

Analysis of the Entertainment Marketing of Network Brand

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Abstract: Creative entertainment marketing opens a new idea for enterprise brand marketing in the 21st century, when products tend to be homogeneous and product competition is actually brand competition. Under the background of the high popularity of the network, this paper explores how to carry out entertainment marketing in the process of shaping and promoting the network brand. Starting from the theory and practicability, this paper attempts to make an empirical study on the achievements and experience of network brands under the mode of entertainment marketing by using the methods of case analysis and questionnaire, so as to explore an efficient entertainment marketing mode and improve the level of entertainment marketing. According to the research conclusion, this paper provides some suggestions for entertainment marketing.

Keywords: network brand; entertainment marketing; consumer experience; brand image; brand loyalty; emotional needs

1. Introduction

In today's market competition environment, more and more competition is reflected in brand competition. It is easy to make consumers produce emotional connection with the brand by meeting consumers' emotional demands, which is conducive to further form brand preference and even brand loyalty.^[1] Based on this point, entertainment marketing has become an important means in the process of many network brand building, marketing and promotion. The purpose of the paper is to analyze the application of entertainment marketing in the process of shaping and marketing promotion through the research on the theoretical and practical knowledge of network brand and entertainment marketing, combined with case analysis and questionnaire survey, so as to explore a reasonable and efficient entertainment marketing model and provide reference for the entertainment marketing of various brands.

2. Concept and Characteristics of Network Brand

2.1. Concept of Network Brand

At present, there is no clear definition of the concept of network brand. According to Tu Rongting and Zhu Huawei of Peking University, in the paper "the road of

customer-oriented network brand construction", they quoted the discussion on the concept of brand put forward by Dayal in 2000, "brand includes display, performance and personality". In this paper the network brand is defined as the sum of the impression of the enterprise's network image in the eyes of consumers. It is a symbol that distinguishes the enterprise from other enterprises on the Internet.^[2] The performance of online brand is mainly composed of online sales and traditional sales. Online brand personality and brand identification are established in the hearts of consumers through the portal or domain name of online brands, or the marketing promotion and brand information of offline commodity brands in the Internet market.

2.2. Characteristics of Network Brand

Compared with traditional brands, online brands have different carriers, different personalized service methods, and different difficulties for consumers to make a purchase decision.^[3] Based on this, the network brand has the following remarkable characteristics.

(1) Influence on existing offline brands. Online brands are the online extension of offline traditional brands. As a means for traditional brands to explore the online market, online brands quickly stand out in the market and form brand advantages by relying on the popularity formed in the offline market of traditional brands. At the same time, online brands react on offline brands, and the development of online brands rich and extend the brand personality and brand content of offline brands, increase brand value and expand brand scale.

(2) The PR value of the website (full name: Page Rank). PR is an integral part of Google search ranking algorithm. The level ranges from 1 to 10, and the full score is 10. The higher the PR value, the more important the website is in the search ranking. The corresponding network brand will have more influence and popularity.

(3) The long-term effect of network marketing. Different from website promotion, information release, online research and other network marketing activities, network brand construction can not be completed through one activity, and can not expect to obtain immediate results. From this perspective, it can also be explained that network marketing is a long-term marketing strategy, and some short-term objectives are not used to evaluate

the effect of network marketing because they cannot be measured comprehensively.

(4) The unique advantages of network brand: wide communication range, fast speed, no time and geographical restrictions, no layout constraints, detailed content, multimedia transmission, vivid image, two-way communication and rapid feedback. It is conducive to improving the efficiency of enterprise marketing information communication, enhancing the effect of enterprise marketing information communication and reducing the cost of enterprise marketing information communication.

(5) Develop the international market. The Internet covers the global market. Therefore, it is very convenient and fast for network brands to enter the international market without high market entry costs. Network marketing has set up a green channel to the international market for enterprises.

3. Theoretical Basis of Entertainment Marketing

3.1. Concept of Entertainment Marketing

Entertainment marketing, also known as entertainment marketing, is a non-traditional marketing method combining entertainment and marketing. The channels of entertainment marketing mainly include mass media, various social media platforms and various sports, culture and art activities. As a kind of experience marketing, entertainment marketing is to establish emotional connection and brand loyalty by catering to consumers' perceptual demands, so as to form a solid connection with consumers. Marketing in China has always been successful. The effect of soft advertising is better and more effective.

