

# Application of micro film advertising communication under new media form

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**Abstract:** *With the rapid development of network new media, more and more advertisers aim their advertising at new media. Micro-film, which grows on the basis of new media, has naturally become the crystallization of commerce and art, and with the strong support of advertising sponsors and its own unique advantages, micro-film advertising has also become a new form of advertising communication. However, in recent years, with the emergence of micro film advertising, its development contradiction has become increasingly prominent. Based on the communication environment and characteristics of micro film advertising, this paper analyzes the existing problems in its development. Only by adopting an operable communication strategy can micro film advertising achieve its expected purpose and realize its final commercial value.*

**Keywords:** *New form; Micro film; Advertising communication; Commercial value; Homogenization; Overmarketing*

## 1. Introduction

The development of communication always depends on the development of technology. With the continuous update of communication technology and the continuous improvement of communication means, in the new media era with web3.0 as the carrier, Internet portals are no longer the center of communication, and netizens are more interested in social networks such as Weibo and wechat. And people no longer just accept the stereotype, systematic information, on the contrary, people are more willing to accept "fragmented" micro film advertising. As a product of the development mode of micro film, micro film advertising is more and more favored by advertisers and young groups, and its development momentum is unstoppable. Mo Kangsun, a veteran in the advertising industry, believes that no matter what kind of theme to structure the story, the first thing to adhere to the 4E principle, namely Engaging, Entertain, Enrich and Enhance, that is, the plot should be exciting, the form should entertain the audience, can enrich the brand personality, and finally enhance the brand image. The second is to adhere to the 3C principle, namely Celebrity, Content and Contact. In order to achieve the effective communication effect for the target young audience, the micro film advertisement must adopt the operable communication strategy scheme, in order to achieve the expected purpose of the micro film advertisement and realize its final commercial value. This paper analyzes the characteristics, advantages and communication modes of micro film advertising in the new media environment, discusses its existing problems and puts forward corresponding suggestions.

## 2. Connotation and extension of micro film advertisement

### 2.1 The concept of micro film advertising

Micro film advertising is based on advertising products as the main or key clues, the use of film shooting techniques and skills, to promote and tell the product, the duration is generally within 30 minutes, the advertisement gives the story, realistic, can more deeply realize the spread of brand image and concept, silently increase the penetration effect of the product.

### 2.2 Types of micro film advertising

Each micro film has its own narrative structure and brand publicity strategy. The types of micro film advertisements can be roughly divided into three categories: product advertisements, which introduce the characteristics and advantages of products in various ways and use various contents and forms to attract

the audience to buy; Brand image advertising, advertisers show their strength to the audience, through a deeper sense of communication with consumers, trying to make the brand has a higher visibility and reputation, public welfare forms are also more commonly used; Concept advertising is not a direct promotion of goods, but to guide consumers to change the original consumption concept and consumption mode, which is conducive to the long-term development of enterprises[1-2].

### **3. The communication environment in the new media era**

#### ***3.1 Entertainment first environment***

Nowadays, people are deep in the age of "entertainment to death", and all public discourse is expressed through entertainment. The pursuit of entertainment and relaxation is the common choice of the audience in their leisure time. Although sometimes these entertainment are vulgar and vulgar, its recipients only increase and do not decrease. The Internet, mobile phones and other emerging media with powerful entertainment functions have obviously become an important means for audiences to relax.

#### ***3.2 The convenience of "small"***

The increasing economic improvement brings about the increasing pressure of people's life. People are always busy for livelihood, the time used for media consumption becomes fragmented, and they are more willing to accept some fragmented information in a fragmented time. The audience is more willing to accept "small" and convenient information dissemination. Such as Weibo, wechat, micro movies, and even micro games, have become the mainstream choice for audiences in their leisure time. These "small" messages are used in various media because of their short, concise and close to the public.

