

# Research on Interactive Television Marketing based on Brand Experience

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**ABSTRACT.** *The integration of digital technology and communication technology not only brings endless vitality to new media, but also compels every new media operator to start thinking competitive strategies. The most direct effect of the increase in the number of channels is the more extensive select range for audience. In this high-intensity competition, the brand awareness is born at the right moment, and the new media operators have gradually realized they must create a strong brand for audience to recognize and choose in order to defend their competitive position and enhance their competitive advantage for a long time. As the core of the new media revolution, interactive television is born with a powerful interactive function, so that all involved parties on the interactive television value chain can make a deep interaction.*

**KEY WORDS:** *Brand experience; Interactive television marketing;*

## **1. Research significance of interactive television marketing based**

With the rapid development of the communication technology, the pace of new media generation and penetration is accelerating constantly. In a sense, the technological development has gradually weakened the possibility and necessity of forming popular audience to a certain extent. From remote control, video tape recorder, cable television, satellite television as well as various new recording, storage and playback technologies, to the current high-speed electronic information network that has extended all over the world and invention and application of communication technology, the traditional audience-passive information receivers, consumers and target objects will be terminated. Instead, the audience will be any role in searcher, consultant, visitor, provider of feedback, interlocutor, conversationalist and other roles. In this multi-level interactive system, the core is

the deep interaction between television and audience-the audience carries on individualized selection of television contents. At the same time, the interaction also includes the interaction between interactive television advertisement and audience, interactive television advertiser and interactive television operator and so on on the interactive television value chain. This multi-level interaction has brought about the transformation of interactive television and even new media brand marketing. The brand marketing of interactive television can no longer be limited to the brand marketing concept of traditional media. The interactive television brand marketing will produce a unique brand marketing concept and marketing mode on the basis of interaction. Interaction means participation, and participation inevitably resorts to experience. If an interactive television brand can bring a pleasant interactive experience to all the contact objects, and the contact object is willing to make this interactive experience become a living habit or a trade usage, the interactive television brand really begins to root and sprout. Therefore, for interactive television brand marketing, experience is a significant concept and experience marketing is one of the key paths of interactive television brand competition.

The experience takes consumers as the subject of value creation and it is a real consumer-oriented interactive process. In order to create experience, brand managers need to provide the right environment and scenario to stimulate consumers to produce the expected consumer experience. That is to say, the relationship between brand and consumers is not the one-dimensional relationship of providing products or services. Branding the experience aims at creating a differentiated, coherent and positive brand experience for customers. When realizing the brand experience, the brand is established on the basis of the cumulative experience of customers purchasing and using enterprise products and services, and it is also unique for each customer, thus it has a persistent competitive advantage. The brand takes the experience as a new value element, which embodies a new value form different from the former economic form and is a new stage of brand development.

## **2. Interactive television marketing and brand experience from different perspectives**

As the new media, the value chain of the interactive television has complex evolution compared with the traditional television industry value chain, and the

traditional television industry is the content-oriented. The business model is based on the passive viewing of audience, while the technique fusion of information, communication and media embodied in the interactive television makes the interactive television value chain not only become the content-oriented. The integration has greatly increased the service types and quantity that can be provided by participants in each link of the value chain, and the replacement and complementation have appeared between each link. Whether the content or the service is based on data statistics and management. Each participant strives to develop the added value of innovation, and more updated business models have been risen in response to the proper time and conditions. Therefore, from the perspective of the value chain, various participating links of interactive television can be more dynamically grasped, and the marketing idea of the interactive television brand can be more clearly mastered.

According to the different transmission technologies, it can be divided into interactive television based on terrestrial wireless transmission, including interactive television based on satellite transmission, interactive television based on cable transmission and interactive television based on telecommunication broadband transmission. Based on the different receiving terminal, it can also be divided into interactive television with television as the terminal and interactive television with PC as the terminal. In comparison, the interactive television based on cable network transmission is a passage type in the transformation process of digital television in China, which must carry on interactive business through cable network operators. The interactive form is also more limited to VOD(Video on Demand) and the interactive form that audience can participate in is very limited. The interactive television operation platform is difficult to establish one-to-one communication with the audience, and the degree of collaboration between cable network operators and interactive television platform operators greatly affects the realization and stability of interactive function. It is well known that the system of cable network operator is dispersed, and it requires an extremely high cost to integrate cable network resources and carry on television brand marketing. Based on the interactive television of satellite transmission, it is necessary to carry on interactive business through satellite operators. Restricted by the direct passage of back haul, the potential of interactive ability innovation is limited.

