

Research on the effect of product placement in Chinese animated films

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ABSTRACT. *As a cost-effective new marketing method, implantable advertising is well received by brand owners. In the past ten years, there has been a large amount of advertising in Chinese animated films. Through the study of two animated films in China, explore the relationship between the different levels of the impact of implanted advertising communication in Chinese animated films, and analyze the factors that affect the effect of implanted advertising communication. Finally, how to optimize the implantation of Chinese animated films Advice on the effectiveness of advertising communications.*

KEYWORDS: *Chinese animated film; implanted advertising; communication effect.*

1. Introduction

In recent years, driven by the ever-changing market demand and the promotion of China's cultural industry policy, China's animation films have seen a booming development. According to the data of "2017-2018 China Animation Film Market Research Report" from Yien Video Think Tank, the average annual number of Chinese animation films released in the past five years is about 36, with an average annual box office revenue of about 1.5 billion yuan. Ascending, it can be seen that Chinese animation films will still have a lot of room for development in the future. At the same time, as an emerging advertising form with strong concealment, implanted advertising has become a more popular advertising form in recent years by branding in film and television to achieve advertising content promotion, with high cost performance. However, in recent years, Chinese animated films have begun to move towards large-scale production, tens of millions of dollars. If advertising can be properly implemented, on the one hand, movies can have more budget for production and pass on costs[9]. Businesses can also carry out brand communication to achieve a win-win situation. At present, the number of implanted advertisements in Chinese animated films is not large, and it is still in its infancy. How can implanted advertisements better integrate with Chinese animated films in order to play the role of implanted advertisements and achieve brand communication purposes? This is the purpose of this study. Based on the current status of

implantable advertising in Chinese animated films, this article will study the effect of implantable advertising with examples, further understand the factors that affect the effect of communication, and try to explore strategies to optimize the effect of implantable advertising in Chinese animation films. It is hoped that the implanted advertisements in Chinese animated films can better promote brand communication.

2. Literature review

2.1 Research on Audiences' Attitudes to Advertisements

Zhou Nan and Wang Dianwen research found that with the improvement of the time dimension[11], consumers' attitudes toward the implanted brand show an inverted U-shape, and then with the increase of the spatial dimension, consumers' evaluation of brand attitudes is first Inverted U-shaped trajectory after ascending and descending. Zhou Wen used experimental methods to prove that high-saliency implanted advertising recalls better results, consumers have a better attitude towards their brands, and humorous appeal methods can reduce audience defense and resistance and positively affect people's attitudes towards brands[12].

2.2 Research on the factors of the spread effect of implanted advertising

studied the impact of the implantation method on the effect of advertising communication, and found that the soundness or image in the idol drama, and the implantation method that has a greater degree of relevance to the plot, can make the audience notice and leave more impressions. And the way the scene is implanted is too abstract to impress the audience in one display. research shows that highly sensitive audiences have a better memory of high-quality media content implanted ads, but there is no difference in attitudes and purchase intentions of implanted brands. research found that the type of advertisement placement and the relevance of advertisement placement have significant effects on brand awareness and brand association. research finds that branding associated with the plot is more likely to cause consumers to recall the brand. studies the positive impact of narrative structure and implanted advertising on the effectiveness of brand communication[4-8].

2.3 Study on the evaluation of brand communication effects of implantable advertising

empirically found that the four dimensions of advertising characteristics-fun, enjoyment, practicality, and feasibility-have significant effects on the emotional effects of advertising. The Institute of Public Opinion Research of Renmin University of China (2011) categorizes dimensionality of implanted advertisements, and studies the effects of brand communication by implanting characteristics, audience characteristics, communication platform characteristics, and product

characteristics. The research by Redondo, Ignacio (2006) confirms the spreading effect of implanted advertising, especially the audience's positive attitude towards brands. studied the effect of implanted ads on improving brand recall, purchase willingness, and improving people's attitudes towards brands.) and other studies on the evolution of high-box box office movie implant ads have found that films with low production costs have greater implantability, and the number of products and the length of implantation will increase significantly[1-2].

