

Analysis of the Marketing Strategy of China's Film and Television Industry Based on the Background of Media Convergence

-- Taking the Film "Wandering the Earth" as an Example

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Abstract: With the continuous development of media convergence, the marketing strategy of China's film and television industry has been constantly enriched, and the marketing and media of the film and television industry have entered an era of deep integration. Media convergence has brought the expansion of communication platform and the innovation of content for the marketing of film and television industry. The film "wandering the earth" has been a great success in the Chinese film market. The publicity team behind it integrates media resources, disseminates high-quality content and makes important contributions to the film box office. Taking "wandering the earth" as an example, this paper uses the theoretical model of integrated marketing strategy to explore the marketing strategy of China's film and television industry under the background of media convergence from four deeper perspectives: content marketing, integrated communication channels, interactive marketing and the development of IP system. Finally, the article combines the existing strategies with future development, and puts forward the problems that need to be improved.

Keywords: Media integration, marketing strategy of Chinese film and television industry, integrated marketing

1. Introduction

In recent years, with the continuous expansion of the market scale of China's film and television industry and the absorption of foreign advanced film and television industry marketing strategies, the marketing strategies of China's film and television industry have been constantly enriched. At present, the main methods of China's film and television marketing focus on event marketing and brand marketing. With the sustainable development of new media, China's film and television industry has also made great strides in the field of new media marketing. In the context of media convergence, film and television companies can integrate various media resources, taking their own core content as the anchor, to carry out marketing promotion in the field of all media, and realize the maximum realization.

1.1. Media Convergence and China's Film and Television Industry

Dr. Michael Solapur first introduced the concept of new media convergence into Chinese media in the 1980s. He believes that this shows that Chinese traditional news media (such as radio, television, magazines, newspapers) and new media (such as Internet platforms, mobile clients, etc.) are developing in a more comprehensive and comprehensive direction. The result of media convergence is the diversified, multifunctional and integrated development of media [1].

The rapid development of information technology promotes the process of media convergence. With the rapid development of digital technology, the Internet has entered the 3.0 era. The integration of AI, AR and other technologies with new media has brought richer and more novel media interaction methods. The boundary between traditional media and new media has also been gradually broken. For example, TV programs can be broadcast live, on-demand and replayed on the Internet through video compression technology, and the information of newspapers and periodicals can also be transmitted on the Internet through electronic journals. Media convergence can make information dissemination more targeted and accurately hit the pain points of different audiences. Media convergence also makes the information that needs to be transmitted highly integrated and provides the market with more diversified and rich communication content [1].

1.2. Media Convergence in China's Film and Television Industry

1.2.1. Cross Platform Communication

Media convergence has broken the limitations of the publicity channels of the traditional film and television industry. For example, the cinema is no longer just a place to show films, but also a channel to promote TV dramas and online dramas. The rise of Internet video platforms has also promoted the online dissemination of film and television content.

1.2.2. Content Innovation

Media convergence provides a platform for the film and television industry to extend the industrial chain. When making movies and TV plays, the Chinese film and television industry pays more attention to building cross media IP, expanding the character plots of movies and TV plays to different media such as novels, comics, games, etc. However, at present, this type of industrial extension in China's film and television market is a minority, which is mainly due to the difference in market size and transmission volume. China's film and television industry is more inclined to the reverse extended mode, that is, novels, comics and other art works with paper media as the carrier are made into films and TV plays. Such a content creation mode can help the production company obtain a certain amount of "original powder" and meet the needs of different audiences. Media convergence can make excellent film and television creation spread in different aspects, and promote the content innovation of film and television industry.

2. Integrated Marketing of Film and Television Industry

2.1. Definition of Integrated Marketing

Modern marketing experts believe that integrated marketing is a way of organically combining a variety of information to meet the needs of consumers to achieve the best marketing communication effect [2]. It can not only improve the popularity of products, but also effectively enhance the market share of enterprises. Media convergence breaks the way that enterprises can optimize product communication through integrated marketing. For the film and television industry, integrated marketing focuses on the cultural content and media communication channels output to

the audience, and carries out marketing activities from the two dimensions of content and resources by integrating all resources.

2.2. The Importance of Integrated Marketing to the Film and Television Industry

Film and television industry is a kind of cultural industry. Film and television works and its ancillary products are the carrier of culture. The essence of film and television consumption is consumers' recognition of the core culture of film and television works. In movies and TV plays, characters, actors, story lines, costumes, shapes, settings, special effects, etc. all contain rich cultural elements [3]. Different from the business model of the real industry, the film and television industry mainly attracts public attention by disseminating content culture, pays for film and television products, and finally plays the "long tail effect" to extend the industrial chain.

