

Research on Integrated Marketing Communication Strategy of TV Variety Shows under the Background of New Media

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Abstract: *With the emergence of new media and the rapid development of network technology, the TV audience's habits of contact with media and TV marketing methods have changed significantly. In order to make the variety show sustainable and healthy development, it is necessary to actively adapt to this new marketing environment and develop corresponding marketing strategies. As a variety show, you can learn a thing or two from brothers on the run. This article discusses the successful strategy of IMC from the perspective of IMC. The aim is to make a contribution to the development of variety show in our country.*

Keywords: *New Media; Variety Show; Integrated Marketing Communication*

1. Introduction

With the development of new media, the audience not only watch programs and receives information through traditional media, but also seems to be more accustomed to watching and receiving through the Internet more conveniently and casually through mobile devices. At the same time, integrated marketing communication, as an expanded and modern marketing concept, can bring unexpected communication effects to enterprises if used properly. Therefore, the combination of TV variety shows and integrated marketing communication of new media may become one of the key factors for the success of the programs.

2. New Media and TV Variety Show Integrated Marketing Communication Related Concepts

2.1. TV variety show development trend

2.1.1. One-way communication is transformed into multiple communication modes

The previous broadcast mode of TV variety shows was that they could only be watched and broadcast on TV, so the time, place and space of the broadcast would be greatly limited, which could not meet the increasingly diverse and convenient viewing needs of the audience. Nowadays, under the background of new media, many variety shows can be spread as diversified as possible through the Internet, not only on TV, but also through multiple platforms to increase the exposure of the programs, thus increasing the influence of the programs.

2.1.2. The interaction between program guests and audience is more frequent

The audience has been playing a passive "receiver" before, and they just watch the content of the program, and maybe they don't go deep into it, so they can't talk about participation and interaction. However, with the development of new media technology and the rapid innovation of mobile terminal technology, the bridge between the audience and the program is easily established through these, and the audience will leave comments on Internet platforms such as barrage and Weibo, which also shows that the audience's participation and interaction with the program is becoming more and more frequent

2.1.3. TV variety shows to enhance brand awareness.

The development track of China's TV variety shows may have no theme and no value concept at first, let alone brand. With the development of the times, technological innovation, the rise of personnel's knowledge level and the change of audience's viewing demand, everything will be improved. Now variety shows pay great attention to the establishment and maintenance of their own

program brands, because this can not only bond the audience, but also enhance the influence of the whole program and lay the foundation for the healthy development of the program in the future.

2.2. Analysis of related concepts

2.2.1. Definition of new media

Of course, the new media is relative to the old media. The "new" is reflected in the innovation of technology and means. Of course, the new media will definitely become the old media in the future. This is an unchangeable fact. The development of the times will not stop, and of course everything will develop accordingly^[1]. Then the understanding of new media needs to know what media is. Simply speaking, it is a tool to spread information, for information publishers to publish information, and for information receivers to receive information. Therefore, new media can be understood as a new information dissemination tool under the background of the times.

2.2.2. Definition of TV Variety Show

TV variety shows can be well understood literally, that is, a program broadcast on TV or related to TV. Variety shows can also be understood as a comprehensive art product, which integrates life elements, artistic elements and other elements. Variety shows are generally entertaining and comprehensive, covering a variety of TV programs.

2.2.3. Integrated marketing communication definition

Integrated marketing communication, as the name implies, integrates a variety of marketing communication tools^[2]. Of course, it has its own core concept, that is, it should be consumer-centered, around consumers, and deliver unified enterprise information to consumers. The goal is to establish a lasting and close good relationship with consumers and finally achieve the marketing goals of enterprises.