### ***2.1 From the perspective of terminal popularity***

the popularity rate of television is still far more than that of computer in the family. Even though in the era of digital entertainment, the family is still the most basic unit. The television is still one of the core terminals of home entertainment, and with the arrival of the digital entertainment development wave such as "digital living room" and so on, the core role played by the television in the home entertainment will be continuously strengthened with the development of the digital entertainment technology, and finally becomes a home digital entertainment integration platform. Based on the operation experience of domestic and foreign interactive television, the interactive television business model based on the terrestrial wireless and telecommunication broadband has started to carry on the brand marketing and accumulated a certain brand marketing experience, which has laid the foundation for further exploring the brand experience marketing of the interactive television.

### ***2.2 According to the subjective condition***

the brand marketing consciousness of the domestic interactive television industry is not clear, and the brand marketing initiative is not systematic yet. Although both operators and content providers have invested in advertising, the communication means are basically the communication means of traditional television: television advertising, paper media advertising, and outdoor advertising. The form of brand marketing that can highlight the characteristics of the interactive television is still in the exploration. The experience marketing needs to be improved and improved in the long-term interactive feedback. In the initial stage of brand marketing in the whole market, interactive television and target audience have sufficient time to carry on experience interaction. Through this deep interaction, a profound brand relationship with audience can be established. Therefore, the brand marketing of interactive television in China has an enormous opportunity space, and the relevant marketing talents will gradually gather in this field.

### *2.3 From the perspective of market development status*

the primary interactive program forms (television text message interaction, television telephone interaction, etc.) are becoming familiar to the audience. These primary interactive television programs have better developed the interactive viewing habits of audience. For example, the text message interaction and telephone interaction modules of television program make the audience have a preliminary contact and understanding of interactive television. Therefore, on this basis, it is the key work of next step to carry out deep development of interactive television program forms, expand more interactive forms and continuously improve the contact surface with the audience.

The brand experience marketing of interactive television aims at connecting the tangible and intangible brand characteristics of interactive television with psychosocial benefits searched by the audience. The interactive television has obvious market segmentation and the target audience of interactive television is a group of high-end customers who are keen on new technologies, need a high quality of television viewing experience, have their own unique opinions, and have the ability to pay for high quality entertainment enjoyment. At the same time, we have mentioned that the development trend of the interactive television audience is that the audience's requirements will continue to be subdivided until the one-on-one demand is realized. In the face of this audience demand, the demand of interactive television brand experience should be reflected in the extremely innovative individualization. The innovative television operators should design interactive television as a TV platform that has fresh experiences and a television platform where the audience can express their self-will, and make the audience have trust and dependence on the individualized experience brought about by interactive television psychologically and emotionally. Therefore, the brand experience marketing value of interactive television lies in providing the most differentiated and individualized television viewing experience for the audience. If the brand proverbs are embodied, it can be said that "My television, my rule", "My private television", and so on. The individualization of interactive television means that the audience should have the initiative, carry on the personal selection and arrange their own programs. Individualization will greatly improve the audience's feelings about interactive television. The brand consciousness of the audience originates from the difference

reflected by the audience. If there is no difference, the interactive television is still essentially a television in the general sense. The individualization is the foundation of interactive television brand and the individualized consumption is the essence of brand experience marketing of interactive television. The brand experience of interactive television should be unique for every audience. When the specific taste or information requirements of the audience are satisfied, the interactive TV brand which provides customized services for individuals will become the king of interactive television.

### **3. Conclusion**

The brand experience marketing process of interactive television contains abundant and flexible business opportunities. Experience marketing makes the interactive television audience, operators and relevant stakeholders on the value chain closely link together to form a beneficial value transfer that only can formed by the new media such as interactive television and so on. This value transfer will constantly stimulate the integration of interactive television technology and interactive television creativity, and will generate more and more profit growth points. Excavating the ability of profit model based on brand experience directly reflects the understanding and grasp level of interactive television audience, interactive television value chain and interactive television brand by interactive television operators, and will also determine the continuous development of an interactive television brand in this technology. As the new media emerges in endlessly, how long will the new media era with increasingly fierce competition last?

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