Analysis of Replicability of Popular Short Videos: Case from "Dian Di La Hai" in Tiktok

Anqi Gu[1, *, †], Qianhui Li[2, †]

[1]School of Foreign Languages, South China University of Technology, Canton, China

[2]Media College, Yanching Institute of Technology, Langfang, China

*Corresponding author: 201930320132@mail.scut.edu.cn

[†]These authors contributed equally.

Abstract. With the expansion of the Tiktok platform in China and the increase of the number of public users, in a short time, how to make better advantage of the Tiktok platform to achieve the output of high-quality short video content, build an excellent public image and promote its social promotion has become an essential bottleneck for brands to achieve widespread communication and marketing profit. Only by breaking these barriers can we help brands and enterprises, especially the relatively weak SMEs, obtain double success in both media communication and publicity and marketing. This essay adopts the case analysis method to analyze the replicability of popular short videos based on their marketing strategies and content output to provide inspiration and measures for relevant stakeholders. Although the research and analysis have certain limitations and need to be continuously improved in the future, it still has constructive research suggestions for the promotion and marketing of short videos on the Tiktok platform in the short term.

Keywords: Replicability; Popular Short Videos; Tiktok.

1. Introduction

With the increasing proportion and influence of the Internet in modern people's life, this phenomenon gradually changes people's lifestyles but also how people receive information. For example, Tiktok is a fast-developing short video platform. The number of users is exceptionally high, the coverage of users is wide, the group structure is diversified, the number of people is large, the use time is long, and there is a broad potential consumer group. Therefore, it is a perfect marketing platform for major brand companies to disseminate relevant product information.

Whether for the promotion of products or producing a good brand image, the traffic on Tiktok is good; producing the so-called pop video is a critical step. Because only when enough people are attracted by the content of the video and are willing to spread the video will we get enough promotion. Moreover, the better the quality of the video, it will not only get a large number of viewers to watch our short video with product promotion information but also make a lot of people interested in the product, to achieve our goal of promoting the product. Therefore, to make a popular video, we must obtain enough viewing volume and create enough high-quality content. How to get the most traffic and the most comprehensive attention of netizens in a short period directly determines the final result of a short video promotion because only a large enough mass communication base and practical communication degree can bring enough good publicity and marketing effects.

It is essential to study what people like to watch using short videos. Because only when our videos find enough high-quality and can attract people's attention will we get enough attention to promote products and establish our brand image. Therefore, the main research object of this article is to study how to make the best use of the enormous traffic of Tiktok to maximize the promotion of the brand company's product information and master the production of popular and sustainable short videos.

Mastering the content production of the short video platform is not only for brand enterprises to temporarily improve product sales or temporarily expand brand influence, but more importantly, to achieve a long-term and stable exposure rate of the brand on the network platform and a stable and

positive brand image in the hearts of the public. This has a reference role for developing small and medium-sized brand enterprises.

2. Literature Review

With the increasing proportion and influence of the Internet in modern people's life, this phenomenon gradually changes people's lifestyles but also how people receive information. For example, Tiktok is a fast-developing short video platform. The number of users is exceptionally high, and the coverage of

Up till now, different scholars have conducted diversified research and analysis on the dissemination and content-generation of hot short videos on the Tiktok platform in China from various aspects, such as the behaviors of the public, the strategies for publicity, the contents generated in different fields, the effect of the spread of hot videos and the creation of short videos under the influence of new media.

There are several associated definitions with reasonable or academic explanations to help the public and readers better understand the analysis of the topic of Tiktok.

Generalizability refers to the property that a product or content can be generalized to the overall environment specified in the theoretical hypothesis; The replicability of the short video refers to the attribute that a certain kind of short video has the value of imitation and dissemination because of its high quality.

Traffic, or network low, generally referred to as website traffic, refers to the number of visits to a website. It describes the number of users visiting a website, and the number of pages users browse. Common statistical indicators include the number of unique users (usually IP), the total number of users (including repeat visitors), the number of page views per user, and the average length of time a user spends on the site.