2.4 Summary

To sum up, most of the researches on animation films are descriptions of phenomena and lack of empirical research. The research on combining the effects of domestic animated films and implanted advertising is even more scarce in China, and this research can fill this gap. Based on empirical research, this paper studies the hierarchical relationship of the dissemination effect of domestic animated films and the factors that affect the dissemination effect of implanted ads. Strategies for Optimizing Results.

3. An Empirical Study on the Dissemination Effect of Home-made Animation Films

3.1 Research Model

The research group of the Institute of Public Opinion Research of Renmin University of China (2011) summarizes four factors that affect the effectiveness of implantable advertising: implantation characteristics, audience characteristics, communication platform characteristics, and product characteristics. Based on this, this paper selects relevant factors from the characteristics of implantation and audience characteristics to study its influence on the effect of implantation advertising of domestic animation films. At the implantation feature level, the implantation method is selected for research, and at the audience feature level, the age is selected for research.

Therefore, the model in this paper is shown in Figure 1.

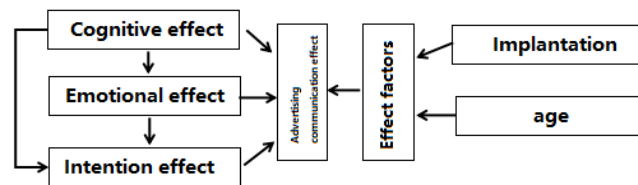


Figure 1. Research model of this paper

3.2 Research hypotheses

3.2.1 Hierarchical relationship of implanted advertising effects

The research by Redondo, Ignacio (2006) confirms the effect of implanted advertising, especially the positive effect of implanted advertising on brand communication. And Van Rejimersdal Eva (2005) and other studies found that implanted advertising has no inevitable relationship with the audience's perception, and brand awareness of implanted advertising has no effect on brand attitudes and purchasing behavior. From this, hypotheses can be made:

Ha: There is a relationship between the cognitive effect, emotional effect, and intention effect of implanted advertisements in domestic animation films.

Ha1: The cognitive effect of advertising has an impact on the emotional effect;

Ha2: The emotional effect of advertising has an effect on the intention effect;

Ha3: The cognitive effect of advertising has an effect on the intention effect.

3.2.2 Impact of implantation methods on advertising effectiveness

For different implantation methods, the effectiveness of advertising is different. Research by Joireman Jeff (2016) found that brand implantation associated with the plot is more likely to cause consumers to recall the brand. Therefore, hypotheses are proposed:

Hb: The implantation method has an effect on the effectiveness of advertising communication.

Hb1: Compared with scene advertising, conceptual advertising has better cognitive effect;

Hb2: Compared with scene advertising, conceptual advertising has better emotional effects;

Hb3: Compared with scene-based advertising, idea-based advertising is more effective.

3.2.3 the influence of audience age characteristics on advertising effect

There should be differences in consumers' response to and acceptance of product placement. Then, for product placement in domestic animated films, whether consumers' age characteristics affect the advertising effect is proposed as follows:

Hc: age characteristics of the audience have an impact on the effect of advertising.

Hc1: there are differences in advertising cognitive response between different ages;

Hc2: there are differences in emotional response of advertisements among different ages;

Hc3: there are differences in advertising intention response among different ages.

3.3 questionnaire design and recovery

3.3.1 research objects

In this paper, when studying the effect of product placement in domestic animated films, the author will take "bear's appearance · primitive times" and "100,000 bad jokes 2" as specific cases.

3.3.2 measurement of variables

Likert five-point scoring method was adopted to measure the scale, in which "1" means "totally disagree", "5" means "completely agree", and the investigator scored according to the actual situation. Referring to relevant literature, three items were used to measure the cognitive effect of advertisements. There are four questions about the emotional effect of advertisement. There are three questions about the effect of advertising intention. There are two ways of advertising placement.

3.3.3 questionnaire pre-survey

In order to test the reliability and validity of the questionnaire, the questionnaire was collected and pre-investigated before the formal survey. A total of 50 questionnaires were collected from the pre-survey, of which 49 were valid, with the recovery rate of 98%. The reliability and validity of the effective questionnaires were analyzed, and it was found that the scale was generally good, so it was considered that the questionnaires could be issued formally.

3.3.4 questionnaire recovery

This survey is a survey method based on network questionnaire. In March 2019, 243 questionnaires were collected on the questionnaire, of which 208 were valid.

