

Research on Marketing Strategy of Network Variety Shows under New Media Environment: Taking the Sixth Season of Star Detective as an Example

Jiaxuan Li*, Yinan Ding

School of Management, Shandong University of Technology, Zibo, Shandong, 255020, China

**Corresponding author*

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Abstract: Under the new media environment, online variety shows explosive development. How to stand out in the fierce competition environment requires not only superb variety show content and program production, but also marketing strategies that meet the needs of audiences to promote the sustainable development of programs. This paper takes the sixth season of "Star Detective" as an example to analyze its marketing strategy and find out the problems, hoping to provide lessons for the development of network variety shows under the new media environment.

1. Introduction

New media is a kind of media that uses digital technology, through computer network, wireless communication network, satellite and other channels, takes computer, mobile phone, digital TV as the terminal, digital compression and wireless network technology as the support, and makes use of its large capacity, real-time and interactive, and finally realizes globalization across geographical boundaries. Network variety shows ("Network Comprehensive" for short) generally refer to the variety shows that are launched by the network, produced by the Internet or social film and television organizations, and conform to the characteristics of creation, dissemination and acceptance of the Internet. Therefore, the new media environment provides powerful conditions for the development of network variety shows. [1] In 2014, The Wonderful Flower was born, which opened the door of online variety shows. People cannot help but say "the original variety show can also do so". This year, is also considered by the industry as the "first year of China Net" (the first year of China net comprehensive); In 2017, the era of "super network comprehensive" has arrived. Driven by the interest chain, the network comprehensive market has developed in a blowout fashion, and network comprehensive programs have mushroomed like mushrooms after a rain. The Regulations on Ecological Governance of Network Information Content officially put into effect on March 1, 2020 and the Detailed Rules on Review Standards of Network Variety Shows released in 2020 have more and more explicit regulations on network variety shows, and many poorly made network comprehensive shows have been removed from the shelves. [2] However, the sixth season of "Star Detective" won the top spot on 2021 Douban's most-watched variety show list with a score

of 8.7. It has accumulated more than 4 billion views on the whole network. The plot idea is both topical and popular, and the variety show effect is popular. The success of the sixth season of "Star Detective" is inseparable from its own needs to develop marketing strategies that meet the needs of the audience. [3] Therefore, how to develop their own marketing strategies for network variety shows plays a crucial role in the sustainable development of the program.

2. About the Program

The sixth season of "Star Detective" is a self-made celebrity mystery reality show launched by Mango TV, which is inspired by the Korean drama "Crime Scene". The first star players are Jiong He, Beining SA, Jingting Bai, RuoYun Zhang and so on. In the program, each guest plays a different role according to different case themes, with three identities of detective, suspect and real murderer. Players look for evidence at the "scene of the case", clear their own suspicions through sorting out the time context, searching for evidence on the scene and focusing on discussion, and deduce and find out the real "murderer" in the suspect. At the end of the program, guests are invited to give their feelings and suggestions on the case, passing on the positive energy of the society and the values of "Ming investigation". [4] The gameplay is roughly the same as the previous five seasons, but with two major innovations.

First, the double detective mode is adopted, that is, the original detective assistant is promoted to the detective, also has the right to vote, and the two detectives must choose the right murderer in both cases at the same time to achieve a complete victory. When there is a double murderer, the detective and the player must not only cast the right murderer, but also cast the right order, making the plot of the show even more confusing.

Second, the program will be updated at noon every Friday from the previous season to two updates on Thursday and Friday. The weekly broadcast volume remains the same, and the previous episode of character introduction, the first search for evidence and the first concentrated discussion will be broadcast on every Thursday. [5] The next episode, which includes the second search for evidence, the second focused discussion and the revelation of the truth, will be aired every Friday. Before the answer is revealed, the audience can have a night to review and sort out the plot ideas. At the same time, the audience can avoid the embarrassing situation that the content of the last episode cannot catch up with the plot due to the too long update cycle.

3. Achievements of the Program

Table 1: Shows the most-watched variety shows on Douban 2021

Douban 2021 is the most watched variety show		
Ranking	Grade	Name
1	8.7	Star Detective Season 6
2	7.6	Yearning for Life Season 5
3	7.6	Talk Show Convention Season 4
4	7.3	The brother who fought his way through
5	5.9	Creation Camp 2021

The sixth season was launched on December 24, 2020 and officially ended on March 17, 2021. It has been read 500 million times on Weibo and played over 4 billion times on the whole network. The rating on Douban is up to 8.7 points, ranking the top of the most watched variety shows on Douban 2021. Under the myth that domestic variety shows "can't survive three seasons", many network comprehensive shows began to decline due to excessive advertising or marketing failure. However, the sixth season of "Star Detective" broke the stereotype and directly "became a god",

taking into account the traffic and praise, and won the title of "the light of National comprehensive" in the hearts of the audience. Table 1 shows the most-watched variety shows on Douban 2021.

