

# ***Analysis of "Chinese Style" Packaging with the Example of Time Fengjun, Easy Entertainment, and Lehua Entertainment***

Hou Yitian<sup>1,a,\*</sup>

<sup>1</sup>*Hailiang Foreign Language High School, Shaoxing, Zhejiang, 312031, China*

*a. 1155134434@link.cuhk.edu.hk*

*\*corresponding author*

**Abstract:** With the rise of international entertainment culture in recent years, Chinese entertainment companies have also started to develop, but there is still a gap in research on the "Chinese" packaging of entertainment companies, so the author conducts research in this area. In this paper, we use the case study method to study the operation mode and packaging methods of entertainment companies, starting from the "Chinese" packaging, taking Times Square, One Heart Entertainment, and Lehua Entertainment as examples. By analyzing the business models of entertainment companies and combining the marketing models of China's top entertainment companies, people can learn that different companies need to adopt different business models and development directions according to their own positioning. Combined with the actual Chinese reality, the packaging models of different Chinese entertainment companies are finally derived through continuous exploration. Therefore, after analyzing the positive and negative effects of "Chinese style" packaging, people can improve the relative problems in the future. In the future, the packaging and marketing of entertainment companies should be closer to the market and respond to the changes in the market in time.

**Keywords:** marketing, entertainment industry, business

## **1. Introduction**

At first, entertainment was a means for people to consciously pursue spiritual balance and spiritual rest, but with the continuous improvement of the economic level. From 1949 to 2019, China's economy grew at a rate of more than 9% per year, the total economic size GDP increased from 67.91 billion yuan in 1952 to 900,000,000 yuan in 2018, the total economic share of the world increased from about 1% in 1978 to 3.7% in 2000 and reached 15.86% in 2018, and the GDP per capita increased from 50 USD to 9000 USD. People's demand for spiritual and cultural aspects also increased. In order to meet the market demand, major entertainment companies attract the attention of the audience through the training and packaging of artists [1]. In this era of "traffic is king", how to package, earn public attention, and maintain traffic for a long time to achieve its own commercial and artistic value has become the primary concern of entertainment companies [2]. Through a case study, this paper analyzes the marketing model of entertainment companies and the impact of their products on society under the "Chinese packaging", taking Time Fengjun Entertainment, Easy Entertainment, and Yuehua Entertainment as examples. Time Fengjun Entertainment was founded on August 6, 2009.

Times Peak's artist operation agency includes artist planning, overall packaging, and promotion. The company successfully launched TFBOYS, the first youth idol group in China, through the Internet and other new media, and its growing popularity and huge fan base have made the group quickly gain recognition from the mainstream media and become one of the most popular idol groups in China. Easy Entertainment was founded on February 16, 2014. Easy Entertainment brings together actors, directors, screenwriters, and other multi-category entertainment resources in one, with directors, screenwriters, actors and so on for brokerage full contract cooperation, from film and television production to marketing and other complete industry chain integration, integrating film and television scriptwriters and directors, production and distribution, artist agents, packaging training, advertising endorsement, event performance, public relations planning and execution, legal advice, digital media marketing promotion, and many other brokerage businesses in one entertainment company. Yuehua Entertainment was founded in June 2009. The main business is divided into four major segments: Yuehua Music, Yuehua Agency, Yuehua Film & TV, and Yuehua Variety. Yuehua Entertainment is not only a large entertainment company but also a multinational entertainment company that cooperates with much top overseas entertainment, film and television companies. Start with the impact of entertainment companies on Chinese consumers, then analyze the operation modes of the three companies respectively, and then analyze the impact of their products on the social level with the examples of each company.