4. Data statistics and analysis

4.1 audience's cognition, emotion and intention response to product placement in domestic animated films

According to the data of 208 valid questionnaires, the audience's cognitive, emotional and intention responses to product placement in domestic animated films were obtained (table 1) (where: 1= "strongly disagree", 2= "disagree", 3= "average", 4= "agree", 5= "strongly agree"). According to the data, most audiences can notice product placement in domestic animated films, and can recall the implanted scenes and information, but they don't like product placement in domestic animated films and are less likely to try out or buy the implanted products.

Table 1 sample audience's cognition, emotion and intention reactions

| The problem | 1 | 2 | 3 | 4 | 5 |
|---|--------|--------|--------|--------|--------|
| I can see product placement in domestic animated films | 1.92% | 9.62% | 31.73% | 49.52% | 7.21% |
| I can recall Chinese animated films being branded | 7.21% | 12.98% | 25.96% | 37.02% | 16.83% |
| I can remember product placement messages in domestic animated films | 3.37% | 28.37% | 25% | 35.58% | 7.69% |
| I think it is attractive to implant brands in domestic animated films | 8.65% | 28.85% | 19.71% | 33.17% | 9.62% |
| I think advertisements for domestic animated films are pleasing | 2.4% | 46.15% | 16.35% | 26.92% | 8.17% |
| I like product placement in domestic animated films | 4.33% | 53.85% | 17.31% | 15.87% | 8.65% |
| I am positive about the brand implanted in domestic animated films | 24.04% | 22.6% | 28.85% | 16.83% | 7.69% |
| I would be willing to try products implanted in domestic animated | 11.06% | 39.9% | 24.04% | 16.83% | 8.17% |

| | | | | | |
|--|--------|--------|--------|--------|-------|
| films | | | | | |
| I would search and share information about the brand placement with others | 14.42% | 21.15% | 42.31% | 16.35% | 5.77% |
| I will consider buying products embedded in domestic animated films | 17.79% | 41.35% | 20.67% | 11.54% | 8.65% |

4.2 reliability and validity analysis

4.2.1 reliability analysis

In this questionnaire, SPSSAU analysis software was used to measure the audience's cognitive response, emotional response and intention response to product placement in domestic animated films by detecting Cronbach's coefficient, namely, the reliability of the hierarchy scale affected by product placement communication effect (table 2). As can be seen from table 2, the reliability of the overall scale in the questionnaire is 0.868, greater than 0.8, with high reliability. The reliability analysis of scales with specific dimensions showed that the reliability of cognitive response, affective response and intention response scales were 0.712, 0.822 and 0.725 respectively, all of which were greater than 0.7, indicating that the scales also had good reliability, so the questionnaire data could be used for analysis.

Table 2 overall scale reliability

| Cronbach's coefficient | number of terms |
|------------------------|-----------------|
| 0.868 | 10 |

4.2.2 validity analysis

In this questionnaire, SPSSAU analysis software was used to measure the audience's cognitive response, emotional response and intention response to product placement in domestic animated films through factor analysis method, namely, the validity of hierarchy scale affected by product placement communication effect, as shown in table 3. It can be seen from the results that the KMO test values of the audience's cognitive response, emotional response and intention response to product placement are all greater than 0.6, which can be used for factor analysis, and the P values of the sphericity test are all 0.000, indicating the correlation between variables, and the cumulative contribution rate of each dimension is more than 50%, proving the validity of the questionnaire.

Table 3 results of variable factor analysis

| Variable | KMO | Test value | Factor load | Cumulative |
|----------|-----|------------|-------------|------------|
|----------|-----|------------|-------------|------------|

| | | | of sphericity | value | contribution rate |
|--------------------------|-------|-------|------------------|-------|----------------------|
| Cognitive reaction | rzfy1 | | | 0.654 | |
| | rzfy2 | 0.609 | 0.000 | 0.785 | 53.968% |
| | rzfy3 | | | 0.758 | |
| Emotional response | qgfy1 | | | 0.767 | |
| | qgfy2 | 0.768 | 0.000 | 0.773 | 65.337% |
| | qgfy3 | | | 0.832 | |
| | qgfy4 | | | 0.858 | |
| Intention of reaction | yxfy1 | | | 0.844 | |
| | yxfy2 | 0.623 | 0.000 | 0.687 | 64.675% |
| | yxfy3 | | | 0.870 | |