### **4. The characteristics of micro film advertising**

#### ***4.1 Low cost and rich content***

First of all, from production to broadcast, micro films are cheap and easy to operate. Micro film advertising script is not as long as the TV series, only a few minutes or ten minutes. At the same time, the broadcast time of micro film advertising is much shorter than the broadcast time of the film, so it is more convenient to shoot, and sometimes only ordinary DV can be completed, so the cost is very small, especially the investment of grassroots micro film advertising will hardly exceed 1,000 yuan. Secondly, micro film advertising has attracted great attention from the audience by virtue of its unique charm. Every micro film advertisement is almost a vivid story and covers very rich content, which constantly stimulates the audience's perception nerves, such as the micro film advertisement "Mother's love" plays a warm card, so that people have sympathy and consciously participate in public welfare undertakings; Diaosi Man appeals to its audience with humorous jokes and celebrity participation. Not only that, each story of the micro film advertisement will also have its special educational significance, and it is very topical, so that the audience can feel the empathy, and the content accepted by the audience will be greatly increased.

#### ***4.2 Spread fast and close to life***

With more and more channels for information dissemination, the viewing methods of micro film advertisements are more selective. They can be quickly delivered to customers in a very short time, and the contents usually involve all aspects of life. After watching micro film advertisements, the relationship between audiences and micro film advertisements is no longer one-way communication, but interactive communication. This kind of interaction is deeply in the hearts of the audience. The Internet has become the largest platform for the public to express their views. After watching micro films, the audience can fully express their views on the micro film advertisements by means of reposting, sharing and commenting. At the same time, because of the anonymity of the network, the audience can speak freely, and these views of the audience have become an important indicator to evaluate the effect of micro film advertising. For example, a series of micro film advertising "Product youth", the first "bye, old time" content set with youth and memories of youth, the second "memory DNA" reflects men such as wine, because of its close to the public's life and psychological characteristics, by the majority of netizens sought after[3-4].

### **4.3 Wide audience**

Micro film advertising is a kind of "micro" culture, which can be spread through new media platforms such as Weibo and wechat, and has a wide audience, covering people of all ages and different professional fields. In the new media environment, audiences have higher requirements for information acquisition. Micro film advertising is transmitted in the form of short videos, which can effectively promote the brand and image of the product. Micro film advertisements can be adapted from real events that happen in real life, and incorporate the advertiser's brand concept and publicity appeals.

### **4.4 High commercial value**

Micro film advertising is a new form of advertising, which has its unique advantages to attract the attention of a large number of enterprises and businesses. Micro film advertising has great potential in terms of commercial value. Micro film advertisements can be played on mobile phones and other mobile terminals through the Internet, and the transmission speed is much faster than that of traditional media, which enables advertisers to more quickly deliver product information to the target audience. At the same time, micro film advertising can be promoted in a variety of ways. Micro film advertising also has advantages in the production time, which can effectively attract the audience's attention and make the audience have a good impression and deeper memory of the product, so as to effectively promote product sales.

## **5. Analysis of current situation of micro film advertising marketing**

In 2014, the market consulting agency Madison Bond released the "Video advertising trend Insight" white paper, which data show: video advertising has exceeded the integrated portal, become the most favored form of online advertising advertisers, of which micro film advertising has become one of the highest willingness of advertisers to place video forms. There is no doubt that micro film advertising has developed into a core weapon for enterprises to promote brands and products in recent years. However, we still need to understand that micro film is a double-edged sword, and the contradictions in its development process have become a major reason for restricting its development.

### **5.1 Mixed quality**

#### **5.1.1 Short shooting cycle**

Many advertisers urgently need the platform of micro film advertising to promote their products or brands, so they hastily decided to shoot micro film advertising, and hastily started shooting, hurried production, before the product release will be designed micro film advertising on the publicity platform, so that the whole micro film advertising empty and boring, although the product is promoted, but the quality of micro film advertising is greatly reduced. There are many factors for the success of a micro film advertisement, not every micro film advertisement will have an accurate grasp of the plot and the picture. An excellent micro film advertisement needs excellent team and huge financial support. However, the quality of micro film advertising that is too short in shooting time will certainly not be highlighted, and its own charm will be greatly reduced.

