

# Research on Video Content Presentation with Commercial Advertisements in Bilibili from the Perspective of Creators

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**Abstract:** As a kind of network video in the new media environment, videos with commercial advertisements are developed on the Bilibili video platform, which mostly refers to a series of actions taken by Uploader for livelihood (This kind of advertisement is specially named as "Qiafan" video). It is the transformation of video creators from pure interest in making video to actual profitable work. This paper focuses on the presentation of video content with commercial advertisements in Bilibili, from the creator's perspective, through typical case studies and content analysis, it is found that this type of video has the characteristics of originality, stratification (Circle nature) and perceptual similarity. According to the video construction and expression strategy, it can be divided into six content presentation methods. Different ways will directly affect the user's sensory and communication effect of video advertising.

**Keywords:** Bilibili, Influencer Marketing, Content Marketing, Video Advertising, Content Presentation.

## 1. Introduction

Bilibili, as a trend of Chinese youth cultural entertainment community and video platform, around users and creators (Uploader) and UGC (User Generated Content). The influence of Uploader and the content quality of production is crucial to its development. In addition, Bilibili not only has a large number of users, strong stickiness and high loyalty, but also has a multicultural circle, which is gradually concerned by the brand.[1]

The videos with commercial advertisements on the Bilibili platform are specially named as "Qiafan" videos. The video advertising type 'Qiafan' developed and disseminated by Bilibili first appeared in the process of "live broadcast" of the host. 'Qiafan' means 'eating' in southwest dialect of China, which has the humorous characteristics of local spoken language. 'Qiafan' video advertising (AD) implicitly expresses the needs of video creators to obtain economic benefits, and has the meaning of hoping to get the audience's understanding of AD in the video. The content presentation mode in 'Qiafan Video' enables users to accurately deliver advertisements without disgust and satisfying content and purchase needs, so as to realize the double harvest of platform creation income and user viscosity.[2]

There are few in-depth studies on the culture and phenomenon of 'Qiafan' in the existing literature, and there is no detailed classification of the content presentation of this type of AD. However, in similar literature, most of them are from the perspective of consumers to explore the marketing effect, AD effect and AD operation mode analysis of 'Qiafan' video AD. There is little in-depth analysis of the creation construction and content expression strategy of this type of video AD, and there is a lack of creative analysis and thinking from the perspective of video creators and publishers. From the perspective of creation, production and publisher of 'Qiafan' video AD, this paper classifies the presentation mode of its content from the perspectives of content design and expression strategy, promotion information insertion mode,

audience resonance elements and content presentation characteristics of 'Qiafan' video AD, in order to provide some references and suggestions for video creators, AD promotion and content marketing.

## 2. Features of Video Content Presentation of 'Qiafan' Video Advertising

In recent years, with the Uploader surge of network video and the expansion of the scale of creators, 'Qiafan' video AD has become one of the mainstream ways of commercial realization or traffic realization. Bloggers (The "Uploader", the video creators) become 'mobile opinion leaders', with their own characteristics of performance, on the network to get some users' attention, love and interaction, thereby affecting users' purchase intention and consumption behavior. The path of interaction and influence among bloggers, users and brands shows the link between brands and potential users established by bloggers (see Figure 1).

### 2.1. Originality of the "Qiafan" Video Advertising

Under the zero-sum game between massive information and people's limited attention, the audience increasingly pursues the fit and information value of AD content. The AD industry is beginning to become more and more focused on the content of communication. Under the influence of this concept, bloggers integrate product promotion into videos or pictures with their own style, and produce advertisements with "native nature" from form to content, emphasizing on adaptation of video style and the creators themselves. In the native form, the AD carrier form and design style will be difficult to destroy the user experience. In the 'Qiafan' video creation, let the AD demands of the brand owners be integrated into the "plot", and continue the personal style of the blogger, with the characteristics of strong creativity, strong customization and situational. The native 'Qiafan' video

AD content avoids the repetitive and disturbing nature of the content that affects the advertisement avoidance, and thus

eliminates the negative emotions of the viewer to the advertisement. [6]

