

Research on Cross-border Marketing of Brands in the Mobile Internet Age Based on Networked Variety Programs

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Abstract: With the continuous development of network technology, more and more network variety shows have become mainstream culture, and many brands have succeeded in marketing with excellent network variety programs. However, there are still some problems in the rapid development of network variety show embedded marketing, which needs to be paid attention to and solved. This paper firstly defines the concept of implantable marketing and network variety programs, and analyzes the development status of networked product marketing. The study found that there is still an incompatibility between the implanted brand and the program content, the effect is lower than expected, similar products or brands appear in the same program, resulting in the network variety show benefits crash, the lack of artistry, the homogenization of expressions, etc. Based on the analysis of the causes, this paper proposes a development strategy for the embedded marketing of network variety programs.

1. Introduction

Cross-border marketing means breaking the traditional marketing mindset and seeking non-industry partners to leverage the synergies of different brands. Network variety show product marketing is the improvement and upgrade of traditional advertising, and also belongs to the category of cross-border marketing. As the network gradually enters people's lives, the development of network variety programs is booming. Propaganda through embedded marketing in such programs has become a new choice for many advertisers. Through analysis, it is found that the results of the publicity effect are implanted. The brand has also achieved good results, but there are some problems in the rapid development of network variety marketing. How to make full use of the resources of all parties to guide its healthy development is a problem that we need to ponder.

2. Network variety show and implant marketing

2.1 Network Variety Show

The network variety show is a form of program that is broadcasted through the Internet based on a TV variety show. In recent years, network technology has been continuously improved. People have become accustomed to using mobile devices such as mobile phones and tablet computers to improve the use of the Internet. This has changed the way people use the media and greatly stimulated the originality of netizens, whether it is the network. The forum is still an artistic creation process, which fully reflects this point. The network variety shows are more original. Most of them choose hot topics on the Internet. They have strong times and trends, and each variety has different styles. It has strong originality and rich program content. And the interaction is very strong. When watching the program, netizens can interact through barrage, instant discussion and other means.

2.2 Implantable marketing

Implant marketing is the purpose of advertisers to integrate their products into film and television works through payment, and ultimately to achieve the purpose of product promotion,

brand value enhancement and profit. Generally speaking, as long as it is a factor in advertising in movies, movies, TV series and other media, it can be understood as embedded marketing. The highest goal pursued by implantable marketing is to highly integrate brand information with the theme of the program, so that the brand becomes a class of film and television works, and the embedded marketing is seamless.

3. Analysis of the status of the development of implantable marketing in network variety programs

3.1 Development Status of Implanted Marketing of Network Variety Programs

Implanted marketing is hot in the network variety, mainly because the network variety has developed well in recent years, which has been favored by brand advertisers. Since 2014, TV variety shows have been more and more restricted, showing the fatigue of creation. The network variety show headed by "Mars Intelligence Bureau", "weirdo" and "Roast" has won the favor of young viewers, and the network variety makers such as iQiyi Network Video Company have also obtained huge profits. The network variety show has restored the authenticity of the variety to the greatest extent. In the early stage of development, especially the low cost and personalized features, it has gained the first opportunity in the competition of network variety programs. Based on this situation, implantable marketing has become a new choice for advertisers in such programs, and this mode of implantation has also brought enough profits to advertisers. Nongfu Spring designed the product packaging for 21 vitamin water designs for the mentor and some of the contestants in the Chinese Hip Hop show. In the final part of the program, Nongfu Springs Mineral Water Company launched the "Buy Product Scanning to Vote" campaign. These links are closely related to the setting of the program. The content of the program and the advertising content complement each other, which does not affect the value output of the variety show itself. It also expressed the brand proposition of Nongfu Spring Mineral Water Company. For example, the "Singularity" program, although the current program broadcasts the four seasons, but a total of 46 companies with its embedded marketing cooperation, an average of 13 different products will appear in each program. Excessive implant marketing also affects the performance of the show. In addition, the lack of artistry in implant marketing and the serious homogenization of implant methods are all urgently needed.