2.3. Integrated marketing communication theory under the background of new media

The new concept of overall marketing activities has also appeared with the progress of communication environment and related technologies. In the context of new media, the integration of traditional media and new media will lead to more opportunities, which does not mean giving up the old media completely. On the contrary, the integrated two can get the best marketing and communication^[3]. Its theory has been deepened and enriched with the correct use of new media. In 2002, the new concept of "interactive integrated marketing communication" was put forward by Don Schultz and others. In the second year, he developed the concepts, models and cases of interactive and integrated marketing communication with professors from other universities. Fully integrating all kinds of new media refers to comprehensive marketing communication and interaction, whose main feature, like its name, is interactivity, which enables consumers to participate in information dissemination activities more actively and actively, forming a virtuous circle of overall communication and exchange^[4]. The goal of integrated marketing communication activities is to establish a lasting and close relationship with potential consumers^[5]. If enterprises can learn and understand the concept and application of integrated marketing communication and learn to actively implement relevant interactive strategies, the distance between consumers and enterprises will be greatly reduced, and the adhesion with consumers and customer loyalty will be increased. In this way, business and marketing goals can be achieved. Big data provides strong technical support for interactive integrated marketing communication and promotes new technological changes in this era. At the same time, the consumer-centered concept runs through the whole value concept of interactive integrated marketing communication.

3. Research on Integrated Marketing Communication Strategy under the Background of New Media in Running Man

3.1. Reasonable distribution of communication channels

3.1.1. Weibo Marketing

(1) Use the official Weibo for marketing.

Running program group registered an official account on Sina Weibo before the broadcast of the

program, mainly to make this platform the main battlefield for the marketing promotion of this program. Firstly, the pictures related to the program were released on the platform, which attracted the attention of a large number of users in Weibo, thus forming fission propagation, greatly preheating the program, laying a good audience foundation for the official launch later, and increasing the exposure of the program. Its official Weibo released the first news two months before the broadcast, which warmed up the program and increased people's attention to the program through star news and promotional videos. The program group is also very good at marketing. When the program is about to air, a vote is initiated to guess which team will win the final victory of the game. This voting result is meaningless in itself, but the program group has well drawn many viewers into the program interaction through this voting, which has well increased the adhesion with the audience and made proper use of Weibo as a communication platform. Whether it is the publicity of the program or the publicity of the TV station, it has a very good effect.

(2) Expand the popularity of the program by interacting with Weibo V.

Running Man's official Weibo had more than 3 million fans at that time, and with a large number of fans, it can achieve good publicity effect through Weibo. However, the program group will also make full use of the star resources. Therefore, in addition to the official account, the content of the program will be updated frequently to increase the popularity of the program. The guests in the program will also be required or actively involved in the marketing promotion of the program. They will use their fans in Weibo, that is, casually forwarding or editing a relevant copy about the running bar program can cause numerous forwarding and praise, so the publicity effect is of course self-evident.

(3) Expand the fan base through Weibo related functions.

The strength of Weibo is also reflected in its many related functions. There are many additional small white plates under the big plate, which makes users have unlimited desire to explore it, expands the space of individual discourse, and the audience has the right to participate in the dissemination of information. Weibo's topic function is often used by the Running Bar program group in a timely and flexible manner. It can always be seen in Weibo during the broadcast period or during the waiting period. Many users may just click in to watch it at will, but with many times' attention, it may be easy to turn an ordinary user into a loyal fan and often appear as a hot topic on the topic list, which greatly increases the exposure and popularity of the program. At the same time, at these related functions, people can see what they are watching, and then they can join the discussion. The program has further promoted the spread and promotion of the program by triggering hot topics. Program groups often use these Weibo-related functions to stimulate users' discussion to the maximum extent, which will attract more loyal viewers to participate in the promotion of the program.

3.1.2. WeChat Marketing

In fact, Weibo pushed the topic to the forefront by increasing the number of participants in the discussion, so that variety shows can be seen by more people, and many attracted people will drive a large group of people through re-dissemination, that is, they will take the initiative to pay attention to or even help publicize through understanding, which will not only bring more viewers but also establish long-term close relations with them. Wechat is different from Weibo. Wechat pays more attention to the experience of individual users and the increase in the number of subscriptions, so its marketing ideas pay more attention to inductive and readable reading contents and forms. The official WeChat platform of Run Brothers was registered on August 22nd, 2014. WeChat official account is usually divided into three sections, and there are secondary options in each section. And the key point is that the plate setting in its platform is not static, but changes with the broadcast of the program. In this way, constantly updating the plate can bring freshness to subscribers, and on the other hand, it can continuously enhance the influence of the platform itself, follow the fashion and trends, and never fall behind.