3.2. Characteristics of Entertainment Marketing

Entertainment marketing adopts a subtle marketing method. Compared with traditional marketing, entertainment marketing pays more attention to the formation of the connection with consumers' emotional demands. "Trinity" and "interactivity" are the remarkable characteristics that entertainment marketing is different from traditional marketing.^[4]

(1) The trinity of entity, media and consumers. The marketing of social media such as microblog and wechat is the best display of the trinity of entertainment marketing. Taking the film "no time in the future" as an example, Han Han and his films successively talked with Guo Jingming with "national father-in-law", "still body", "ordinary road" and various microblog "God reply" from the start of the film to its release. The PK corruption of "small age" and the God film review of "no time in the future" were listed on the microblog hot topic list and hot search list. The popularity of the film "no time in the future" and Han Han was the same for a while. Microblog netizens and Duanzi players have voluntarily and happily joined Han Han's entertainment marketing army. Undoubtedly, this is a successful marketing with low cost and high input-output ratio. The trinity of entertainment marketing should be combined with the soft advertising of entertainment marketing to imperceptibly let consumers accept the brand information in the process of the interaction of entities, media and consumers. Stiff and tough entertainment marketing will only be counterproductive.

(2) Interactivity. "Interactivity" is the soul of entertainment marketing. As mentioned in the above example, Duanzi and microblog users have joined the army of "black" Han Han, which is a good embodiment of interactivity in entertainment marketing. Entertainment marketing is essentially a kind of perceptual marketing, and the audience not only actively accepts the brand information in their interaction with the enterprise, but also get a pleasant feeling, so as to be interested in the brand and make a good impression. Then naturally, the brand occupies the top position in the mental ladder of consumers. Through subsequent re marketing, it becomes twice the effort to establish consumers' brand preference and even brand loyalty.

3.3. Six Components of Entertainment Marketing

The components of entertainment marketing are commonly referred to as "6C": content, connect, cost, convergence, channel and consumer, as shown in Table 1.

Table 1. 6C of Entertainment Marketing^[5]

6C	Important factors
Content	innovation, contact point, carrier, method, way
Connect	participation of advertisers, audience
Cost	advertisers' cost and input-output ratio
Convergence	platform resources, market resources, audience resources
Channel	content, audience reputation, platform access, sponsors
Consumer	consumer experience, consumer loyalty

4. Research Process of Online Brand Entertainment Marketing

4.1. Study Preparation

The competition of marketing strategy has shifted from product value level and brand level to experience level. The experience needs of online brands can be divided into five types: sensory experience, emotional experience, thought experience, behavior experience and connection experience.^[6] Entertainment marketing and experience marketing complement and contain each other. Entertainment marketing is undoubtedly the most effective experience marketing in the era of national entertainment. With the advent of the era of network economy, the research on consumer experience demand will become the main strategic method of network brand building, and will also become an important tool to shape the unique image, culture and value of the brand. Based on this, this paper takes VANCL's entertainment marketing as a case to explore how entertainment marketing shapes the network brand image, so as to lay a foundation for empirical research.

VANCL, was founded in 2007 by Chen Nian, founder of excellence.com. The products cover seven categories: Men's clothing, women's clothing, children's clothing, shoes, home furnishings, accessories and cosmetics. They support payment on delivery, wear for interview and unconditional return and exchange within 30 days in 1100 cities across the country. Since its establishment six years ago, with cost-effective clothing and perfect customer experience, VANCL has become the main choice for Internet users to buy clothing. VANCL integrates the world's first-class designer resources by relying on the Internet brand power. At the same time, by establishing a B2C e-commerce marketing model and relying on the Internet as an emerging channel, VANCL does not have to bear the costs of store transfer, store rent, utilities, a large number of employee resources and taxes. Due to the saving of a large number of costs, the price of goods can be lower, therefore, the brand image of good quality and low price is deeply rooted in the hearts of the people. The following will analyze the entertainment marketing of VANCL with the "6C" of entertainment marketing:

Content: VANCL strives to create a fashionable brand image. Therefore, VANCL has continuously promoted the fashion blockbusters of school flowers and supermodels to lay the fashion tone of the brand. At the same time, it is also contacting major cinemas, entertainment companies and fashion magazines to brewing beauty pageant activities. As an Internet brand that fully integrates network resources, VANCL positions the audience as the largest number of Internet users. Most of the post-80s white-collar workers with moderate economic ability, demand for fashion and requirements for clothing quality, in order to attract the target audience, improve the click through rate and realize the high conversion rate of sales, all customers have also broken the thinking pattern of e-commerce and creatively used the spokesperson marketing method in the B2C mode.^[7]

Connect: Microblog marketing has gradually become a key part of many enterprise marketing strategies. As early as 2009, VANCL fan group of VANCL was officially established on Sina Weibo. VANCL combines microblog marketing with event marketing, product placement advertising and brand marketing, and launched "drying VANCL" and "show matching" on microblog. And other activities, and create topics such as every guest, fashion house, every object, etc. It makes the audience voluntarily participate in the entertainment marketing of every guest, and actively forward the microblog, which improves the exposure of every guest.