4.3 the relationship between cognitive response, affective response and intention response

4.3.1 relationship between cognitive response and emotional response

Using the SPSSAU analysis software, the correlation and regression analysis were made between the audience's cognitive response to product placement in domestic animated films and their emotional response (table 4 and table 5). From the correlation analysis, it can be seen that the correlation coefficient is $0.477 >$, showing a significant level of 0.01, indicating that the cognitive response is related to the emotional response. From the regression analysis, it can be seen that the observed value of the regression result F test is 60.613, and the corresponding probability P value is $0.000 < 0.01$, indicating that the regression is effective and significant. The t-test value of the regression coefficient is 7.785, and the probability value P is $0.000 < 0.01$, so the regression coefficient is significant, among which the non-standardized coefficient B is 0.591, reaching a significant level and indicating a positive correlation between cognitive response and affective response.

Based on the above analysis, cognitive response has a significant impact on affective response, and there is a positive correlation, that is, the cognitive effect of advertising has an impact on affective effect. Therefore, it is assumed that H_{a1} is verified, and it is assumed that H_{a1} is valid.

Table 4 correlation analysis between cognitive response and affective response

| Cognitive reaction | Emotional response |
|--------------------|--------------------|
| | 0.477** |

Note: * $p < 0.05$, ** $p < 0.01$

Table 5 regression analysis of cognitive response and emotional response

| | Adjust the R2 | The F value | Sig.F | Nonstandardized coefficient | Normalization coefficient | t | Sig. |
|--|------------------|----------------|-------|--------------------------------|------------------------------|---|------|
| | | | | B | Beta | | |
| | | | | Standard error of | | | |

| | | | | | | | | |
|--------------------|-------|--------|---------|-------|-------|-------|-------|---------|
| constant | | | | 0.838 | 0.262 | - | 3.204 | 0.002** |
| Cognitive reaction | 0.224 | 60.613 | 0.000** | 0.591 | 0.076 | 0.477 | 7.785 | 0.000** |

Note: dependent variable: emotional response * p<0.05, ** p<0.01

4.3.2 relationship between affective response and intention response

Using the SPSSAU analysis software, the correlation and regression analysis of the audience's emotional response and intention response to product placement in domestic animated films were conducted (table 6, 7). From the correlation analysis, it can be seen that the correlation coefficient is 0.810>, showing a significant level of 0.01, indicating that there is a positive correlation between emotional response and intention response, so the regression analysis is effective. From the regression analysis, it can be seen that the observed value of the regression result F test is 393.210, and the corresponding probability P value is 0.000<0.01, indicating that the regression is effective and significant. The value of the t-test of regression coefficient is 19.83, and the probability value P is 0.000<0.01, so the regression coefficient is significant. The non-standardized coefficient B is 0.794, reaching a significant level and indicating a positive correlation between affective response and intention response.

Based on the above analysis, emotional response has a significant impact on intention response, and there is a positive correlation, that is, the emotional effect of advertising has an impact on intention effect. Therefore, it is assumed that Ha2 is verified, and it is assumed that Ha2 is valid.

Table 6 correlation analysis of affective response and intention response

| | |
|--------------------|-----------------------|
| | Intention of reaction |
| Emotional response | 0.810** |

Note: * p<0.05, ** p<0.01

Table 7 regression analysis of affective response and intention response

| | Adjust the R2 | The F value | Sig.F | Nonstandardized coefficient | | Normalization coefficient | t | Sig. |
|--------------------|---------------|-------------|---------|-----------------------------|-------------------|---------------------------|-------|---------|
| | | | | B | Standard error of | Beta | | |
| constant | | | | 0.425 | 0.119 | - | 3.573 | 0.000** |
| Cognitive reaction | 0.655 | 393.210 | 0.000** | 0.794 | 0.04 | 0.81 | 19.83 | 0.000** |