## **2. The Impact of the Creation of Entertainment Companies on Chinese Consumers**

### **2.1. Chinese Consumers' Preferences**

With the rise of more and more films, TV dramas, and variety shows, the idol market is beginning to enter the public eye. After witnessing the successful collaboration between Korean idol companies and traditional television media, which spawned examples such as PRODUCE 101, Chinese variety shows have also started to develop local types of idol-raising variety reality shows [3]. For example, Idol Producer, Produce 101 (China), and Youth with You. The way to participate is to write an email to the organizer (the body usually writes the contestant's own name, age, height, weight, contact number, specialties, etc.). The advantage is that the talent show gives them a chance to be known to the public, increasing the exposure of the contestants themselves and adding a lot of dividends to the broadcasting platform, giving the contestants a chance to follow their dreams. It also injects fresh blood into the entertainment industry, allowing the industry to operate with vigor. It also provides viewers and fans with more options for idols. The downside is the uneven distribution of resources, naturally, the contestants with high face value and audience exposure will be more likely to be remembered by the audience and resources will be more. After a successful group, in most cases, the income is distributed equally in the early stage of debut regardless of whether there are individual activities or not, but after reaching a certain level of recognition, the income distribution contract will be re-signed based on individual activities. However, recently it has become a popular trend for group members to work individually, and even within the same group, the popularity of each member varies. Some groups have shown a difference in the distribution of income according to the popularity of the members. The final idol group is determined through the training, selection and voting of the trainee contestants. The publicization of 'idol formation' under the watchful eye of fans has led to the dominance of fans in the idol production and manufacturing process. Therefore, in the marketplace, consumers vote for their favorite trainee through the channels provided by the program. The number of votes will be increased after purchasing products from the show's sponsors. As a result, it promotes the purchasing power of viewers for the corresponding products during the show's broadcast [4]. At the same time, the emergence of more and more quality novel adaptations and original scripts has brought a large number of artists to the front of the screen. Through their perfect acting skills and

superior looks, they attract a large audience. Immediately afterward, viewers gradually become fans of the artists through their admiration for them. In the process of following the stars, the sense of identity in following the stars is achieved by topping up film and TV memberships, buying movie tickets and magazines as well as the same products of the artists. In other words, they support their idols and make up for the gap between their reality and their ideals. Almost all artists have their own strengths, and entertainment companies will maximize them. For example, many artists who are good at singing will release singles, physical albums and digital albums with the help of the company. As a result, many people will become consumers of albums and songs because of the company's marketing or genuine appreciation.

## **2.2. The Business Model of Entertainment Companies**

Along with economic development, people's stress levels have increased and so has their demand for entertainment. As a result, entertainment companies are in a good position to market their media. Firstly, the social environment needs to be analyzed to ensure that it is operating in line with aesthetic and moral standards and with the right values [5]. It is important to pay attention to the social environment in real time while developing itself, to prevent environmental influences and constraints from affecting influencing activities. It is important to fully understand consumer behavior and needs and to find the target market demographic and age group in multiple marketing campaigns. Initially, trainees and artists are recruited through talent scouts or recruited to develop each person's different specialties after a long period of selection and training. In the company, training includes music, dance and visual effects in order to develop a multi-hyphenate artist. TFboys captain Karry Wang was found by a talent scout on his way to the toilet when he was in elementary school, but he was the class president for several years and only wanted to study, never thought of being a star, and mistook the talent scout for a scammer and left a fake phone number. The company later took a lot of trouble to find him again. Roy Wang was also found by the company's talent scouts in his elementary school, when Wang Yuan listened to the talent scouts talk about free training, with the idea of not going for nothing to go. Until he entered the company, he didn't even know that the company was a star training company. Jackson Yi was seen by the staff accompanying Karry Wang when he attended the same show as Karry Wang who was already in the company and then signed with the company. Then try to form groups to debut, as it is far cheaper to train a group than an individual, and gradually send them to various fields after passing the test [6]. At the same time, begin a comprehensive campaign starting with new media and other communication channels, and keep up with current topics in order to reach the heat of interactive topics. Through the rapid spread of information technology in music and film, artists and their works are gaining attention in the new online media [7]. At the same time, social media is also known as part of the entertainment company's operations, saving up a fan base through the regular posting of photos and videos of the artists. When a certain level of popularity is reached, spin-offs begin to be created and companies are attracted to them as spokespersons for their brands. This has the effect of dominating the market and maximizing the commercial value of the artist and the company's interests [8].