In terms of research and analysis methods, this paper combines case analysis with relevant data citation, selects popular cases on the Douyin platform for comment, and uses relevant reports and specific data on the website to supplement and demonstrate the analysis arguments them more persuasive.

3. Case analysis

3.1 Case description

With the development and popularization of the Internet, some short video platforms have become the best choice for people's entertainment and platforms for commodity brands to promote products and improve their brand values. Taking Tiktok as an example, based on many users of the Tiktok platform, as long as the correct promotion method is selected, it will have a good effect on product promotion and brand image building. Therefore, given this prospect, this article will argue how to select the core topic of popular videos on Tikotk and maximize the use of video popularity to serve the products.

The cross-dressing video has always been a popular theme for Tiktok. The video creators attracted netizens' attention by taking advantage of the huge contrast before and after cross-dressing, thus triggering video imitation and online discussion. However, it is tough to dig deep into videos' contents and promote such topics. The main reason is that the cross-dressing videos are generally short in their duration, usually ranging from 30 seconds to 1 minute. Also, the core of this range of videos is that the visual changes before and after the characters make it difficult to connect with the products themselves. Hence, such topics will not become the best choice for brands. However, recently in 2022, a video blogger, a young boy in Shenzhen University named "Dian Di La Hai" online, has gone viral and made two changes to cross-dressing videos. His initial "How to become an international supermodel" series has attracted significant attention and received great support from network flows. With the continuous release of this series of videos and the competing imitation of other video

bloggers, each video of "Dian Di La Hai" has gained more than 2 million likes. Besides, the increase in popularity made him a much-imitated fashion icon of various brands at home and abroad. Since the videos of "Dian Di La Hai" became a hit online, from April 7 to May 6 in 2022, in just one month, his fans on Tiktok have rapidly increased by 663,000 likes increased by 5.272 million. As time passed, he innovated the series title into "How to become a brand spokesperson". It is his great popularity that helped many brands promote their products greater than before. From initially using the brand popularity to improve their video popularity to successfully realizing the transformation of brand promotion, "Dian Di La Hai" maximized the network flows, including but not confined to Tiktok.

Since April 11, "Dian Di La Hai" has started updating the video series "How to be an international supermodel". So far, 12 videos have been released, with average views of more than 60 million, average likes of 1.82 million, and average comments of more than 80,000. Nowadays, given this new power for development, "Dian Di La Hai" have gained 11.522 million fans and 140 million likes on all platforms of Tiktok. Influenced by "Dian Di La Hai", a series of works are being copied by bloggers and vloggers on Tikotk in China, which indicates the success of "Dian Di La Hai" and others' creative recognition and appreciation for him.

Currently, the average fan and likes ratio of "Dian Di La Hai" on the Tikotok platform has reached 28.63%, demonstrating netizens' love and support. With its excellent creative ability and massive account flow, "Dian Di La Hai" has been regarded as a "hot beacon" in the eyes of well-known brands. In terms of his relatively latest video, "Dian Di La Hai" has filmed a cross-dressing video combined with product promotion for Lancome, which has successfully monetized Internet flows. In addition, with the popularity of "Dian Di La Hai", many derivative bloggers follow the shooting and copy the video styles. The derivative contents produced under this circumstance have undoubtedly expanded the influence of "Dian Di La Hai". On Tiktok, the discussion and related video topic of "How to become an international supermodel" played more than 100 million, providing opportunities and possibilities for the public and allowing many users to command the key to shooting successfully online.

When it comes to analyzing the reasons for the success of this series of videos, there might be different incentives which can be roughly divided into these points below: the topic with its popularity, how attractive the footage is, high-quality content filling, sustainable output, and extremely high imitation.

3.2 The replicability of short video

First of all, the original "How to become an international supermodel" series of videos of "Dian Di La Hai" chose the high-profile "cross-dressing" topic with its well-known brands, which are international enterprises enjoying high reputation and popularity. Therefore, integrating the two high-profile topics is also a factor in successful video promotion.