3.2 Problems and Causes of Implantable Marketing of Network Variety Programs

3.2.1 Implanted brand is not compatible with program content, the effect is lower than expected

The use of embedded marketing in the network variety must be perfectly matched with the theme and style of the program. Otherwise, it will affect the overall effect of the program, and it will cause the audience to resent, which is undoubtedly unfavorable for brand advertisers. For example, such negative cases have appeared in the Roast. The program of the Roast is to invite celebrity guests to achieve entertainment effects in a way that is black and sloppy. However, in the second season of the program, a product manager of a Chinese brand's vivo mobile phone was invited in the star slogan. Make a spit. This is obviously advertising for the vivo mobile phone brand. However, the product manager has introduced the advantages of the mobile phone throughout the whole process, and the overall style of the current program is extremely inadequate, and the program atmosphere is very embarrassing. According to the statistics of the program network click-through rate, the content of this department has caused the rapid advancement of most viewers, which makes the advertising of the vivo mobile phone brand have a negative effect.

3.2.2 Similar goods or brands appear in the same program, which takes collision of interests

In the case of online marketing, there are often multiple brand products in the same industry in the same program. These products are inherently competitive, and the network variety shows will

be arranged in the same scene. Problems such as weak publicity and consumer diversion are not good for any advertiser. For example, in the "China has hip hop" program, KUWO music, KUGOU music, QQ three major music software swarmed, and promoted the APP. These three companies are themselves competitive in their daily operations, and the simultaneous appearance in the program will divert potential consumers, making the advertising effect less effective.

3.2.3 Implantation is lack of artistry

The lack of artistry in the way of advertising advertisements is also a major problem in the process of product marketing in the online variety show. Since the main audience of the network variety is young people, it is a group of energetic people. In order to obtain higher program ratings, advertisers will adopt some violent and lack of artistic elements in advertising design to attract young people's attention. This lack of artistic communication in the design of the advertisement is obviously not conducive to the construction of the brand image. Frequent use of the lack of artistic advertising techniques can easily reach the edge of the law. For example, the advertising design of the green onion product in Zhangqiu City of Shandong Province in the Mars Intelligence Bureau is lack of artistry. The advertisement is completed in the form of video playback. The content is mainly for the Japanese actress to promote the whole process in Japanese, and Clothing is exposed and suspected of vulgarization. Although the video has been translated into Chinese in terms of advertising words, the overall lack of artistic behavior will arouse the audience's resentment, which obviously violates the original intention of the embedded marketing propaganda.

3.2.4 Implantation marketing expressions are severely homogenized

Serious homogenization is a very important issue for implantable marketing. When an advertising form has won the favor of a large audience in a novel way, or has achieved a good publicity effect, other programs will follow suit, which is often seen in online variety shows. For example, in the "Roast" program, the topic of the advertiser was first placed on the table to talk about, the host called the advertiser "golden master", and repeatedly ridiculed it, forming a better entertainment effect. For example, the guest of the show, Li Huan said at the "vivo", and the entertainment self-deprecating method made the show and the advertisers have a good effect. However, after this popular propaganda method, many online variety shows have followed this approach, causing the audience's aesthetic fatigue, and the publicity effect is greatly reduced.

4. Networked variety program embedded marketing development strategy

4.1 Improve the integration of advertising brands and content

In the process of publicity, the embedded marketing of the network variety program should maximize the content of the program, and it can not produce any abruptness. Through professional design, the two can be perfectly integrated, and the marketing effect of the product will be improved. Specifically, it can be carried out in two aspects: First, brand advertisers should carefully grasp the characteristics of the network variety program, and should conduct in-depth investigations on the network variety programs, analyze their audience preferences and program characteristics, and choose the promotion mode. Do it in a targeted manner, and must not blindly advertise. Second, we must pay attention to the propaganda effect of implant marketing in a timely manner, and should communicate with the network variety producers in time to seek more suitable advertising methods. In the means of implantation, innovation should be made to avoid the negative emotions brought by the blunt advertisement implantation mode to the audience, and truly make the advertisement become a part of the program content, thereby more effectively exerting the good effect of the implanted marketing.

