

Three Steps from Public Platform Operations to Film Screening: Seeing the Publicity Strategy Behind the Movie Content of “Nezha” Breaking the Box Office Ceiling

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ABSTRACT. *The film “The Coming of the Devil Boy” has become the second new member in the box office history of the Chinese film “Wandering Earth”. In addition to the box office attraction brought by its content itself, its successful publicity strategy also makes its own commercial attribute play to the extreme. From the operation of public platform to film screening, this paper systematically analyzed the details of the content and strategy of the film in publicity and distribution, and summarized the successful reasons for its positive and typical publicity case.*

KEYWORDS: *social media, Dispersing, box office, Film screening*

1. Introduction

According to the “Mao Yan” Professional Edition, “The Coming of the Devil Boy” (hereinafter referred to as “Nezha”), since its full release on July 26, 2019, a total of 4.787 billion box office results have been achieved up to September 12, 2019, which has triggered the box office market of Chinese summer films in 2019. On August 31, 2019, Guo Fan, the director of the blockbuster movie “the Wandering Earth” in early 2019, posted the following content on his microblog: “Warm congratulations, little Nezha's box office surpassed the small break and became the new runner-up in Chinese film history! “And a hot-blooded cartoon accompanied by the theme characters of the wandering earth and the animation characters of Nezha walking by and punching fists. “Nezha” has officially become the top three movie in China's box office. It is also the only domestic animated film to rank in the top 10 of the box office of China's film since the writing date of this article. Sina Finance and Economics website also mentioned in the article of the Securities Securities Sector on 11 January 2019 that “the strategic layout of the animation sector of Ray Media Company has achieved remarkable results: the main cast and controlled animation film”The Coming of the Devil Child of Nazha”entered the top

three of the box office of Chinese film history with a gross of 4.57 billion (including service fees), breaking through the domestic animation film box office. Ceiling. “. As one of the films published by the ENLIGHT, “Nezha” has become the most successful case of the ENLIGHT participating in the publicity [1].

2. The Foundation of Publicity Strategy: The Operating Strategy of the Official Account of the Social Media of the Movie

Before studying “Nezha”, we might as well study “the Wandering Earth” and “Big Fish and Begonia”, which have very similar success paths. Putting aside the popularity brought by the excellent content itself, we can directly hit the operation case analysis and see that “the Wandering Earth” officials and Weiwei have a very accurate grasp of their own positioning and play ideological cards. In the process of film release, patriotic cards and passionate cards publish rich and comprehensive content with high quality and high compatibility with the film itself. Secondly, it can also interact well with the audience in terms of audience, drawing, commenting, forwarding, sales of peripheral goods and other routine operations are correct and without omission. The key to the success of Wandering Earth is that its official microblog has caused numerous hot topics on microblog after its early screening and premiere. At the beginning of the propaganda, the powerful concept of “the first year of Chinese science fiction” has been thrown out, which enables audiences from all walks of life to enter the cinema with multiple focuses to witness the authenticity and falsity of the film quality. The movie “Wandering Earth “ has been active so far, which is a good example of the official account operation of movie social media. The official micro-blog operation of the movie “Big Fish and Begonia” has not been mentioned much in other regular aspects. It has seized the key issue in publicity and created a new mode of domestic animation film publicity. In fact, from the film content and narrative point of view, “Big Fish and Begonia” itself is slightly weak, but taking advantage of the former “ Monkey King: Hero Is Back!” Domestic animation craze, “Big Fish and Begonia” has won commercial success because of its success in propaganda strategy. Symbolic words such as “Dream Pursuit”, “Classical Culture”, “Ancient Style” and so on, which are easy to produce topics, have been used incisively and vividly. The discussion of the dialectical relationship between “classical feelings” and “the development of the times” has also been maximized. Secondly, “Big Fish and Begonia” has a gentle atmosphere, which is in line with the characteristics of its film. It does not sell too much and helps each other with other movies. It promotes a good competitive atmosphere and accumulates a “pedestrian relationship”.

New media platforms are abundant in variety and large in number, involving such platforms as micro-blog, wechat, Zhihu, Douban, Tik Tok and so on. However, according to the selection of users, the first choice should be micro-blog and micro-letter with the largest audience. In terms of audience search habits, Baidu or micro-blog is also the first choice for people to obtain information. Searching methods such as hot search or being brushed by friends in Wechat push and circle of friends; secondly, according to the characteristics of film products, film as a

commercial product has a relatively strong timeliness, although good movies can be recorded in the history of people to watch repeatedly, but most movies have their commercial life, “short and flat” way is more conducive to the film. For propaganda, the content of Wechat Public Number usually needs the deep support of content, which is less interactive than that of Weibo platform. It takes time to cultivate users’stickiness. Setting up official accounts on Douban and Tik Tok apps will arouse disgust instead. There is a suspicion that “Wang Po sells melons”. The propaganda of tremolo and other video platforms is as follows: New effective direction, but in terms of the characteristics of film publicity, it is not as powerful as “micro-blog” as “micro-blog” and has a wider audience. According to the needs of the audience, there are many platforms that can replace the functions of “official website”, but for movies, the functions of “official website” and “official website” tend to release information, and the audience needs to get information from time to time. Information and feedback are highly interactive platforms. Therefore, in summary, the “micro-blog” is more in line with the laws of film transmission, more conducive to the establishment of the “people-oriented” film, and more effective in promoting the spread of film.