4. Analysis of Marketing Strategy

4.1. Precise Positioning

Throughout the six seasons of "Star Detective", its audience group has been vertically stable, mainly the generation Z who love reasoning and suspense. This group pursues individuality and has a higher consistency in the sense of value and identity. Therefore, by mining the behavioral logic of users, the program team classifies the users and labels the merchants that conform to the program positioning and audience taste, so as to accurately deliver advertisements, such as OPPO mobile phone, which focuses on beauty photography, and Soul APP, which is aimed at the young people to socialize without pressure. Maslow's hierarchy of needs theory shows that people will increase their self-fulfilling interactive needs for culture, entertainment, games, respect and communication after meeting the low-level physiological safety needs, and human nature is also advocating games and carnival, entertainment and recreation. [6] Therefore, in terms of content orientation, Star Detective creates the first "entertainment + reasoning" mode in China, and conducts immersive reasoning investigation through the role playing of stars, which not only satisfies the audience's entertainment purpose of watching variety shows, but also enables the audience to learn legal knowledge from the reasoning investigation, giving a combination of entertainment and fun, knowledge and learning.

4.2. Multi-level Output Advertising

In the broadcast of the program, for a variety of advertising products and programs to create both related and rhyming advertising slogans, such as oppo advertising slogan "portrait video will shine, Reno will not panic", Nestle coffee advertising slogan "a silky latte, easy to solve the mystery"; In addition to conventional advertising placement such as oral broadcasting, product exposure and micro drama, key evidence at important moments of the investigation and key clues binding characters show the grass, the brand tonality and the content of the program deep and natural integration, not only no sense of incongruence, but also strengthen the advertising memory to leave a deep impression on the audience.

4.3. Warmth Marketing

In the early publicity, the pilot film NZND concert of various keywords occupy the top of the microblogging hot search list position, pilot film to the characters appeared in the past plot, invited concert guests are in the previous plot NPC (non-player role) name, such as singer Song Feiyan played the season of the NPC Zhen perfect, the program group through the creation of "Ming Zhen universe", Remind viewers of the previous five seasons; In the show, the stars put themselves into the role, through the vivid interpretation of the image of each role, so that the audience moved. In the second phase of the program, the actress Yang Rong played the role of Rong gate child was adopted by her adoptive father, but her adoptive father imprisoned and molested her. Yang Rong choked up several times in the program, the program effect is full at the same time, more is to bring profound thinking to the audience; In the first episode of the show, the word "dada" was a simple joke with no deep meaning, but the show used the word throughout the whole season and as the end of the season, reminding the audience of simple happiness and pure childhood.

4.4. Topic Marketing

The program group made Sa Beining, who graduated from Peking University, and He Jiong, who graduated from Beijing Foreign Studies University, into the "Double North CP". The two not only have the first-class hosting ability in the industry, but also one is responsible for the funny popularization and the other is responsible for the stability of the overall situation to promote the process. The sense of tacit cooperation is full of each other, which adds countless laughter to the program. Caters to the taste of the young audience growing up in the network environment, but also won the recognition and love of the network audience; "Star Detective" also has a group of abbreviation "3 high" (high appearance level, high education, high IQ) "Ming investigation assistant" Tiantuan, its own topic flow, at the same time has "star detective" and "famous detective Academy" two programs loyal audience fans. Pu Yixing and Guo Wentao are not only the most popular among the assistant Tiantuan, but also known as "North and South CP". They are highly sought after by CP fans. For this reason, fans even wrote down the words "the South Pole is the only North Pole is the only South Pole". In the new season, the double detective mode was created, and the Ming detective assistant was upgraded to a detective. The "North and South CP" was successfully introduced, [7] and the original Weibo topic was used to realize the supporting communication from within the program to outside the program.

4.5. The Whole Network Publicity Marketing

Before the programme was launched, the programme team sold NZND concert tickets on various platforms, launched Top Bull luxury and Top Bull value packages to attract fans to buy, and even found it difficult to get one ticket. During the broadcast of the show,[8] a topic group will be set up on Weibo, and the guests will send out official posters on their microblog to interact with the fans. After the taping of the program, the guests will also hold a live broadcast to discuss the interesting things in the recording process with their fans. For example, Yang Rong revealed the funny things that she was familiar with the script in the live broadcast. The program also opened a "mysterious space" on Mango TV to establish a community of Ming Zhen loyal fans to interact and discuss with the audience; In Mango TV member column opened "advance eggs" plate, let the audience know the case in advance; Jointly promote with Soul, hold "Star Detective" gold bar competition in Soul, expand the influence of the program, attract the majority of the audience to participate in the discussion actively.