The integrated marketing of the film and television industry can capture the cultural needs of consumers, implement the precise delivery and marketing of film and television content, attract more consumers' attention and enhance the added value of film and television works, so as to obtain more market share.

For film and television producers, the implementation of integrated marketing strategy can be outsourced or set up a special department to implement the plan. The producer of the film "wandering planet", capital Jingxi traditional culture Co., Ltd. (hereinafter referred to as "Beijing traditional culture"), is also the main producer, producer and master publicist of the project. Beijing culture has set up a special marketing center to be responsible for the publicity and distribution of film and television engineering projects. It has set up four major organizations, namely, the project department, the planning department, the media department and the Ministry of Commerce, to work together [4], unifying the control, marketing objectives and communication process of marketing strategies, and accurately controlling the production of film and television publicity materials, marketing events and opening up all media channels, realizing "multiple voices, one theme".

3. Film and Television Integrated Marketing Strategy Under the Background of Media Convergence

How media convergence has changed the way and strategy of cultural marketing? This paper takes the film "wandering the earth" as an example.

3.1. Content Integration and Innovation

Content marketing is a creative art form, which promotes and disseminates business ideas by introducing creators, social capital and government policies. In the film and television industry, content marketing is often used to produce and publicize various cultural elements, and display these elements in a scene based way [5]. In this way, the creator can create a unique storyline and gain more audience through wide dissemination. This is not only the reconstruction of the content of the film and television works, but also the commercialization process of the film and television works. At present, the content marketing of China's film and television industry is not mature. For example, the props commonly used by the protagonists in Chinese TV dramas are used to give a close-up of the brand and implanted with soft advertising for content marketing. This effect is usually stiff and easy to cause consumers' disgust.

In the context of media integration, the cultural elements in film and television works are integrated with different media cultures, and "content + media" carries out a comprehensive content integration. Through in-depth cooperation with the buffeting of 500million users, "seaweed and seaweed", a popular song at present, not only added interest to the plot, but also successfully aroused the resonance of the audience, making the song "seaweed and seaweed" become the core

element of the film, so as to immerse the audience and obtain more joy. Wandering the earth is a science popularization film with science and technology theme. It integrates science and technology elements into the story and works with Tencent film. On January 27, the science popularization Department of the China Association for science and technology, Tencent science popularization and Beijing culture jointly launched the idea of combining science and technology elements with science popularization knowledge at the 51st Science Popularization Video Exhibition held by the China Science and Technology Museum. The exhibition attracted much attention in the industry. The most outstanding scientific researchers and government agencies at all levels were present. Wandering the earth was included in the exhibition by the China Science and Technology Museum. Vigorously carry forward the core culture of film and television works and reach cross-border cooperation with media in different industries.

3.2. Integrate Communication Channels

In the era of deep media integration, the film and television industry cooperates with different media to establish all-round offline and online publicity channels, and integrates rich channel resources to form a publicity matrix [5]. The use of offline advertising and other traditional media for marketing and offline marketing promotion in public places have accumulated a certain degree of public awareness. While the publishing industry provides high-quality IP and content for the film and television industry, it also provides offline sales platforms such as bookstores, newspaper kiosks and so on as publicity points, along with the publicity and distribution of film and television works. The rise of digital media provides a broader channel for film publicity and promotion. Short video applications and streaming media services have become important tools for interaction with audiences. In addition, TV and radio programs, fashion magazines and other media have become channels for the publicity and voice of film and television plays. In addition, film production companies will also actively use the social media influence of stars to integrate star marketing into their publicity strategies.

Wandering the earth carried out the marketing of Spring Festival events, focusing on the Spring Festival travel that resonated with countless Chinese people. It released "Wu Jing high speed rail sit on the bench" and other film related events on microblogging and other Internet media, attracting public attention; Wandering earth and X-Men released a joint poster to publicize using the same media. The theme song was released in advance on the music streaming media, and the Chinese singer Liu Huan sang on the Hunan Satellite TV program "I am a singer", breaking the circle in the form of music in advance. Cooperate with fashion magazine bazaar. The magazine restored the setting of the underground city in the film, matched with the space suit and other special clothing, and shot fashion blockbusters for the main creative team, making the film a hot topic in the fashion neighborhood.

3.3. Carry Out Interactive Marketing

Media convergence has changed the past single line communication mode of media, realized the interaction between film and television producers and audiences, and made the cultural communication more smooth. Interactivity plays a key role in film and television marketing, including four levels of content, information interaction, social interaction, emotional interaction and idea interaction [6].

3.3.1. Information Interaction

From the perspective of integrated marketing, the information transmission of the film and television industry must be unified with the overall style of the film and television works, which can

convey the core culture and the overall concept, while catching the public's attention to the greatest extent. Media convergence enables film and television producers to accurately locate the target audience group, accurately deliver information to the audience, and improve the stimulation and responsiveness of information to the audience.