#### **5.1.2 Little supervision**

The market of micro film advertising was officially opened in China in 2010, and its development time is only less than six years. Therefore, the state has not issued relevant policies to effectively supervise it. Although its development speed is very fast, the values of most micro film advertisements do not conform to the mainstream values of our country. Some advertisers even insert violence, blood and other content in micro film advertisements in order to win eyeballs and click rates, which has caused many adverse effects.

### **5.2 Serious homogeneity of the subject matter**

#### **5.2.1 Type homogenization**

At the beginning of the micro film advertising, it has already extended the subject matter to family, love, friendship and so on. At first, the audience will love it for its short and pithy format, because it allows the audience to enjoy the full story in scattered time. But over time, with the audience's contact

with more and more micro film advertising, its aesthetic is also constantly improving. In recent years, the theme of micro film advertisements has gradually lacked new ideas, and the homogenization phenomenon has become more and more serious, especially the micro film advertisements about love can be seen almost everywhere.

### ***5.2.2 Homogenization of content***

Now, the plots of micro film advertisements show a similar trend. Although the whole plot is complete, almost every audience will guess the next plot after a few minutes of watching this plot. In the long run, the audience will not only be aesthetic fatigue, but also accept the information to be conveyed by the advertisement vaguely, and sometimes even think that the product advertised by the micro film advertisement is another advertiser.

### ***5.3 Over-marketing tactics***

Before the micro film advertisement is released, the advertiser will wantonly publicize the products or brands advertised by the micro film advertisement to the public too much in order to make the audience have a deep impression on the brand. When the micro film advertisement is released, the advertiser will wantonly publicize the products advertised by the micro film advertisement too much. The audience will not be attracted by the content of micro film advertisements, and the click effect of micro film advertisements will not be better than imagined. When the micro film advertisement is broadcast, a large number of micro film advertisements appear in front of the audience at the same time, and the audience is in a blind state at this time, especially for the micro film advertisement that magnifies the product performance by many times, it can be regarded as an elongated version of the advertisement, which will not attract the audience to accept. For poor quality micro film advertisements, the audience will become dull. Therefore, excessive marketing will inevitably make the audience produce fatigue or even resistance psychology.

### ***5.4 The response was mediocre***

#### ***5.4.1 Overquantity***

In the process of seeking quantity but not quality micro film advertising communication, the audience is gradually indifferent to the huge micro film advertising resources. At the same time, the disconnection between product performance and the content of micro film advertising not only greatly reduces the quality of micro film advertising, but also greatly reduces its communication effect. The audience would rather spend more time enjoying a high-quality TV series than a short micro movie advertisement. For the products of micro film advertising, the audience will not take the initiative to consume, and the final communication effect of micro film advertising cannot reach the ideal effect.

#### ***5.4.2 Out of hand***

The effect of micro film advertising is difficult to control. The communication effect of micro film advertising not only refers to the improvement of sales volume, but also the improvement of audience loyalty and trust in the brand. And different types of micro film advertising communication effect is very different, so the advertising budget is also difficult to control.

## **6. Micro film advertising communication strategy under the new form of media**

In the communication environment of jumbled information, there are many problems in micro film advertising. In order to attract a large number of new media audiences with different tastes, micro film advertising can only be full of vitality in the context of mass communication and its commercial value can be reflected if correct and effective marketing methods of micro film advertising are formulated from script, production and then communication.

### ***6.1 Start with the work itself***

#### ***6.1.1 Improve script quality***

Script is the most critical part in the creation process, and a good script is the necessary content in the creation process of excellent micro films. South Korean dramas are popular all over the world because of the uniqueness and novelty of their scripts. Therefore, at the beginning of creation, the creator must

find the plot and the product. The focus of micro film advertising is to spread the characteristics of its products and implant advertisements into the plot. Look for a common thread between the story and the product, so that the AD does not appear to be implanted. In the popular micro film advertisements on major websites, the micro film advertisements with the top click rate and playback times have a common feature, that is, the traces of advertising implantation in micro films are not obvious. Mandatory product placement will make the audience bored, but the right combination with the story will make the audience accept the message of the product and actively buy the product.