3.2. Content Localization Marketing Innovation

3.2.1. Add local culture

Running Man is not a domestic original brand program, but a reality show quoted from South Korea. Its name is "Running Man", so the name of this program is also translated literally. However, Zhejiang Satellite TV did not copy it when it introduced it to China. Instead, it infused the local characteristics of China on the original basis and paid great attention to the promotion of China's own local culture^[6]. For example, when choosing the shooting location of each episode, the program group will diversify the

programs as much as possible. The selected places include many famous scenic spots and islands, which make the audience look forward to seeing the beautiful scenic spots on the one hand and the content of the program itself on the other, so the attention and popularity will naturally be great. At the same time, many elements of local culture will be added to make the audience feel a natural intimacy. For example, the first episode of the first season of the program was selected in beautiful Hangzhou and the theme was set to "The Legend of the White Snake", which made people particularly cordial. The competition is held by the West Lake. While watching the program, the audience can enjoy the most unique local culture and increase the affinity of the program. The broadcast of the program naturally brought very good results. From the beginning, it gained many fans and was recognized by the audience, which made a good start for the sustainable development of the program in the future.

3.2.2. Make good use of star resources to create program features

At the same time, unlike the traditional variety show or the original program, the program group will deliberately choose a professional host team, but choose to let the star guests in the program host themselves, giving people a sense of affinity, making the program more flexible and relaxed. The guests of the program are also very famous stars, which have a large number of fans and are very attractive, so there will be a lot of attention before the show is broadcast. At the same time, the audience's curiosity is skillfully used, because the selected stars are mainly actors, and the audience is very interested in their private performance, and wants to know whether they are the same as they imagined in the spotlight, or just want to know more about them. The audience will take their own questions and ideas when watching the program, and dig out the small details that they want to share with more people, thus achieving the second dissemination. In a few hours of the first issue, each audience may have different interest points in the program content, so they can share with each other to achieve the interesting phenomenon of the audience developing the content themselves. Increase the popularity and attention of the program.

3.2.3. Excellent program production

For variety shows, one of the most important aspects is to pay attention to the audience. Only by being recognized by the audience can we bring more ratings and attract more investment. Then a successful program should not only impress the audience in content, but also attract the audience in form, which is indispensable. Consumers who buy anything will also look at how things look. So for a variety show, the content has been analyzed above. It is conceivable that the form corresponds to the production of the whole show. When we go into the production of the running bar program group, we can find that its shooting adopts the tracking shooting of multiple cameras belonging to the discipline film, showing the audience a panoramic view with comprehensive details. Give the audience an immersive feeling, and at the same time, in order to satisfy different audiences' different needs for the guests they want to see, they will assign different follow-up shots to follow the guests. There are many shooting methods in the whole shooting process, including aerial photography and fixed shooting, which can always give the audience different viewing feelings and leave the audience wanting more. In addition to the shooting technique, it is also brilliant in the post-production of the program, using many rich elements such as special effects and images to enhance the expressive force of the program. There are also pictures with different sound effects and various small details in different scenes, which really bring a lot of rich experiences to the audience.

3.3. Brand extension to create a complete industrial chain

In addition to spreading and marketing the program itself, a program must also promote and market the brand value chain if it wants to be successful. Integrated marketing communication is to make full use of relevant communication means to achieve the best marketing effect. Then brand extension is one of the communication means. Running bar program group develops related mobile games, movies, websites, etc. through brand extension, creating a complete industrial chain and producing a lasting brand effect^[7]. Of course, all this is based on the premise that the influence of its own program is large enough, which also greatly expands the industrial value chain of the brand. The program group adopted the popular quarterly broadcast form. After the first season, the program gained high ratings and social influence, so the original crew of the program group produced Running Man's films. The film was starred by six guests of the program, which was the expansion of the running brothers' program. In the end, both movies and games brought good income. At the same time, the program team also cooperated with Suning.cn, and the costumes and props used by the guests in the program could be easily purchased on the website, which not only brought relevant income and profits, but also helped the program to spread again, achieving a good publicity effect.