In the operation of social media accounts, “Nezha” is well versed in the above rules and strategies. It created an official number on Sina Weibo and interacted with audiences from time to time. From the point of view, the market throws out various hot search concepts, such as speculation in CPs and speculation in popularity, which are the most popular communication content at present. A good movie or entertainment commercial product, “passersby” is more important than “fans”. Especially as a commercial film, in terms of economic benefits, it is more important for all audiences to contribute to the box office than to win public praise. After all, very few audiences will choose movies by referring to professional elements such as publicity companies and producers. Finally, the most important factor for the success of the operation of the film public platform is to “create topics”. With hot search and enthusiasm, publicity from point to area, so that the film can be widely disseminated, which is the ultimate goal of the film publicity.

3. Key Propaganda Strategy: Three Steps for the Screening of Nezha

Film screening can be roughly divided into two kinds of needs: one is low cost screening, publicity cost is low, it is difficult to earn film and box office by publicity alone; the other is that publicity cost is sufficient, film quality is high, content is self-confident. “Nezha” belongs to the second category, the film itself is of high quality, with its own “feelings”, “domestic animation”, “national culture”, “rebellious uninhibited” and other topics, the route of word-of-mouth fermentation is feasible, so three rounds of screenings are arranged. The common purpose and benefits of other point mappings are not discussed here.

The first screening of Nezha is only two days. It should be a small-scale screening. The area is mainly arranged in a second-tier city. Besides ordinary audiences, the most important audiences for the screening should be cinema-line personnel, media (self-media), writers and opinion leaders active in social media. In

fact, every screening should be conducted. All audiences should include those with the above identities. So the scale of the first time is not large, so the audience should be mainly the target group, because the quality of the film itself is too hard, enough to win the favor of the theatre line, increase the number of films. Secondly, the appreciation level of the first and second-tier cities is higher. As an online film with aesthetic, emotional and narrative features, *Nezha* is more likely to take the high-end route under the “Amway” of the opinion leaders and writers in the first and second-tier cities than the “word-of-mouth” route of the ordinary low-end entertainment films in the third and fourth-tier cities. The first screening did achieve the desired goal. From the publicity at the beginning of the year to the announcement on July 8, the score and attention of “*Nezha*” did not improve significantly, but after the first screening, the reviews and attention of “*Nezha*” improved significantly. In short, the focus of the first screening is to put the word-of-mouth “yeast”. The second round has the longest screening time, a large number of films, a high attendance rate, and the public opinion reached the peak of the screening[2]. In addition to the industry, the main body of large-scale screening also includes a considerable number of “tap water”[3]. In addition to the industry, most of the participants are film enthusiasts. In daily life, they are small “opinion leaders” within the scope of the circle in terms of movie viewing trend. Therefore, the spontaneous propaganda of film enthusiasts and ordinary audiences is a key step in the great popularity of *Nezha*. In addition, the third-tier cities have joined the ranks of screening, word-of-mouth continues to ferment, the first round of “yeast” has begun to play a role, the film has not yet been released, has successfully created the heat, so the essence of the second round of screening is to recruit and publicize “volunteers” and wait for the word-of-mouth explosion, which is the most important round of screening. The third round of screening is the launch of the IMAX version of *Nezha*, small-scale screening technology flow testing, small-scale screening, to avoid continuing a large number of spoilers, to maintain the mystery of the film, screening receivers, to satisfy the audience's appetite, box office to explode.

The three screenings of “*Nezha*” can be summarized as follows: the positioning of high-quality films in first-and second-tier cities, then the soaring popularity in the sinking second-and third-tier cities, a series of elements attracting young people, such as “sentiment”, “CP”, “home-made”, from point to face, a round of word-of-mouth bombardment, to the full release of No. 26. The three-step screening of “*Nezha*” is solid and effective in every step. “Point screening” is of far-reaching significance to the film “*Nezha*”.

4. Conclusion

Overview of the above publicity strategy, from the operating basis of the public platform to the actual significance of a powerful and far-reaching film screening, coupled with the content of “*Nezha*” itself is too hard, its success is beyond expectation, but also in reason, we can get a lot of valuable experience from the “*Nezha*” successful cases. However, the film's screening and publicity strategies still need to be considered from many aspects. Compared with the embarrassment of

over-screening in the Galaxy Cram School at the same time and the disaster of publicity in “Long Day's Journey Into Night”(a Bi Gan film), Nezha is a successful and lucky film publicity case.

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