

The New Trend of Chinese Film Publicity in the New Era

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ABSTRACT. *in order to thoroughly implement Xi Jinping's socialist ideology with Chinese characteristics and the nineteen spirit of the party and satisfy the growing spiritual and cultural needs of the people, the film market is constantly making new achievements. As of January 1, 2019, the total number of cinemas and screens in China has reached 60079, and the total box office of Chinese films in 2018 has reached 60.976 billion yuan. However, the box office performance of different films is quite different, and one of the influencing factors is the publicity and distribution of films. In the new era, how to make good use of modern media technology to attract the attention of the audience, to better promote the film has become a problem worthy of consideration.*

KEYWORDS: *Film publicity; Media communication; Film spot*

1. Introduction

Foreword: the so-called film publicity refers to the publicity and distribution of films. To publicize films to improve the popularity and public praise of films, increase the topic of new films, and make more people willing to go to the cinema to watch them; distribution refers to the sale and rental activities of films, which belongs to the business of film distribution companies. Publicity and distribution are the bridge between the audience and the production company. More recently, distribution is to promote the film to the cinema or video website, while publicity is to promote the film to the audience through the form of advertising packaging. The traditional forms of publicity and distribution mainly include advertising on TV, radio, subway, light box and other platforms. However, with the development of digital technology, the publicity and distribution of films has also changed a lot. The focus has gradually shifted from offline platform to online platform, which is more hidden and has a variety of content forms. The main features are as follows:

2. Accurate Identification and Gradual Penetration

For film companies, if they can know who the target audience is in advance, they can save a lot of unnecessary expenses during the film promotion. Although it sounds impractical, it is not impossible at all. In recent years, big data has been widely used in various markets, and the film market is no exception. Data analysts can roughly infer users' personal preferences and accurately "user profiles" of movie audiences based on a large number of frequently viewed web pages or search platform keywords. This way is quite different from the traditional way of publicity, but it is a particularly benign way. It imperceptibly pushes the content that the user may be interested in, increases the audience's chances of going to the cinema to watch the movie, and improves the publicity efficiency. Take the movie "laopaoer" as an example. Before the movie was released, a platform made a "user portrait of watching the movie" for the movie. The data shows that 83% of users are optimistic about the movie. Users in Beijing are most looking forward to the release of the movie. The filmmakers can adjust the marketing plan of the movie in time through similar data, and spend money on the blade.

3. Interesting, Let the Audience Actively Participate and Share

When we talk about Jia Zhangke, the first thing we think about is the art film. But the art film is a very small thing, and its box office performance is far less than that of the commercial film. The box office of the Three Gorges good man is very bleak, but during the publicity of the old man of mountains and rivers, Jia Zhangke took a different form of publicity. He asked his team to design a lot of dances, danced at the film conference and made a series of interesting expression packs, which made their films quickly spread on the Internet. This kind of content that can drive everyone to share is a very worthy point to be explored in the movie publicity and distribution. "Xihong city's richest man", "a good play", "ex 3: goodbye to ex" and other films have caused a lot of topic discussion on the tremor. The theme song of the film, the shooting gags, and the interesting interaction

of the actors are all likely to become the content that users imitate or disseminate. With the full coverage of "Internet +", social media like micro-blog, jitter, quick hands, WeChat circle of friends and other social media have gradually become the main battleground of the company. The marketing case of "33 days of lovelorn love" on Sina Weibo has undoubtedly become a textbook of film publicity in the new media era. However, it is far from enough to rely on microblog publicity alone. In recent years, the rapid development of short video platform, coupled with the rapid imitation caused by interesting content and the rapid spread of virus video, makes short video platforms such as buffeting and fast hand gradually become the front of film publicity.

4. In Depth Customization, Cycle Ahead

The movie "the devil child of Nezha" has made remarkable achievements in the market. The movie's point screening and egg setting are worth learning. "Nezha" had three rounds of screening before its official release, which made the public praise sink and spread. First, the movie lovers who mainly play in the first and second tier cities, then gradually spread to the public fans and the third and fourth tier cities, launched microblog topic marketing and "hunger marketing" when the hot spot was the highest, a series of measures made the three-dimensional cartoon achieve amazing results during its release. At the same time, the colored egg at the end of Nezha has also attracted the attention of fans and friends. Its content is closely related to another movie Jiang Ziya launched by the producer, which makes the traditional colored egg become an advertisement that can attract the audience more, and play the role of early publicity.

5. Audience Sinking and Wide Coverage

With the development of the film market, the first and second tier cities have become saturated. The performance of the third and fourth tier cities plays an important role in the box office of a film, so the publicity and distribution of the film should follow the pace of the times and take sinking measures. There are two main ways of the issue sinking: one is to issue a business trip strategy, the other is to issue a resident strategy. Of course, the intensity of distribution depends on the publicity and distribution fee of the film. If we can make precise positioning, make reasonable use of local resources, combine local media and radiate the surrounding areas, we will save costs and time to a large extent.

Therefore, in the new era, to do a good job in film publicity is not just to rely on one aspect of investment. At present, the professional staff of film market publicity is still relatively lacking. Coupled with the development of 5g technology, the film industry is also facing more challenges and opportunities. However, as an important battlefield of cultural construction of a strong country, film plays a leading role in the cultural industry. We must unswervingly promote the construction of film culture and promote the prosperity and development of the film market from all aspects. In February 2019, the box office in a single month has exceeded 11 billion yuan and reached a global high. With this gratifying achievement, publicity and development work should adhere to the principle of innovation, promote the film market from plateau to peak, from China to the world, enhance cultural soft power and competitiveness, and provide spiritual support for the realization of the Chinese dream.

References

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