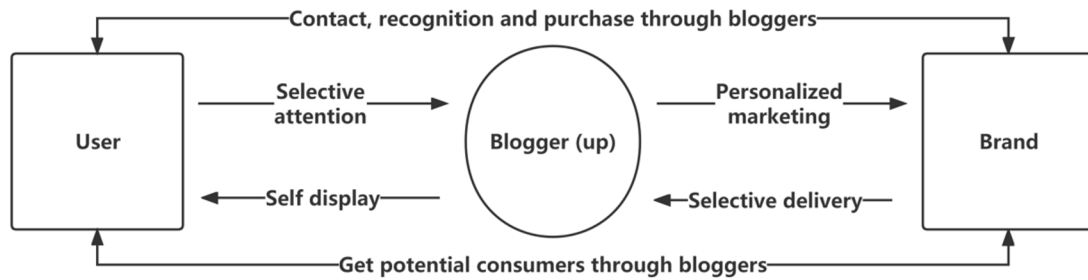


Figure 1. Influence of mobile opinion leaders on users' purchase intention.[2]

## 2.2. The Circle Nature of ‘Qiafan’ Video Advertising

Based on the communication attribute of social media chain, the radiation of the influence of new media content has a strong circle characteristic. Age, region, class, occupation, interests and other audience characteristics that can be labeled, can constitute a certain "exclusive" circle layer. In the Bilibili environment, the fundamental purpose of advertisers looking for creators, for commercial promotion is not to directly sell products (generate purchase behavior), but to expand potential customers: lock the distribution of fans in the creator's circle, let the audience produce product images and become potential users (brand image solidification influence), with a view to some time in the future, this group of video audience exposed by the brand will become their customers, so as to expand the market scale.

## 2.3. Perceived Similarity of the ‘Qiafan’ Video Advertising

For need of content creation, Uploaders have more or less granted some of their privacy, such as their own faces, home environment and even relatives and friends. In the process of regularly watching such "exposure" content, users have less uncertainty about bloggers, increasingly develop "perceived similarity" (resonance), in which the audience tends to treat their favorite media characters in an intimate way, thus creating a certain attachment just like treating their real friends. Under the positive impact offset the additional income of the Uploader, the AD content is regarded as an interpersonal and trustworthy source of information to help users cross the threshold of "trust" and turn users into potential consumers.

## 3. The Content Presentation of the ‘Qiafan’ Video Advertising

### 3.1. Infiltration

Infiltration "Qiafan" video AD refers to the Uploader integrating the product, brand characteristics and other promotional information into the video theme in the creation process, without emphasizing or labeling, and presenting the product in a natural state. Infiltration is divided into Explicit Infiltration and Invisible Infiltration. The Explicit Infiltration presenting the product effect, it also puts it itself under the lens, while the latter only presents the application status of the product. In Huawei promotion video made by Uploader **Jing Hanqing** (UID account: 9824766) (9.249 million fans)(Video

total ranking top 7), he created an invisible sublimation that only presents the application status of the product. "This time, I can take such a video with Huawei nova7 Pro that I have always wanted to take to tell you my original intention." This is a typical Bilibili successful "Qiafan" video AD, Uploader's own tone, video content and brand transmission concept of the fit, high playback, high attention, but also accepted by Bilibili fans, and even praise.

### 3.2. Evaluation / Assessment

As one of the most common type in Bilibili's "Qiafan" videos, the evaluation type is divided into single evaluation (for a single product evaluation, display), comparison assessment (for multiple similar alternative products display and comparison), experiential assessment (for a variety of products experience and display, common video form for "out of the box evaluation") and insert evaluation (for multiple non-similar products display of a product).

For example, funny Uploader **Let's talk about something** (UID account: 80991539) (1.169 million fans), in the video "why not open the box?!?!" (Video total ranking top 91) in experiential evaluation way, experience the eye cream, lotion, body milk, biscuits snacks and other types of products, and the use of each product feeling the evaluation and display, video content is rich and interesting, involving a variety of circles, can give the audience strong substitution, to promote the product while produce effective interaction with fans, in the rich Uploader video creation content and enhance Fan viscosity.

