Many well-known UP creators have produced game commentary, plot analysis, and other videos that have attracted a large number of fans' attention and interaction.

5.1.2. Evaluation of the effectiveness of interactive activities

The prize winning Q&A event held by "Love and Producer" not only increased players' participation, but also improved their understanding of game knowledge. During the event, players have the opportunity to receive rich game rewards such as diamonds, limited items, etc. by answering questions related to the game plot, characters, etc. This interactive approach has stimulated players' competitive awareness and deepened their love for the game. According to official statistics, the number of participants in a prize winning Q&A event can reach hundreds of thousands, effectively enhancing the game's visibility and brand loyalty.

The birthday celebration of the characters is also a major feature of 'Love and Producer'. During the character's birthday, the official will launch a series of exclusive activities, such as birthday plots, limited edition cards, etc. Players will actively participate in celebration activities, expressing their love for their characters through giving gifts, leaving messages, and other means. These activities not only enhance the emotional connection between players and characters, but also create a strong gaming atmosphere. For example, during Li Zeyan's birthday, the LED large screen of Shenzhen Jingji 100 Building scrolling with blessings such as "Happy Birthday Li Zeyan" sparked widespread attention and discussion, further enhancing the brand influence of the game.

5.2. Highlights of Creative Marketing

5.2.1. Attraction of creative activities

The unique gameplay and hidden plot of 'Love and Producer' bring endless surprises and exploration desires to players. The "Bond Card" system in the game requires players to collect "diamonds" to draw cards, and different cards can trigger different storylines and interactions. This gameplay increases the fun and challenge of the game, immersing players in it. In addition, the setting of hidden storylines also fills players with curiosity. They will unlock hidden storylines by completing specific tasks, achieving certain conditions, and further understanding the game world and character stories.

Hosting a cosplay competition is also one of the creative marketing activities for 'Love and Producer'. Players can showcase their love and creativity for the game by playing characters in the game. The competition not only attracted the participation of numerous cosplayers, but also attracted a large number of viewers' attention. During the competition, players can share their cosplay works, exchange cosplay experiences, and enhance their sense of identification and belonging to the game.

5.2.2. Increase in player engagement

Creative activities greatly increase player engagement and loyalty. The unique gameplay and hidden plot allow players to constantly explore and challenge in the game, increasing their game time and investment. Players will actively participate in game activities and improve their game level and strength in order to collect more "bond cards" and unlock hidden storylines.

Activities such as cosplay competitions provide players with a platform to showcase themselves, allowing them to interact and communicate with other players. During the competition, players will gain a deeper understanding of the game characters and plot, enhancing their love for the game. At

the same time, the reward mechanism of the competition also motivates players to actively participate and increases their loyalty. For example, players who win the championship can receive generous game rewards and honorary titles, which is a great motivation for players.

6. Case Restoration

Love and Producer "is a love cultivation mobile game developed and published by Suzhou Paper Network Technology Co., Ltd.

The game stimulates potential users' curiosity and emotions through carefully designed advertisements. Advertisements often focus on the romantic stories of games and interactions with characters, which are of interest to various potential users, especially female users. Advertising utilizes the "emotional appeal" in psychology to attract the audience's attention and stimulate their emotional resonance by showcasing touching plot segments within the game, thereby generating motivation to experience the game.

In addition, the game has created multiple unique characters that cater to the preferences of different users. By deeply shaping the characters, the game stimulates users' possessiveness and desire to collect, prompting them to start the game because they want to interact with these characters. And the company utilizes the 'role effect', where the game endows characters with distinct personalities and equally high looks, creating a strong sense of immersion for users and motivating them to try the game.

Love and Producer offers free offline trial chapters, which is a very effective strategy as it lowers the threshold for users to try the game. People often try something out of curiosity or a desire to experience new things. Through free trial play, games allow users to experience game content without spending money. Once users are attracted to the game, they are more likely to convert into long-term or even paying users [8].

Love and Producer "will also stimulate users'" fear of losing motivation "through social media interactions, word-of-mouth communication among users, limited time events, and other means. For example, time limited character cards or activities will disappear after a certain period of time, which will prompt users to download games and pay for them in order not to miss the opportunity. In addition, through the user achievement system and reward mechanism, the game satisfies users' achievement motivation, enabling them to constantly pursue new goals and rewards in the game, and maintaining the user activity of the game.

7. Conclusion

Research has found that the acquisition of users for love themed mobile games mainly relies on social media, so it is important to focus on user experience. Brand building is based on game culture, which allows for innovative gameplay and avoids homogenization. Marketing strategies can increase interaction between online and offline channels to attract more users in various forms. Meanwhile, this article puts forward several corresponding suggestions. Firstly, it is necessary to continuously innovate the plot and characters, and add diverse gameplay to distinguish it from homogeneous products in the market. Secondly, it is possible to consider adding game elements to attract a wider user base, such as adding combat elements that male players may be interested in. Finally, it is necessary to increase investment in technology to improve the visual quality and interactive experience of the game, such as the 3D modeling attempted in "Love and Deep Space".

This study conducted an in-depth analysis of user acquisition, brand building, and marketing strategies for "Love and Producer" based on motivation theory. Research has found that 'Love and Producer' has achieved significant success in multiple aspects.

In terms of user acquisition, by accurately targeting the target users, it meets the needs of young women for romantic plots, exquisite graphics, and charming characters. At the same time, diversified marketing activities, including online limited time events and offline fan creation competitions, player

meetups, have attracted a large number of users to participate, increasing user activity and retention rates. According to statistics, "Love and Producer" has nearly 100 million registered users, with over 80% of new users coming from social media traffic. Offline activities have also attracted thousands of players to participate, further enhancing the game's popularity through word-of-mouth promotion.

In terms of brand building, cross media collaboration and IP expansion have injected new vitality into the development of the brand. The cooperation with animation, comics and other fields has expanded the brand's influence and attracted more potential users' attention. The IP expansion strategy, such as launching joint products with themed secret rooms, puzzle books, and well-known brands, has enhanced the brand's value and visibility, achieving a win-win situation for promotion. In addition, continuous content updates and optimizations have maintained players' long-term interest and engagement. High quality content updates meet players' demand for freshness, and optimized game interfaces and user experiences enhance brand image, user satisfaction, and loyalty.

In terms of marketing strategy, the precise selection and application of social media marketing, as well as the creation of creative marketing highlights, have increased player engagement and loyalty. In terms of the choice of social platforms, Weibo, WeChat, Tiktok, Station B and other platforms have their own characteristics. They have attracted the attention and participation of a large number of players by publishing game updates, activity information, character stories and other content, as well as holding interactive activities such as award-winning Q&A, character birthday celebrations. Creative activities such as unique gameplay, hidden storylines, and cosplay competitions increase the fun and challenge of the game, providing players with a platform to showcase themselves and enhance their participation and loyalty.

There is still a lot of research space in the application of motivation theory and innovative marketing strategies for future love mobile games in the Future research.

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