Cost: VANCL has invested hundreds of millions of money in entertainment marketing plans such as brand spokesmen. Compared with offline fast fashion brands such as UNIQLO, Zara and H & M, VANCL's brand image is relatively weak,

This is also the reason why VANCL has invested a huge amount of money in brand promotion and shaping a strong brand position at any cost. The input-output ratio of every customer advertising circulated in the industry is 1:3. If this figure is true, it means that every customer who invests 1 billion yuan in advertising will get a revenue return of 3 billion yuan.

Convergence: As an Internet fast fashion brand, compared with traditional clothing brands, Vanke's outstanding advantage is the advantage of network resource integration, including designer resources, platform resources, market resources and audience resources. Entertainment marketing in the era of network economy is more like fish in water. With the help of social media resources and the Internet, a special emerging and powerful carrier, Vanke makes Every customer has the conditions to integrate and reasonably allocate various resources, reduce costs and establish product price advantages.

Channel: VANCL entertainment marketing channels mainly include official website, microblog, wechat, online advertising, fashion magazines, T-show, etc. strong network externalities are the common characteristics of these network platforms. Under the Internet thinking, the publicity in the traditional marketing 4P combination (promotion) is no longer limited to the offline mode. The advantages of strong timeliness, fast communication speed and low cost of online media will play a great role in the process of brand publicity. Metcalf's law: when N users are connected together, the value of this network is N^2 .^[8] This also explains why VANCL combines event marketing with social media marketing to improve audience participation. In addition, word-of-mouth marketing on microblog and wechat also helps VANCL broaden marketing channels.

Consumer: The signing spokesperson of VANCL has fully mobilized the fan economy among the target audience of the brand. The so-called spokesperson marketing, generally speaking, is to turn the spokesperson's fans into consumers. Fans' purchase of brand products is not only driven by material needs, but also dominated by emotional needs. Even due to fans' loyalty to the spokesperson and their experience of

VANCL products, So that their preference and loyalty to Vanke brand are also greatly improved. The entertainment marketing mode of VANCL makes the brand image softer and easier for consumers to remember. When consumers have relevant needs, the memory of VANCL brand is activated,

Then the click through rate of every guest's official website will increase, and the high conversion rate of sales will be just around the corner. The activity marketing on microblog also makes consumers participate in the brand entertainment marketing. Higher audience participation often means higher brand loyalty.

Through the case study of VANCL's successful use of entertainment marketing to shape the image of marketing and promotion brand, this paper hopes to further study whether consumers' cognition, emotional experience and entertainment marketing can form brand loyalty through empirical research, and consciously select different sample sources in the survey process, This paper attempts to study the influence and effect of entertainment marketing on people of different ages, occupations and genders. Therefore, this paper takes the entertainment marketing of network brands as the theme to conduct a questionnaire survey to study consumers' sensitivity and effect feedback on the entertainment marketing methods in the current market.

4.2. Research Assumptions

When enterprises adopt the means or methods of entertainment marketing to meet the emotional needs of the audience (for example, when the spokesperson selected by the brand is a celebrity loved by the target audience, and the variety show implanted by the brand is highly praised, etc.), the brand establishes an emotional connection with customers, and even achieves a higher level of customer brand loyalty through the brand-new personalized and creative brand image created by entertainment marketing, high recognition brand personality, brand association and enthusiastic brand activities. We know that the factors affecting the sales and conversion rate of online brands mainly include "brand awareness, design style, picture visual effect, sales record, customer DSR score, price", etc. This paper focuses on how to improve the popularity of online brands through entertainment marketing, so as to achieve high sales and high conversion rate. Therefore, we put forward the hypothesis:

H: Entertainment marketing is conducive to shaping and promoting network brands.

H1: Entertainment marketing can attract the attention of the audience

H2: Entertainment marketing can shape and improve the network brand image

H3: Entertainment marketing can increase customer brand loyalty

4.3. Research Implementation

This survey adopts the questionnaire method. A total of 260 questionnaires were distributed and 211 were recovered, including 60 paper questionnaires, 52

recovered, 200 online questionnaires and 164 recovered, including 5 invalid questionnaires. The number of male respondents was 85,

Accounting for 40.3%, 126 women, accounting for 59.7%; College students aged 18 to 25 account for 85.3%. The questionnaire is divided into two parts: online brand and entertainment marketing, trying to collect consumers' understanding and effect feedback of online brand image cognition and entertainment marketing.