### 3.3. Planting Grass / Recommended

As a popular phrase in China, the original meaning of "planting grass" is the seedling of planting grass seeds or planting grass. It is now interpreted as recommending good goods to others to buy them. As a communication mechanism, Internet celebrities (bloggers, Uploaders) greatly improve the speed of information dissemination and consumer decision-making efficiency. [5]

Different from the Evaluation type, although the Grass Planting video will also have an "open box" content form, it is more of a kind of praise and sharing of shopping, basically based on similar products, more emphasized and targeted. For example, in the Bilibili fashion area, Uploader owners take "Planting Grass" as the main form of "Qiafan" video AD, through teaching, fitting, trial, sharing of "good things" and other forms, combining evaluation and penetration to present content, show the product performance in a scene and arouse the interest of the audience.

### 3.4. Guide

Guide content presentation, that is, raising questions or highlighting in the process of video creation, spotlighting the existing needs, specifically analyze and guide how to solve / meet, and finally give solutions by introducing promotion products, can also effectively enter the perspective of consumers to stimulate the desire to purchase.

For example **XiaoTou&MingmingTM** (UID account: 192090) (1.060 million fans), as the knowledge area Uploader, they promoted the beauty products in the video "European girl beauty history, the effect is comparable to disfigurement, Uploader close test effective!" (Video total ranking top 77), in the process of restoring the real history of popular science, to promote the problem and analyzed the real demand, finally buckle video rhythm insert fit cosmetics AD, detailed product efficacy at the same time, has a strong sense of value and reality.

### 3.5. Reinterpretation

Reinterpretation, also known as secondary creation, is a process of reinterpretation of the existing content through other ways, processing and secondary creation based on the original content. Whether or not the promotion information is consistent with the original content, reinterpretation can add value to the newly created content to a certain extent, but the creativity is relatively demanding. Like the the Uploader **Elizabeth mouse** (UID account: 375,375) (6.360 million followers), successfully implanted Coca-Cola in the video of "All-Star rap: That's Cool". The video received 16.093 million views and spread as well as a traditional AD.

### 3.6. Central

Content-centric presentation, that is, the video creation focused on brand products, clearly shows the attributes of its Internet AD, all serves the promotion information and product characteristics for content presentation, can expose more brand product information in a short time. However, overcentered and ignoring the interest and integrity of the content will have a negative impact. For bloggers, if they choose the product, make content in the perfunctory way, or do not control the risk of "rollover". Not only will not gain users' goodwill and purchase decisions, but will lose their own reputation.

## 4. Sustainable 'Qiafan' Video Advertising Development

Need to be clear is "Qiafan" video AD, is a create and deliver content to attract clear or potential target audience of business marketing process, the purpose is to encourage customers to make action for Joe Pulizzi (the father of Content Marketing definition), creators in the most suitable for consumer form and ideas, the enterprise, brand concept

and expect consumers to obtain information effectively convey. [6]

From the development of the audience and the perspective of their own brand construction, in the promotion of economic interests, creators should keep in mind that the purpose of AD promotion is to impress users and through high quality content for their emotional content, on the basis of constantly improve their brand culture, to expand fans to strengthen the communication efficiency, and the creator's own "brand" image can be constructed and improved in different video content presentation methods. What's more, China's network environment has more prominent "local characteristics", contains different spheres of common values and common spread of network hot words, creators in content presentation should skillfully use local elements, avoid disconnection with times or current hot spots make the user produce alienation.

## 5. Conclusion

As the "Qiafan" video AD commercial content of brand Between Uploader, is the most mainstream mode of Content Marketing in Bilibili at present. The content presentation mode of its video directly affects the effect of promotion information dissemination, as well as users' acceptance of the product and the cognition of the brand side. In the process of realizing sustainable "Qiafan" video AD, creators need to pay attention to the content of "authenticity, objectivity, interest", can take a variety of ways to content creation, according to the promotion information combined with their image in different ways to better show content, in the process of creative and novel entry point can become the key "difference" window.

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