### ***6.1.2 Arrange auditions smartly***

Relying on picture experience and auditory perception is the communication mode of micro film advertising. The audience receives the information it transmits through both. Therefore, the beautiful picture will give people a pleasant feeling, just the right soundtrack or sound is also very convincing. In the production project, the communicator must use the reasonable arrangement of the upper and lower shots, supplemented by the sound of rendering the atmosphere and setting off the environment, and the advertising micro film will certainly have a shocking communication effect. For example, the public welfare micro film advertisement "Dream on the Field" tells the story of a farmer family who was born and practiced dancing day and night in the fields and finally achieved success because they worshipped Michael Jackson. With the blessing of the story, the tempo of the director's music varies from fast to slow. In particular, the part where he danced on the stage, with fast rhythm music, the picture is not the real time and space, but the time and space where he danced in the wheat field in the past, giving people a strong shock.

### ***6.1.3 Be creative with your content***

Innovation is the driving force of a nation's development. The same is true for micro film advertising. In these days of high homogenization, having a good idea is crucial. For example, a micro movie advertisement of wechat combines the communication method of wechat with family affection, and shows the communication with parents and children through wechat, which seems ordinary and simple, but it makes the majority of netizens green eyes, and even many grand scenes can not be comparable. Such as the micro film advertisement "Book", China's first display about traditional culture, show the ancient education of the micro film advertisement, its focus is "education", break the routine, unique, in the beginning of the broadcast by the "zero negative rating" praise, it can be seen that its creativity.

## ***6.2 Think from the advertiser's point of view***

### ***6.2.1 Brand image and storyline are deeply integrated***

Advertising guru David Ogilvy once pointed out that "every advertisement should contribute to the brand image and contribute to the accumulation of overall brand equity." Micro film advertising is originally for the enterprise brand and service, therefore, it is necessary to deeply understand the core concept of the enterprise, integrate it into the story concept of micro film advertising, and crystallize the corporate image, so as to make the brand more personalized, but also more able to infect the audience, and produce a sense of dependence and trust on the brand.

### ***6.2.2 Both commercial value and artistic value are equal***

The ultimate goal of micro film advertising is actually to make profits. But the micro film advertising marketing and the traditional advertising marketing is very different. Micro-film advertising itself should have great artistic value. Although it is commercial, it should not blindly pursue commercial value while ignoring artistic value. Advertisers should give creators more space to make the commercial value and artistic value of micro-film advertising complement each other.

## ***6.3 Perfect marketing model***

### ***6.3.1 Build a complete industrial chain***

Micro film advertising needs the full cooperation of advertisers, producers and broadcasters to form a complete industrial chain. If the vitality of micro film advertising wants to be stronger, it must have a stable industrial chain. First of all, advertisers need to continuously expand the construction of their own team, so as to provide strong financial support for micro film advertising; Secondly, producers should keep improving, strengthen their professional level, from the form, content, picture and other aspects to meet the needs of advertisers; For the broadcast side, whether it is video websites or instant messaging tools, it is necessary to strengthen publicity, so that micro film advertisements can be maximized publicity

and enhance brand image.

Compared with the traditional film, the production cycle of micro film advertising is short, the investment cost is low, and it does not need theater screens, instead of video websites, 3G mobile phones, mobile TV and other small screens. Going it alone is not the right choice, in order to really do a good job of marketing micro film advertising, we must integrate more channels and cooperate with each other. As of June 2014, the number of Internet users in China reached 632 million, including 527 million mobile Internet users, an increase of 26.99 million compared with the end of 2013, and the proportion of Internet users using mobile phones increased to 83.4%, an increase of 2.4 percentage points compared with the end of 2013 [5-6]. It can be seen that the broadcasting of new media platforms has formed a strong impact on traditional TV media and theater media, and eroded a large number of advertisers. Micro film advertising marketing should be keenly aware of this trend, expand the comprehensive advertising network from the PC platform to the Internet or other digital terminal platforms, fully spread the net to cover every touch point, combine the advantages of new media and traditional media, realize three-dimensional communication, and open up broader marketing channels.