## **2.3. How to Meet the Needs of Chinese Consumers**

Firstly, the focus is on meeting consumers' needs and satisfying their rational needs. For consumers' irrational needs, companies need to warn and discourage them appropriately. For example, in China a few years ago, when the protection of minors law was not yet in force, many bars and internet cafes would not discourage minors from entering. This kind of catering to the consumer does not show that the company is standing up for the consumer and looking out for the consumer's interests, but rather just for the immediate benefit. Secondly, companies need to judge consumers' buying needs and

purchasing power in their preliminary research [9]. In a consumer market-based marketing environment, companies need to adapt to the real needs of consumers while influencing their potential needs. Therefore, companies must pay attention to the changes and influences of market and environmental factors in real-time. When conditions allow, the development of the market forecast and grasping the changes in consumer demand, gradually guide consumer demand on new products in a timely manner, in the market to seize the first opportunity. Of course, innovation is also very important in the development of enterprises. In the Internet era, many phenomenal products emerged, that is, at a certain time did not have time to catch up with the pace of change resulting in these products in the time change, gradually being buried [10]. So, consumer demand is constantly changing, while in the economy, culture and other factors, the company's products must be constantly new, otherwise unchanging products will sooner or later be drowned out by the market's new generation. In the marketing of products at the same time to carry out product research in the market. Timely feedback on products can help companies to grasp the market demand so that the product can be improved to meet the needs of consumers.

### **3. Chinese Mainstream Entertainment Companies**

#### **3.1. Time Fengjun Entertainment**

The company forms a whole team by combining the Japanese and Korean idol operation model with the Chinese entertainment industry. The trainees are basically young boys between 8-12 years old who have some basic knowledge of dancing or singing. After signing the contract, through the company's faculty, the trainees are trained in all aspects of art. They are also packaged and promoted before their debut, and they are always under the camera, including the recording of the company's own programs and web dramas, and are placed on the internet and TV media to ensure a stable exposure rate and a certain fan base, so that they can have a smoother debut. After the debut, the company will be equipped with a corresponding brokerage team to make a corresponding development plan according to the different personalities and characteristics of each artist. At the same time, the company has a good relationship with overseas agencies, which provides artists with greater development prospects. In 2013, Time Fengjun Entertainment successfully launched the first youth idol group, TFBOYS, in China through new online media, and the increasing traffic and huge fan base made the group quickly recognized by the mainstream media, and within a year, it became one of the most popular idol groups in China [11]. During the trainee period, the company began to systematically put the trainee's cover songs, dance videos and homemade mini-videos on major Internet platforms for regular updates, so that fans could form a regular viewing habit. Then the media topic attracts the fan base, thus constituting the first batch of TFBOYS fans, which will help them to become popular later. When the first time in the entertainment market to get a good response. Then, in 2019, they launched the second group - Teens in Times. At the same time, the company opened its own official website to systematically manage its fan base and was the first artist agency in China to introduce Fanclub. On the website, the customer value is differentiated into two dimensions. The first one is the points obtained by topping up the annual fee. The higher the points, the longer the customer has been a member of the company and has a very high loyalty to the company. The second type is the purchase of peripheral, or derivative products. The points obtained from this one are updated in real-time, and the more points in this section indicate that the customer has a high demand and ability to buy [12]. Thus, success is achieved to maximize the business benefits while training the practitioners.

#### **3.2. Easy Entertainment**

Easy Entertainment is the first new economic entertainment company in China to provide customized services, from writing, directing, and producing to marketing, and other complete industry chains.

The company adopts a multi-agent model, combining the American agency system and management model with the Chinese context to provide customized services for signed clients, individual brands and film productions. In addition to the talent agency, Easy Entertainment is committed to developing its own film and TV drama projects and contracting with directors, scriptwriters, and other industry talents in order to open the whole industry chain of film and entertainment resources. In less than half a year after the company was established, it has already successfully cooperated with China's top domestic stars and realized the company's first TV series "North does not believe in love", and on February 11, 2015, it entered the co-investment of "Get Out, Tumor" and completed the construction of the project's preliminary director and cast team, which was released on August 13, 2015, and grossed a total of RMB 510 million at the local box office; the film will represent Chinese cinema to compete for the 88th Academy Award for Best Foreign Language Film. The Package model refers to the process of putting together a project with people and money, so the role of Easy Entertainment, in this case, is to, firstly, make a basic judgment on the script and market, and secondly, find a good actor or director to give it a basic shape. In the Package model, Easy Entertainment is based on the combination of the core elements to maximize the value of the company's output.