The second and critical point is high-quality video content filling. In addition to integrating different hot topics to catch the public's great attention, high-quality content is still needed to attract viewers to stay and watch the whole video. The content of "Dian Di La Hai" is to create the feeling of big brand luxury with his ordinary clothes, which is like a contrast between before and after. Similar to when we promoted brand products, we said at the beginning of the video that it was a very advanced and effective product. Later, in the introduction, this product was only a straightforward structure, but in the end, it was shown that this product was indeed amazing. This will get more attention than directly displaying the advantages of the product because this promotional video has always had a strong sense of contrast, which will make the audience can't help but watch it. And his series of videos, "How to become an international supermodel", "How to become a brand spokesperson", "The nth day of challenging the national style youth", and "Challenging to shoot a group of urban publicity blockbusters," has strong labels on these four topics. When you see the content, you know that this is the work of the hot bottom child.

Last, it can output video stably and has a specific imitation. There are many hot videos on the Tiktok platform. However, their duration will not be very long; the timeliness is very weak. In contrast,

our products need to be continuously promoted, which indicates that it is vital to work to maintain their popularity at a stable level. The videos of "Dian Di La Hai" have always been focused on promotion, from promoting big brand clothing to specific products, from promoting Chinese national culture to promoting regional tourism development. Its core has never changed, but the promotion pattern has been growing, and the connotation of the video is also constantly improved. Learning from "Dian Di La Hai", what needs the companies or creators on Tiktok also pay attention to is the changes in the environment if they tend to build a good brand image and reputation, not just limited to the products and brands themselves. Each "Dian Di La Hai" topic has strong sustainability and imitation. Whether it can be accepted and imitated by the public becomes one of the determining factors for the success of a video. The release of imitation videos by major bloggers can maintain not only the popularity of the video but also expand the spread of the video both online and in society, which bears a great significance for long-term development. Immutability is an excellent way to speed up the space, promote products or establish a brand image. The core of improving imitability is to reduce the difficulty of video shooting. The development process of the "Dian Di La Hai" account is a reproducible way for a small brand to establish a brand image and increase its influence.

In general, if a company or a blogger on Tiktok attempt to use Tiktok to promote their products or increase the influence of the brand or person itself, the essential thing is to improve the value of the video itself and its popularity. Whether the audience can love the video created by the brand depends on whether it has high-quality content support, whether its core meaning is in line with the trend of the times, whether it can resonate with the public and be willing to spread it, and whether the adopted video structure can arouse the public's interest. These are all the inspirations brought to us by the blogger "Dian Di La Hai" video. If the brand tries to succeed in the short video platform and promote its products, it must attach much importance to the value of the video itself and the connection between the video and the public.

4. Conclusion

Based on the large number of users and the nature of the short video platform, the short video platform is a perfect choice for promoting products and the image building of small and medium-sized brands using the Tiktok platform.

From the perspective of marketing, there are four aspects to achieving a good promotion effect. First, we should choose a popular topic, that is, we can make people have enough interest to watch the short video with our promotion information and generate enough love. The second point is good enough video content filling. We can not simply rely on the existing hot topics for creation but also need sophisticated and perfect shooting scripts, attractive editing rhythm, and stable and clear pictures so that the audience can have enough interest and be willing to pay attention to them all the time. The third is to continuously and stably output relevant video content so that viewers can constantly see the exposure of brands or products to achieve the result of qualitative change caused by quantitative change. The last point is to have a certain degree of imitation; the video should have enough wide dissemination. As long as the core content and new work ideas are not changed, the bloggers of other short video platforms are also doing publicity for our short video.

In short, the most important thing is to turn short videos into services for the audience and arouse the interest of the audience. Only in this way can we have a good enough promotion effect on our products and brands.

Using the short video platform is a perfect choice for small and medium-sized enterprises to promote their products and establish their brand image. However, there are certainly some shortcomings. For example, we have made a short video of explosive funds, but only the exciting factors in the video content are well known, thus ignoring our products; In other words, it is very difficult for us to control the changeable interest points of the public, thus creating specific difficulties in creation and promotion. But in general, from the current development speed of short video platforms and the expanding user population, the development of short videos in the future will be

beneficial for us to promote and market our content. Whether we want to get much attention or look for potential customers with purchasing power, Tiktok can do it. Therefore, this topic also has good prospects.

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