### ***6.3.2 Grasp the rhythm of marketing***

In their book *Global Television and Film: An Introduction to the Economics of the Industry*, Colin Hoskins, Stuart McFadier, and Adam Fine argue that in order to achieve maximum profit across distribution channels, certain channels need to be selected or abandoned, and the sequence and length of time of each channel. Before a film is released, it often carries out various publicity activities and creates a variety of hot topics to achieve the continuous attention of the audience. When the audience's attention reaches the peak state, the film begins to be released. And for micro film advertising, the same is true.

The new media platform provides a platform for the topic manufacturing and commercial speculation of micro film advertising, but there is still a problem of limited publicity time. Therefore, bombarded marketing not only can not leave a deep impression on the audience, but will cause a waste of funds and resources. Therefore, it is better to take advantage of early, only clever grasp the rhythm of marketing, consumers should learn to convey the most effective concept in the most effective time.

## ***6.4 Target audience centered***

### ***6.4.1 Reasonable positioning of micro film advertising audience***

"Use and satisfaction" research regards audience members as individuals with specific "needs", and regards people's media contact activities as the process of "using" media based on specific demand motives, so as to "satisfy" some needs. In the micro film advertising marketing, the core position should be the audience. Advertisers should first establish audience awareness. Because most of the broadcast platforms of micro film advertisements are the Internet and mobile phones, the audiences are mostly young people. The emotional appeal and advertising packaging of micro film advertisements in the production process should try their best to meet the aesthetic psychology of young people. At the same time, because the current young people have got rid of the shackles of traditional ideas, almost every young person will pursue to be different, so micro film advertising can seize the audience's psychology of seeking new, content design needs to go ahead of The Times, so that the audience is willing to accept and take the initiative to accept.

### ***6.4.2 Grasp star power***

Today's young people almost have their own idols, and will be happy to pursue all the idols, including food, clothing, housing and transportation. The image and performance of advertising spokespersons are regarded by advertising planners as the best means to express advertising content. In the micro film advertisement, the recently popular star should be timely adopted as the protagonist of the story. On the one hand, the star can be used for publicity to achieve unexpected publicity effects. On the other hand, the vast fan base of the star will also carry out oral publicity, and the audience will be greatly increased when the micro film is broadcast. In addition, every move of the stars in micro films will be warmly followed by fans. Finding stars to endorse micro film advertising is the best choice for product marketing, and the product market will inevitably open. For example, the micro film series advertisement "Bring Music Home" has repeatedly used today's A-list stars to attract fans and win click rates.

### ***6.4.3 Actively communicate with your audience***

Feedback is an important mechanism that reflects the two-way and interactive nature of social communication, and its speed and quality vary according to the nature of the media channel, but it is

always an indispensable element in the communication process. For micro film advertising, feedback often means the audience's most direct response to it. Micro film advertising marketing can use its platform to maximize the interaction of micro film advertising, and the audience's forwarding, comment, sharing and other interactions on micro film advertising are the audience's intuitive feelings. Micro film advertising can set up a survey group for the audience to deeply understand and analyze the audience's interests and habits. And according to the detailed research to make the micro film advertising. In this way, the dissemination of micro film advertisements is closer to the audience, and more people are watching, and the profit purpose of advertisers is achieved.

## 7. Conclusions

In the development of micro film advertising, in order to achieve the ideal communication effect, it is necessary to clarify the audience positioning, carefully carve characteristic products, create novel themes, pay attention to artistry, constantly optimize communication channels, integrate media resources, do a good job in mass communication, and adopt these effective and operable communication breakthrough solutions to improve the communication effect of micro film advertising. At the same time, micro film advertising is a combination of business and art, brands should be good at telling stories, meet the emotional demands of consumers, adapt to the cultural environment of the new era, and build brand personality around the core of the brand.

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