4.2 Avoid similar products or brands appearing at the same time

The network variety program producers should pay attention to the types of brand advertisers when they are engaged in bidding for marketing. They cannot simply enter the same industry or the

same type of enterprises into the program in order to obtain the funds for the activities. Such an implanted marketing campaign will not only make the audience feel the pile of content, but also distract potential consumers, so that the profit of the advertising operator can not be maximized, which obviously does not match the original intention of the advertiser. In addition, brand advertisers should also conduct preliminary investigations when selecting online variety shows, and investigate sponsors of online variety shows that will be invested. If there is already a product of the same type in a program, it should not be blindly carried out. Investment, but should choose appropriate network variety programs to carry out publicity and investment activities. This can reduce the "competition" situation of the same type of advertisers in the network variety, and maximize the potential revenue of a single advertiser.

4.3 Strengthen supervision of implantable marketing

The advertising management department should pay attention to the management of the embedded marketing in the network variety program, and should make in-depth regulations on the subject matter, content and frequency of the advertisement, and also ensure that it plays the embedded marketing in the network variety program. Degree of freedom and activity. In addition, in the process of implantable marketing quality supervision, the supervision of social citizens should also be strengthened, so that the majority of netizens can report on the programs that may cause legal disputes in the process of watching the programs, and through the way of social supervision, the network variety can be implanted. The development of marketing is more standardized.

In the process of quality inspection of implantable advertisements, the quality should be strictly controlled. Specifically, it can be carried out through the following three aspects: First, strictly manage the advertising investment links, and should fully integrate the network variety when conducting online advertising. The characteristics of the program, for those ads that do not match the style of the whole program, should be promptly rejected, and should not be reduced because of the temptation of money. The second is to strengthen the review of advertising content. In the case of serious violations such as vulgarization and violentization in the embedded marketing, it is necessary to inform the advertisers to change the ideas in time. For advertisements with extremely serious circumstances, they should be taken off the shelves in time to prevent the unhealthy trend from spreading. Third, we must pay attention to the social public opinion of implantable marketing. We should learn its successful experience in time for better response forms. For public opinion, it is necessary to take timely measures to ensure that network variety and brand advertisers achieve a win-win situation. purpose.

4.4 Strengthening innovation in implantable marketing

If brand advertisers want to achieve high-quality publicity in the network variety, they must tailor the advertising method for the network variety program. Brand advertisers can mainly adopt the following aspects when making innovations in the form of propaganda: First, the embedded marketing advertisements are promoted in a humorous and casual way. The most attractive thing about the network variety is that most of these programs are funny. To bring relaxation to the audience. Therefore, the idea of implantable marketing should also be based on humor as the main line to make the audience happy. Secondly, implantable marketing advertising should incorporate advertising ideas into the network variety program in the form of focus implantation, which can make the implantation method more flexible. For example, in the advertising of hotel brands, tourist resorts, etc., the network variety show can mainly be the promotion of film and television production sites, through the broadcast of network variety programs or film and television works, let the audience see the location of the film. The scenery and humanities will drive the tourism income of the shooting place, etc., and maximize the visibility of the place. Through this innovative approach to the expansion of advertising advertisers' profit income.

5. Conclusion

In summary, the continuous slump in TV variety shows has led to the popularity of online variety shows. Currently, major websites are working hard to develop original online variety shows, which provides a new way of delivering marketing. The rapid growth of implantable marketing is an inevitable advancement in the industry. With advanced media platforms, the correct and efficient use of implants will bring unlimited business opportunities to the industry and enterprises.

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