4. Enlightenment of integrated marketing communication strategy of TV variety shows under the background of new media

4.1. Take the audience as the center and establish channel thinking

In order to maximize the effectiveness of integrated marketing communication strategy, it is necessary to take consumers as the center, and consumer-centered has always been the core of integrated marketing communication. Therefore, variety shows should start from the audience, take the audience as the center, and investigate the audience's media operation behavior and preferences^[8], so as to be able to form an orderly and correct marketing system when using various means of communication. At the same time, we should establish channel thinking, and all marketing channels should be well distributed, perform their duties and have clear goals. It is necessary to convey unified information and values to the audience. So as to ensure the audience to identify with the program and establish interaction with the program by building a bridge between the program and the public. In this way, it automatically increases the adhesion of the audience, that is, it has established a close long-term relationship with the audience. Then in the process of communication, the values and brand image that the program itself wants to convey will be transmitted to the audience invisibly, and they have been receiving the relevant information of the program in the process of watching the experience, which has already had a profound connection with the program.

4.2. Adhere to "content is king" and pay attention to program innovation

No matter what marketing strategy is adopted, it is necessary to deepen the attributes of marketing content. Under the background of new media, everything seems to be updated very quickly, and if you don't pay attention to it, you may fall behind the times. So in this context, the same is true for the production of variety shows, especially the trend of imitation and copying has been prevailing. Programs with similar forms can be seen everywhere, including all kinds of TV variety shows, dating, parent-child and entertainment, and various imitations and mutual learning. It is difficult to have a particularly brilliant program. Even if there are, it will not be long before it will begin to be imitated in large numbers and fall into a vicious circle. If you want to make a good program, you must have your own theme, ideas and innovations. At this time, we need to study hard and be good at thinking, so that we can create different programs and pursue brilliance and innovation. Adhere to "content is king" and pay attention to program innovation.

4.3. Brand extension, the establishment of program derivatives

4.3.1. Substance derivatives

The market ability of TV variety shows is also constantly improving. Together with other powerful industries, it can expand the program value chain and create program derivative products. Suning.cn has established cooperation with the Running Bar program group, and many fans can easily search the website to find the props and costumes used by the program group to shoot the program, which once again narrows the distance between the audience and the program, and at the same time can expand the influence of the program brand and bring good income, which is the embodiment of the material derivative products of the program brand extension^[9]. At the same time, it also increases the radiation of the program and expands the influence of the program. This also reflects the synergistic effect of cooperation in integrated marketing communication, which can make the brand's marketing strategy reach the effect of 1+1>2.

4.3.2. Spiritual derivatives

The so-called spiritual derivative product is to establish a cooperative relationship with related enterprises of the same type through the brand extension of the program itself. Because the TV variety show itself is a spiritual product, it is easier to derive spiritual products. Just as the variety show Running Man derived many spiritual derivatives such as "Run Brothers" movies and games, it will also bring more new industrial chains and value chains to the show itself, which is conducive to the healthy and rapid development of the program^[10].

5. Conclusion

The development of network technology provides a huge background for new media. Under this

background, it is not necessary to completely abandon traditional media. On the contrary, it is necessary to integrate them well to maximize the effectiveness of various means of communication. At the same time, integrated marketing communication, as a leading marketing strategy, has a lot to pay attention to and can be used as a weapon for program promotion. In today's situation of homogenization of the whole TV variety show, making good use of integrated marketing communication will be a key factor for the success of the show. From the perspective of integrated marketing communication, this paper deeply analyzes a TV variety show Running Man, which has been very successful in recent years under the background of new media, and analyzes the success of its marketing strategy in detail, and refines several innovations in channels, contents and brands to provide enlightenment for the integrated marketing communication strategy of TV variety shows under the same background of new media.

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