After analyzing and sorting the questionnaire data with SPSS software, we found that 62.1% of the respondents believed that the price of online brands was lower when buying similar products, 13.8% of the respondents believed that the product quality of online brands was better than offline brands, and 30.8% of the respondents said that they would prefer to buy online brands when buying expensive products. It can be seen that in the eyes of respondents, online brand means low price, there are some doubts about product quality, and most respondents are unwilling to buy expensive products online.

74.9% of the respondents said that the brand promoted through entertainment would attract their attention, 64.9% of the respondents felt that the brand information conveyed through entertainment marketing was more acceptable, and 65% of the respondents agreed that entertainment marketing would make them better understand the product brand. Based on this, it is not difficult to draw the conclusion that the audience has a high acceptance of entertainment marketing as a soft marketing method.

The questionnaire uses the examples of implantable marketing such as the implantation of mobile Taobao into the Korean drama "doctor stranger" and the naming of China's good voice by JDB to stimulate consumers' intuitive association and feedback on entertainment marketing. The data show that 49.8% of the respondents will actively pay attention to the brands and products in various variety shows and film and television dramas, 73.9% of the respondents said that they would be impressed by the brand sponsoring variety shows, and 44.1% of the respondents said that they would be impressed by the advertisements implanted in film and television dramas.

In order to explore the different effects of entertainment marketing on men and women, the author conducted an independent sample t-test. The data show that there are significant differences in the three questions of "the brand publicized and promoted in the form of entertainment will attract my attention", "I will know more about the function of the product through entertainment marketing" and "the advertisements implanted in film and television dramas impress me".

When studying whether entertainment marketing is conducive to cultivate consumers' loyalty to the brand, the data show that 72% of respondents feel that they sponsor or implant their favorite variety shows and film and television dramas, or the brand that invites their favorite stars as spokesmen will make them feel good, and 37.9% of the respondents said that the brand's adoption of this entertainment marketing method will

even make them feel that the products or services provided by the brand are better than other brands. 34.1% of the respondents will trust the brand, and then 37.4% of the respondents will give priority to buying the brand, 37% of the respondents will recommend the brand to others, and 19.9% of the respondents are willing to defend the brand when it is questioned. It is not difficult to see that the spokesperson marketing model is a fast path for the rapid popularity of new brands, and the role of fan

economy in the process of brand construction is inestimable.

When studying the effect of entertainment marketing on brand loyalty, we found that there were significant differences in the title "sponsoring or implanting my favorite variety shows and film and television dramas, and inviting my favorite stars as spokesmen would make me feel good". As shown in Table 2, female consumers have higher acceptance in the process of implant marketing and are easier to establish brand loyalty.

Table 2. Independent Sample T-test of Effect of Gender Grouping on Entertainment Marketing

		Levene test of variance equation		T-test of mean equation				
		F	Sig.	t	df	Sig.(bilateral)	95% confidence interval of difference	
							lower limit	upper limit
Sponsoring or implanting my favorite variety shows and film and television dramas, or inviting my favorite star as a brand spokesman will make me feel good	Assuming equal variance	5.011	.026	-2.311	209	.022	-.550	-.044
	Assuming unequal variance			-2.266	167.992	.025	-.555	-.038

4.4. Research Result

According to the previous case analysis and questionnaire survey research data, it is obvious that network economy and entertainment marketing in the era of national entertainment are an efficient way to shape marketing and promote network brands. The network market is mixed. It is difficult to establish a strong market position only through product advantages, and may even fall behind in the "low price competition" of the network. Therefore, a strong brand is a necessary weapon for enterprise success.

(1) Compared with offline traditional brands, the impression of online brands in the minds of most consumers is still low price and no quality assurance, and consumers are unwilling to spend a lot of money on online brands. The brand image of online brands can not support the needs of product promotion and pricing. Through online brands after entertainment marketing, customers' interest in them and their impression of the brand Everything has changed. It confirms the previous hypothesis that "entertainment marketing can shape and improve the network brand image" is established.

(2) Consumers have a high degree of acceptance of entertainment marketing, and brand information is better communicated to the audience and absorbed and accepted by the audience in the process of entertainment marketing. That is to say, the previous research hypothesis that "entertainment marketing can attract the attention of the audience" is established. Implant marketing has become an important part of entertainment marketing, consumers

pay more attention to and accept the brand information of implant marketing, but the acceptance and favor of the brand information transmitted by implant marketing are closely related to the popularity of the implanted film and television drama or variety show.