3.3.2. Social Interaction

The social interaction of the film and television industry refers to the interaction between the audience and different people. The traditional social interaction is that the audience enters the cinema and has social relations with other audiences, staff or the roadshow activities, production press conferences and other activities organized by the cinema organizer. In the era of media convergence, with the intervention of new media, digital media and social media provide a platform for audiences to communicate in a wider range. For example, online film reviews, online voting, punch in interactive activities and other methods are widely used to enhance the audience's sense of participation, and the audience can share their sense of experience with audiences and film and television practitioners at home and abroad. Audiences are no longer just passive recipients, but active participants in film publicity. And virtual reality (VR) and augmented reality (AR) technologies can enable the audience to experience the world of the film more deeply and further enhance the attraction of the film. This interactivity also extends to the consumer experience. Some film production companies have cooperated to establish theme parks related to film content, in which audiences can immerse themselves in the film world. This not only increases the commercial value of the film, but also provides the audience with a unique entertainment experience.

Beijing culture carries out highly customized publicity. First of all, science fiction fans and college and middle school students who are the core of stray earth are the primary publicity objects. The first round of the roadshow of "wandering the earth" chose to be put in the school. Face to face conversation with students not only penetrated the hard science fiction type of the film, but also established the reputation and image of public science popularization culture. Then the main creative team of the film conducted 15 days of film watching and road shows in 13 cities. Let fellow cinemas recognize the shooting level of Chinese science fiction films, so as to build the confidence of the film industry. At the same time of the film publicity team's offline roadshow, the online media such as microblog will release roadshow related information, establish a media matrix, and form a social interaction of online and offline linkage. After the film established industry confidence through small-scale roadshows and auditions, Beijing culture once again uploaded professional film reviews through film critics and social opinion leaders in various media, making a good impression on ordinary audiences. After the zero point sprint, the public praise of the audience continued to improve.

3.3.3. Emotional Interaction

As the carrier of culture, film and television works form emotional resonance with the audience by outputting positive emotions, establish a benign emotional relationship with the audience, and finally establish a strong film and television brand. There are three main aspects of emotional interaction. To create an environment that meets the needs of the audience, propagandists need to be able to effectively communicate with the audience and manage the interaction between the audience [6]. The main creators of the film communicate directly with the audience through offline roadshows, so that the main creators can directly communicate with the audience, freely express their opinions on the film and television works, and more deeply experience the cultural artistic conception of the film and television works. When the film is released, the producer can publish topics related to the content of the film and television works on all publicity media to attract public

discussion. At the early stage of publicity, Beijing culture mainly focused on the publicity themes of "hard core science fiction" and "Chinese science fiction". At present, science fiction is still a blue ocean in China's film and television market, and its differentiated marketing highlights the advantages of its own "hard core science fiction". Paying tribute to the contributors of China's space industry with science fiction films, the film combines the cultural elements with the story of "the traitor" who runs for national rejuvenation and social development and the great love for the country, resonates with the endogenous emotions of the Chinese audience, and has received high attention. In the middle and late period of the publicity of wandering earth, the publicity focused on the feelings of the characters and "home". On microblogging and other media platforms, characters portray "stubbornness" and "childlike innocence" to protect their homes in the form of group images. The courage and determination to fight against the fate can be achieved through the collection of the strength of the Propaganda Group for each role. The common fate of family and mankind makes the film both shocking and warm, endowing the film with an international spiritual core that transcends the limitations of individuals, families and even nations. At the same time, it skillfully uses the content with Chinese traditional cultural elements in the film, so that the audience can have a further sense of identity psychologically.

3.3.4. Concept Interaction

Interaction means that both parties share ideas, which means that the ideas of film and television works and production companies have received the positive response and attention of the audience, which not only meets the cultural needs of the audience, but also reflects a certain social responsibility due to its social influence [6]. Good concept interaction requires that the concept of film and television works have a strong appeal, but also need to form practical social benefits. The plot in wandering the earth: the "Navigator" international space station jointly built by mankind, and the rescue operations jointly carried out by people from different countries, different skin colors, and different languages, all praise the spirit of the whole mankind to unite to save the earth together, and interpret the idea of a community with a shared future for mankind with specific plot art. The concept of "unity and coexistence, win-win cooperation and a community with a shared future for mankind" put forward by wandering earth is actually a Chinese scheme and Chinese wisdom that China has been promoting internationally. In its later stage, wandering earth vigorously carried out public welfare activities, such as the earth push challenge, music to inspire fans, etc., and made the father son relationship in the new world more harmonious, so that children could plant the seeds of imagination in their hearts, so that their dreams could be realized. The public welfare activities of wandering the earth have not only received high praise from the audience, but also attracted more and more people to join. After the film was released, the event of "entering the United Nations" was held to publicize the film brand's "new story of uniting with countries around the world and using global space technology capabilities to promote the earth towards the future".