Note: dependent variable: intention response * p<0.05, ** p<0.01

4.3.3 relationship between cognitive response and intention response

SPSSAU analysis software was used to analyze the correlation and regression between the audience's cognitive response to product placement in domestic animated films and the intended response (table 8, 9). From the correlation analysis, it can be seen that the correlation coefficient is 0.438>, showing a significance at the level of 0.01, indicating that there is a positive correlation between cognitive response and intention response, so the regression analysis is effective. From the

regression analysis, it can be seen that the observed value of the regression result F test is 48.886, and the corresponding probability P value is $0.000 < 0.01$, indicating that the regression is effective and significant. The value of the t-test of the regression coefficient is 6.992, and the probability value P is $0.000 < 0.01$, so the regression coefficient is significant. The non-standardized coefficient B is 0.532, which reaches the significant level and indicates that the cognitive response and intention response show a positive correlation.

Based on the above analysis, the cognitive response has a significant impact on the intention response, and there is a positive correlation, that is, the cognitive effect of advertising has an impact on the intention effect, so the hypothesis Ha3 is verified, and the hypothesis Ha3 is valid.

Table 8 correlation analysis of cognitive response and intention response

| Cognitive reaction | | Intention of reaction |
|--------------------|--|-----------------------|
| | | 0.438** |

Note: * $p < 0.05$, ** $p < 0.01$

Table 9 regression analysis of cognitive response and intention response

| | Adjusted R2 | The F value | Sig.F | Nonstandardized coefficient | | Normalization coefficient | t | Sig. |
|--------------------|-------------|-------------|--------|-----------------------------|-------------------|---------------------------|-------|--------|
| | | | | B | Standard error of | | | |
| constant | 0.188 | 393.210 | 0.000* | 0.879 | 0.262 | - | 3.352 | 0.001* |
| cognitive reaction | | | | 0.532 | 0.076 | 0.438 | 6.992 | 0.000* |

Note: dependent variable: intention response * $p < 0.05$, ** $p < 0.01$

4.4 influence of implantation mode on advertising communication effect

Through the comparison of the mean value of the implantation methods, this paper studies the correlation between the different implantation methods and the cognitive effect, emotional effect and intention effect of the product placement advertisements, so as to study the influence of the different implantation methods on the advertising communication effect. When collecting the questionnaire, only watched the film and the impression of the brand in the implanted in the movie have advertising audience to fill in for master kong drinking water and millet mobile phone advertising, so the audience perceptions of tingyi advertisements in drinking water sample size of 170, audience perceptions of millet mobile phone ads sample size of 170. Among them, idea-type implantation is the mean value of master kong's drinking water advertisement implantation data in bear haunt · primitive times, and the scene implantation is the mean value of xiaomi's mobile phone advertisement implantation data in 100,000 bad jokes 2 (table 10). It can be seen from the data that the mean value of idea-type implantation is slightly higher than that of scene implantation.

Table 10 mean table of implantation methods

| Implant way | The mean | The standard deviation |
|------------------------|----------|------------------------|
| Idealized implantation | 3.763 | 0.594 |
| Scene implantation | 3.171 | 0.747 |

4.4.1 the relationship between implant mode and advertising cognitive effect

In this paper, the SPSSAU analysis software was used to study the correlation between the implantation method and the audience's response to advertising cognition, emotion and intention, and analyze the correlation (table 11).

As can be seen from the data, the correlation coefficient between concept implantation and cognitive response is $0.944 > 0$, while the correlation coefficient between scene implantation and cognitive response is $0.541 > 0$, showing a significant level of 0.01, so the implantation method has a positive correlation with cognitive response. The correlation between ideal-based implantation and cognitive response is greater than that between scenario-based implantation and cognitive response. Therefore, the data indicate that the ideal-based implantation of master kong's drinking water advertisement is better than that of xiaomi's mobile phone advertisement, assuming that Hb1 is valid.

The correlation coefficient between concept implantation and emotional response was $0.575 > 0$, while the correlation coefficient between scene implantation and cognitive response was $0.656 > 0$, and the probability value was $P < 0.01$, so there was a positive correlation between implant mode and emotional response. The correlation between concept implantation and emotional response is smaller than that between scene implantation and emotional response. Therefore, the data indicates that the emotional effect of xiaomi mobile phone advertising with scene implantation is better than that of master kong drinking water advertising with concept implantation, assuming that Hb2 is not valid.