(3) The entertainment marketing of online brands has different effects on consumers of different genders. Male consumers tend to be rational and female consumers tend to be perceptual. In the process of brand entertainment marketing, the involvement of brands is deeper than that of male consumers.

(4) The entertainment marketing of online brands helps to enhance customers' brand loyalty. Consumers will have empathy and favor the brand out of their love for brand spokesmen or implanted variety shows or film and television dramas, and form brand loyalty through subsequent re marketing. In this process, the involvement of female consumers in brand loyalty is also higher than that of male consumers. This conclusion also makes the hypothesis that "entertainment marketing can improve customer brand loyalty" tenable.

5. Conclusions

5.1. Selection of Entertainment Marketing Methods and Channels

There are many channels and ways of entertainment marketing. Enterprises should carefully choose the way of entertainment marketing according to their own strength. For enterprises that choose to implant variety programs or film and television dramas for brand

marketing, the ratings, word-of-mouth and evaluation of variety programs and film and television dramas, whether the content conforms to the brand image and investment cost are all factors worth considering. What's more, brands that choose spokesperson Marketing often face greater risks. The so-called "success and failure" spokesperson scandal or scandal is likely to directly lead to the damage of brand image and huge economic losses. In the choice of channels, the importance of social media and online video websites is self-evident. They play an indispensable role in improving the interaction and connection between brands and consumers. When choosing online social media, the three characteristics of media "media richness, social presence and media source credibility" should be fully considered. Only social media with the above three characteristics can fully mobilize users' information sharing behavior and maximize the effect of entertainment marketing.

5.2. Attach Importance to Stimulating the Emotional Needs of the Audience

At present, with the increasing quality of products and services, consumers are more concerned about the symbolic meaning of brands,

Emotional marketing caters to consumers' inner emotions and feelings. Its goal is to create emotional experience and guide customers' emotions from softness and calm to happiness, pride, enthusiasm and even fierce. As the media of experience, internet entertainment marketing emphasizes consumers' psychological feelings. By meeting consumers' emotional needs, network brands can touch consumers' inner world, so as to guide consumers to a certain emotion or form a unique consumption experience. Therefore, consumers have formed a strong brand preference.

5.3. Promote the Construction of Customer Brand Loyalty

The results of the above questionnaire survey show that entertainment marketing is indeed conducive to promoting the construction of customers' brand loyalty, and generally female consumers are more involved in the information of online brands in entertainment marketing, which explains why cosmetics companies spend 12% of the total cost on hiring Mingxing spokesmen and models. Customer brand loyalty includes four levels of "Three CS" and "one CLV": customer satisfaction, customer surprise, customer soul and customer lifetime value. At present, domestic entertainment marketing is still at a relatively shallow stage, mainly focusing on implant marketing and spokesperson marketing. The form of entertainment marketing is greater than the content, which makes it impossible to stimulate consumers' emotions at a deeper level, and the brand loyalty established through this form can only stay at the first CS level. Therefore, enterprises should pay attention to Other re marketing methods supporting entertainment marketing, seize every customer attracted by entertainment marketing, promote the construction of

customer brand loyalty step by step, and fully develop the lifelong value of customers.

5.4. Dare to do What Others Have not Done and Cannot Do

Seize and meet the "curiosity hunting" psychology of consumers, then the brand will be half successful, and "curiosity will kill the cat" is no longer established in the era of network economy. The rapid development of network economy has fully amplified people's nature of "liking the new and hating the old". The era of information explosion makes marketing more difficult. "Not new" means that people can't catch their eyes. The success of iPhone is the success of product innovation and marketing model innovation,

Apple campus is the shrewdness of the "cunning" Steve jobs. After that, some brands began to pay attention to the innovation of marketing model, such as "Xiaomi". The competition of enterprises has extended from the competition at the level of traditional marketing 4P combination to a larger level - the competition of marketing model innovation. The entertainment marketing of network brands is also facing the same problem, how to innovate and how to attract attention. As more and more brands attach importance to microblog and wechat marketing, shoot micro movies and invite spokesmen, the entertainment marketing model has gradually formed a thinking set. In this environment, the brand that innovatively breaks the existing entertainment marketing model will inevitably become the person who "eats the first cake". Enterprises should dare to explore, be good at exploring entertainment marketing planning talents, constantly innovate and enrich their own entertainment marketing model, so as to inject fresh blood into brand marketing and become "a bay of living water".

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