3.4. IP Development of Chinese Film and Television Industry Using Media Convergence

3.4.1. Concept and Definition of IP

The whole IP industry chain is a cultural product based on literary and artistic works, through in-depth excavation, innovative design and careful production, covering literature, film and television, animation, games and other forms, forming a complete industry chain spanning time and space and having profound connections [7]. Through media convergence, we can create a complete channel for content creation and cultural communication, thus making IP development more comprehensive and accurate. IP development includes four stages. The first is the extension and expansion of IP content itself. Next, we will promote the brand by integrating some influential cross-border

elements. In the third stage, we will use the personality charm of IP to attract fans. In the end, this IP brand will become the leader of an idea and lead a way of life [8].

3.4.2. IP Economy of Film and Television Industry under the Background of Media Convergence

Media convergence enables film and television audiences to obtain information through different media groups, find social circles with identity, and form film and television fans. With the continuous development of film and television IP, the relationship between fans and them has become closer and closer. They can participate in more entertainment activities and actively explore film and television works. Through a variety of media, the audience can get a richer entertainment experience. The development of IP consumption has completely changed the traditional consumption mode, integrating entity, online, economy and culture, breaking the boundaries of traditional media and industry, and opening up a new consumption ecology [9]. At the beginning, the establishment of the IP system focused on fans, but with the development of IP, the social relationship between fans has become more and more complex, and the demand between fans has also become more and more, thus forming a new consumption circle [10]. China's film and television industry is paying more and more attention to IP development. For Chinese film and television works, these IPS can be classic literary works (including modern best-selling novels and classical literature), real historical events, folk customs, folk stories, myths and legends with mythological color, famous figures, etc. Through adaptation into films, TV dramas or online dramas, Chinese cultural heritage and modern elements are combined. In addition, film and television works have also been combined with online shopping, offline theme parks and other consumer experiences to broaden the commercial value chain.

Wandering the earth is a sci-fi work by liucixin, a famous Chinese novelist. The film wandering the earth takes advantage of IP and extends the whole industry chain of IP. First of all, wandering earth constantly advertises sci-fi content in terms of content. The producer has made use of media convergence. First, it has displayed visual and special effects on the big screen, and then expanded IP through novels, comics, games and other cross media methods. Secondly, "wandering the earth" sells around the film and television, and cooperates with brands in different fields. Break the media boundary around the entity, jointly sell concept books with the publishing industry, use AR technology to sell picture books, and the audience can obtain stereoscopic visual experience by scanning picture books with mobile phones. In the third stage, wandering earth conducts cross-border marketing with different brands. Tencent believes that through the use of the Internet and mobile Internet, combined with IP technology, and the use of interesting content and activities, to attract fans, so as to achieve the strategy of effectively disseminating marketing information. After joining Tencent pictures, it signed a joint name with Tencent group's games and films, such as the limited skin related to the new film of mobile game king glory as publicity. Carry out cross-border joint sales, such as selling adventurer luggage with 90 points of high-quality travel.

However, at present, IP development in China's film and television industry is not universal and not yet mature. Media convergence brings more possibilities and difficulties to IP development. First, spreading in different media may lead to confusion in the ownership of the copyright of the same IP work. The copyright of the original novel of "wandering the earth" is owned by Hubei Changjiang, Changjiang literature and art, and China Science and technology publishing houses, while the adaptation right of the film is provided by China Film Beijing culture. However, the copyright of other derivatives industry chains, such as outsourcing, franchising, brand authorization, image authorization, has not been fully exploited. Due to the unbalanced ownership of copyright, the sustainable development of the entire IP industry chain has been seriously affected [7]. Secondly, China Film and television did not derive IP into the whole industry chain, and did not

integrate all industrial resources for operation. The only channels of income for the entire IP of wandering earth are box office, book selling and copyright selling. By contrast, marvel pictures have created many successful superhero IP, realized the integration of the industrial chain, and spread across the film, comic, game, creative peripheral, Internet and other industries [11].

4. Conclusion

Media convergence has profoundly changed the way and strategy of cultural marketing in China's film and television industry. Through the development of digital media, cross media IP and the improvement of interactivity, cultural marketing has become more innovative and diversified. It not only improves the popularity and commercial value of the film, but also allows the audience to participate in the dissemination and experience of the film more deeply. Cultural marketing in the context of media convergence not only has a far-reaching impact on China's film and television industry, but also provides beneficial enlightenment for the global media industry. In the future, with the continuous development of technology and the evolution of audience demand, cultural marketing will continue to play a key role in promoting the continuous innovation and development of China's film and television industry.

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