The correlation coefficient between the concept implantation and the intention response was $0.553 > 0$, and the correlation coefficient between the scene implantation and the intention response was $0.709 > 0$, and the probability value was $P < 0.01$, so there was a positive correlation between the implantation method and the intention response. The correlation between concept implantation and intention response is smaller than that between scene implantation and intention response. Therefore, the data indicates that xiaomi mobile phone advertising with scene implantation as the main product is more effective than master kong drinking water advertising with concept implantation, assuming that Hb3 is not valid.

Table 11 correlation analysis between implant mode and cognitive, affective and intention responses

| Implant way | Cognitive reaction | Emotional response | Intention of reaction |
|------------------------|--------------------|--------------------|-----------------------|
| Idealized implantation | 0.944** | 0.575** | 0.553** |
| Scene implantation | 0.541** | 0.656** | 0.709** |

Note: * p<0.05,** p<0.01

4.5 influence of age on advertising communication effect

In this paper, SPSSAU analysis software was used to study the influence of age on advertising cognitive effect, affective effect and intention effect by using variance (table 12). It can be seen from the data that the Sig value of the cognitive response of the audience of different age groups to the implant advertisement is greater than 0.05, indicating the reliability of the results of anova, while the Sig value of the emotional response and intention response of the audience of different age groups to the implant advertisement is less than 0.05, so anova is not required. The cognitive responses of audiences of different age groups to implanted advertisements were analyzed by variance analysis (table 13), and the corresponding P value of F was 0.037<0.05, with significant results. Therefore, there are significant differences between audiences of different age groups in influencing the cognitive effect of product placement in domestic animated films. It is assumed that Hc1 is valid, while Hc2 and Hc3 are not.

Table 12 homogeneity test of variance between age and advertising effect

| | Age group (mean ± standard deviation) | | | | F | Sig. |
|-----------------------|---------------------------------------|-------------------|-------------------|--------------------------|-------|---------|
| | Under the age of 14 | 15 ~ 22 years old | 23 ~ 30 years old | 31 years of age or older | | |
| Cognitive reaction | 0.42 | 0.71 | 0.77 | 1.04 | 2.179 | 0.092 |
| Emotional response | 0.97 | 0.80 | 1.02 | 1.36 | 4.508 | 0.004** |
| Intention of reaction | 0.73 | 0.73 | 1.00 | 1.32 | 8.944 | 0.000** |

Note: * p<0.05,** p<0.01

Table 13 variance analysis of age on advertising cognitive effect

| | Age group (mean ± standard deviation) | | | | F | Sig. |
|--------------------|---------------------------------------|-------------------|-------------------|--------------------------|-------|--------|
| | Under the age of 14 | 15 ~ 22 years old | 23 ~ 30 years old | 31 years of age or older | | |
| Cognitive reaction | 3.52±0.42 | 3.28±0.71 | 3.52±0.77 | 3.89±1.04 | 2.878 | 0.037* |

Note: * p<0.05,** p<0.01

5. Optimize product placement advertising effect strategy for domestic animated films

5.1 define brand positioning, and implant ads should be close to the audience

From the data available, in the domestic animation film, product placement of cognitive effect has a positive effect on emotional effect and intention, emotional effect has a positive effect on intention to effect, so, when the audience's perception of domestic animation film product placement in the familiar, the more will produce positive emotions, showing more interest in the brand to promote consumption.

Therefore, before product placement, brand owners must first make clear their brand positioning, consider the cognitive effect of advertising in advance, that is, the audience's familiarity and understanding of the brand, and then choose to release the animated films facing this part of the audience. In this way, product placement can better approach the cognition of the audience, trigger the positive attitude of the audience, further enhance brand purchase, and realize the optimization of product placement communication effect. According to the research and can also see that age have influence on the cognitive effects of product placement, so the brands such as the need to increase the consumer impression of a new product or new brand, need to fully consider into domestic animation film with audience's age, the ads to be close to the age of the audience, to animated films for children and adults to the animated film ads have obvious distinguish, in order to achieve the optimal effect of advertisement.