4.6. Two-way Extension of Brand

The program team in this season will "Star Detective" brand constantly online, offline two-way extension, driven by the value of IP "Star Detective" to expand the direction of development. Online, launched the star detective interactive derivative of the second season of the Target People variety show and derivative game I am a mystery APP; Offline, launched the first offline self-run Ming Zhen theme flagship store in Changsha, restore the program search scene, investigation experience, etc. The two-way link between online and offline helps to expand the IP value and derivative benefits of Star Detective. [9]

5. Problems in Marketing Strategy

5.1. Excessive Product Placement

Although there are a lot of advertisements inserted in this season, there are too many problems of

advertisement placement due to the extended duration of the program. For example, there will be advertisements for more than one minute at the beginning of the program, and advertisements for scenes, clues and evidence, characters and other aspects can be seen everywhere, which will make the audience feel bored and skip some wonderful plots. At the same time, during the program, there are also advertisements broadcast by the guests that are obviously inconsistent with the plot, which makes the audience feel like "the program is filled with water" and "the advertisement is forced to push", which reduces the audience's perception and experience effect, and decreases the acceptance and tolerance of product placement.

5.2. Fan-circle Culture Infiltration

In order to attract attention, the program seeks stars with high appearance level to participate in the show, but it is easy to infiltrate the fan circle culture. In the past, the audience basically watched the program from the heart due to their interests and hobbies, and the comment section was mostly about the plot discussion, but now there are more mixed voices of the fan circle in the comment section, such as "I don't like this star" and "punching in for XYZ". When inviting guests to participate in the show, we should not only look at whether the guests are popular, but also consider whether the guests have certain ability to control the scene, be funny and logical reasoning.

5.3. The Audience's Sense of Immersion Experience Declines

"Star Detective" has always had 30% mystery story +40% entertainment funny +30% high energy suspense, from this season, the program cases are constantly upgraded, the plot has become complicated and confusing, more attention to the plot, to create high energy reasoning this is of course a good thing, but we should consider the audience's acceptance and the degree of substitution. For the audience, the information they receive is limited, and the essential purpose of watching a variety show is entertainment. If it is too complicated and the information they receive is too much, the audience cannot keep up with the pace and ideas, the immersive reasoning experience will decline, the entertainment experience will be poor, and the audience's stickiness will be reduced.

5.4. The Presence of Cp in Ordinary People Is Low

In order to achieve better audience rating and attract attention, the program team added Guo Wentao, the most popular talent from Peking University, and Pu Yixing, a senior student from Southern University. However, it was still a little transparent in the program, except that it was mentioned by other guests as the broadcast at the end of the program, and the logical thinking of high-quality talents was not fully brought into play in the reasoning aspect. High appearance level of high academic performance of students with excellent flow, the program group should be well cultivated, tempered, not only can achieve the effect of attracting attention, but also can become a key character to promote the development of the story.

5.5. The Abuse of Funny Jokes

In order to meet the aesthetic interests of young people, the program uses a large number of homonyms, such as "dada" and "wool pants forks", which can indeed make the audience laugh, but there is no lack of repeated use of some old memes from previous seasons, which makes the audience feel tired and boring. There were also cases of mis-use and mis-use of the meme. In the 10th episode, a photo of US singer Selena Gomez receiving a kidney donation from her best friend

was photoshopped to use the meme. The topic became trending on Twitter and the show was in the midst of controversy. [10]

6. Conclusions

If a program wants to achieve a popular effect, it not only needs a high-energy story and a perfect reproduction of the scene, but also needs to develop an audience-centered marketing strategy, which first satisfies the audience's perception, experience and spiritual needs, and then continuously innovates integrated marketing. Before the broadcast of the program, it needs to rely on the heated discussions of the guests on social platforms to create topics; after the program is recorded, it needs to be carefully edited and post-production to create an immersive suspenseful entertainment effect; during the broadcast of the program, it is necessary to use the native traffic of the guests to discuss the topic, so that the audience can participate and integrate into the program to the greatest extent, and increase the activity. At the same time, with the help of integrated media communication, it constantly explores the creation of the "network integrated ecosystem", and the development of its inference APP, theme experience store and derivatives constantly enriches the user experience and feeds back the source of the program. Finally, on the basis of maintaining the original framework, new changes are made to adapt to the changes in audience needs, so that the program can be sustainable development.

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