### 3.3. Yuehua Entertainment

Through its rich content resources in music, film, and television, Yuehua Entertainment has realized the double promotion of commercial value and social ideals of many famous artists through multiple platforms. In terms of artist cultivation, Yuehua Entertainment uses big-name artists to drive newcomers and talent gradient reserves, creating a high-quality industry chain through the continuous reserve of trainees and the successive launch of newcomers. Through a systematic model covering trainee selection, artist training, artist operation, and artist promotion, Yuehua has a long cycle, a rigorous assessment and evaluation system, and a systematic and comprehensive management ecology [13]. Before a trainee becomes a contracted artist, he or she often needs to go through at least 2-4 years of professional training, and it takes another two years from debut to public recognition. In a series of rigorous professional examinations, the goal is directed at the professionalism and professionalism of the artist. The high standard of professional ability has given Yuehua Entertainment trainees a good reputation in the industry. Under this model, Yuehua can train a brand-new talent into an artist and enhance the artist's popularity through team and channel resources, while also enhancing the company's brand influence, thus better helping the company to expand and attract more talents, achieving a positive cycle effect.

## 4. The Impact of Entertainment Companies and Their Products on the Social Level

Celebrities have been a significant part of society since the dawn of time. They are the people that people see in movies, on television, and on magazine covers. people are astounded by their life, abilities, and stunning looks. Nonetheless, a lot of people are unaware of the significant impact that famous individuals may have on people's culture. Jackie Chan is a famous movie star, as well as a social activist and philanthropist. As he grows older, Jackie also devotes more and more of his energy to charity and public service on the mainland, and after the Wenchuan earthquake, he took the lead in making donations. Jackie Chan has fought for China's glory in the international acting world. He is passionate about public welfare and does not forget to give back to the community. Jackie Chan, who is worth more than 2 billion RMB, has spared no effort in engaging in public welfare and once announced that he would donate his property naked and after death and would not leave a single penny to his son, Joe Fang.



#### 4.1. Positive Impact

First, audiences can achieve self-emotional satisfaction by chasing after celebrities and seeing them as a projection of their own dreams. They seek self-worth in the stars and thus get self-identity [14]. Second, audiences can get positive and positive guidance from celebrities. For example, Taylor Swift speaks out against sexism and violence against women on social media platforms, and fans have supported Taylor's approach so that fans get a positive, positive influence.

#### 4.2. Negative Impact

Why is it significant how celebrities affect young people's body image? Since issues with mental health, such as eating disorders, depression, and low self-esteem, are linked to body dissatisfaction. According to studies, young women who are exposed to a lot of media representations of the "slim ideal" are more prone to have eating disorder symptoms. Also, they are skipping the chance to rewrite the history of healthy weight for celebrities whose bodies are frequently used for profit, like the Kardashians. Teenagers are being told as a result that having worth implies you look well. It may be deadly for people with serious eating problems, and it doesn't just impact adolescent girls. According to studies, media images cause young men to feel depressed and dissatisfied with their bodies. Furthermore, male teenagers who are unhappy with their bodies may overexert themselves [15]. In addition, in real life, there is no shortage of fan pickups that cause airport congestion, thus delaying the travel of other travelers. For example, on January 13, 2023, when Time Fengjun Entertainment's artist, Teens in Times, was picked up by fans, the media video was released afterward, and many fans poured in as if they were zombies blocking the airport. This not only affected the normal travel of the artists, but also other travelers.

#### 5. Conclusion

By analyzing the business models of entertainment companies and combining the marketing models of top entertainment companies in China, different companies can adopt different business models and development directions. In Time Fengjun Entertainment, the company uses the recruitment of trainee students, group training and at the same time marketing and packaging on major platforms during the training period to build a fan base for the debut. In Easy Entertainment, the company uses brand endorsement, combined with the actors' own image to make them play suitable roles in movies and TV dramas while using the package model to self-pitch and recommend the company's artists to participate in movie and TV works. In Yuehua Entertainment, the company adopts a two-tier model of star singers and new media marketing to improve the quality of trainers through rigorous training, while using old people to lead newcomers in new media and film dramas to slowly make newcomers have a fan base and then begin to develop based on the artists' own strengths. Combined with China's reality, during the period when the film and TV drama and variety show markets were prevalent, there was a large demand for idols and stars in the market, and major entertainment companies trained their artists through their own ways to open a constant flow of talent to the entertainment market. Through continuous exploration, the packaging model of different Chinese entertainment companies was eventually explored. Therefore, after analyzing the positive and negative effects of "Chinese style" packaging, enterprises can improve the relative problems in the future. In the future, the packaging and marketing of entertainment companies should be more relevant to the market and respond to the changes in the market in a timely manner.

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