5.2 integration of scenario implantation and concept implantation

From the data available, implantation way have an impact on domestic animation movie implantable advertising communication effect, and different ways of implants have significant differences in advertising communication effect, specific performance for notion is implanted in the advertising on the cognitive effects better than scenario implant, scenario implanted on the advertising effect of emotion and intention is better than notion is embedded, so in the ads, should make full use of the two plant into the different ways, fusion using this two grow into the way to achieve better advertisement effects.

When brand start-up, brands more is to improve the new brand exposure and visibility, ads at this time can use the concept of the implant, through dialogue, plot in domestic animation film, implants, to deepen the implanted QingJieHua, depth, and allows the audience to a new brand impression, improve the audience's cognitive responses to advertisements. When a brand needs to improve its brand image or carry out product promotion activities, brand owners should choose the method of scene implantation to carry out advertisement implantation, so as to improve the audience's positive emotions towards the brand and purchase behavior. Therefore, when brand owners place advertisements in domestic animated films, they should fully consider the purpose of advertising and product life cycle, and then

integrate the use of scene and concept placement to achieve better communication effect.

5.3 make linkage and carry out integrated marketing

After brand owners place advertisements in domestic animated films, they should also consider to do a good job of follow-up linkage and conduct integrated marketing, instead of just relying on implanted advertisements to achieve the target. Brand owners can promote each other with film promoters, and launch extended brand products related to the animated film, so as to deepen people's impression of the brand, strengthen the audience's memory of the plot implanted in the film, and ultimately increase sales.

5.4 add AD placement in movie details

At present, product placement in domestic animated films is relatively few, partly because brand companies do not know how to carry out product placement. In this respect, we can learn from the advantages of product placement in American and Japanese animated films and the way of product placement, so as to expand the market of domestic animated films with less advertising. In the United States and Japan, advertising placement in animated films tends to be hidden and detailed. For example, in the American animated movie zootopia, animals are used in the movie Zoogole Photo, the zootopia version of Google Photo, and Zuber, the zootopia version of Uber. In the American animated film "wreck-it Ralph 2: the Internet", the scene that wreck-it Ralph sees after entering the Internet world is full of brand billboards, such as Google and Facebook, etc., which are hidden in the movie but can attract the audience's attention. Another example is the Japanese makoto shinkai series of films, which often choose to place advertisements in the details of the films, such as the hero of the movie opening the refrigerator to take a brand of drink, etc. Domestic animated films can learn from the methods of product placement of American and Japanese animated films, and increase the product placement of advertisements in details, so as to expand the market of product placement of domestic animated films.

6. Research results and deficiencies

Based on the domestic and foreign literature and implantable advertising communication effect theory, based on the combination of implantable advertising communication effect hierarchy model to study the influence of the domestic animation film product placement communication effect of hierarchy, and connecting with the concrete examples of bears, primitive times and "hundreds of thousands of cold joke 2" to study the way and age characteristics of domestic animation film implanted implantable advertising communication effect, finally got the following conclusions:

- 1) From the descriptive analysis, it can be seen that most of the audience can recognize product placement of domestic animated films and have an understanding or impression of the advertising content. However, they do not like the advertising and are not very good at buying.
- 2) From the correlation analysis and regression analysis, it can be concluded that there is a relationship between the communication effect of product placement in domestic animated films and levels, as shown in the positive effect of advertising cognitive effect on advertising emotion and intention effect, and the positive effect of advertising emotion on advertising
- 3) It can also be concluded from the relevant analysis that the implantation method has an impact on the communication effect of product placement in domestic animated films, which is embodied in the fact that the idea-type implantation has a better effect on advertising cognition than the context-type implantation, and the context-type implantation has a better effect on advertising emotion and intention than concept-type implantation.
- 4) According to the variance analysis, age characteristics have significant differences in the cognitive effect of product placement in domestic animated films, but have no significant influence on the effect of emotion and intention.

Although this study has reached some conclusions, there are still some deficiencies in this study due to academic level and other factors. First of all, the influence factors have limitations on domestic animation movie implantable advertising communication effect factors, which this article studies the factors of limited, this paper selected the implant only way and age characteristics of these two factors are studied, did not include all the factors, such as product features, transmission platform, so the study may not be able to fully understand the influence factors of domestic animation movie implantable advertising communication effect. Secondly, the research sample also has limitations. The overall age of the sample in this survey is relatively young, and most of the sample occupations are students, which cannot cover all the population.

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