

# Discussion on the Design of Film and Television Recessive Advertising

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**Abstract**—The development of TV advertising has brought considerable profits to many enterprises and merchants. Therefore, more and more advertisers have taken a fancy to the TV media, a platform that can create profits. Various forms of advertising affect the public all the time. However, the accumulation of TV commercials is seriously boring the eyes of consumers, and the advertising market is in urgent need of a new model of advertising. The emergence of recessive advertising has changed the perception of TV ads in the past, and gradually won the recognition and favor of advertisers. This paper takes the recessive advertising in the film and television works as an example to illustrate the design principle, characteristics and external expressions of the recessive advertising.

**Keywords**—*recessive advertising; advertising design; film and television*

## I. INTRODUCTION

With the continuous development and expansion of the media industry, market advertising has become more mature, and a variety of innovative and unique advertisements have gradually entered the eyes of consumers. The author once made a rough survey of the amount of market advertising. The results show that consumers accept more than one hundred advertisements every day, whether they are active or passive. More and more advertisements are full of people's lives, making consumers gradually show their resistance. In the questionnaire, almost half of the consumers will choose to change channels or rest during TV commercials. Although in the advertising market, the cost of capital invested by enterprises is high and the direction is wide, the advertising revenue of enterprises is not satisfactory. For China's current increasingly saturated advertising market, if companies want to make their own brands bigger and stronger, it is obviously not enough to rely only on traditional market advertising. As a result, the quiet sneak of recessive advertising has become a necessity, and it has entered the public's field of vision in various forms, and some of the advertisements have achieved satisfactory results. Therefore, recessive advertising has begun to receive more and more people's attention. Then what is recessive advertising? What are the advantages compared with traditional advertising? Here the author briefly introduces the recessive advertising in film and television advertisements, hoping to help readers better understand the art of recessive advertising.

## II. THE MEANING OF "RECESSIVE" ADVERTISING

Recessive advertising is also known as "product placement" and usually appears in some film and television works. The definition of implicit advertising, generally speaking, is that in order to promote its own product brand, the merchants provide certain funds to sponsor the film and television in the form of sponsors. At the same time, under the premise of not affecting the overall plot of the film and television works, the advertisement of enterprise products is skillfully inserted into the film and television works, which is not only an advertisement but also unlike an advertisement, so as to realize the win-win goal of film and television creation and product advertising marketing. The earliest film and television advertisement directly introduced the enterprise's products into a certain story scene of the film and television works, serving as a part of the story plot. Therefore, most of the audience can remember the logo of the product while watching the film and television. Later, recessive advertising moved to TV series, games and pop music. The original film and television recessive advertising simply added the name and trademark of the sponsoring unit at the end of the film, presented it to the audience in the form of roll titles, or posted the sponsor's advertisement on the background image. With the continuous development of film and television recessive advertising, today's film and television recessive advertising has penetrated into the film storyline, and is subtly accepted and absorbed by the audience. It can be a line, a background decoration, or even a short close-up of a film and television work, which is a powerful propaganda for the product itself. For example, in the TV series "Ugly Wudi" aired in 2010, advertisements for Dove shampoo appeared frequently. According to the author's statistics, in the first five episodes of "Ugly Wudi", the number of exposures of Dove products reached 48 times. The hit of the "Ugly Wudi" TV series has made the TV station earn a lot of ratings, and has also successfully shaped the Dove brand image, which has also won great profits for the company. In addition, as in other classic movies such as "House of Flying Daggers", "2046", "Cell Phone", many effective recessive advertising can also be seen.

### III. THE PRINCIPLE OF THE SPREAD OF RECESSIVE ADVERTISING

Film and television recessive advertising have been favored by various advertisers because of their low cost and good results. This also reflects the powerful communication characteristics of film and television invisible advertising. The author will explore and analyze the principle of spread from the perspective of communication.

#### A. Persuasive "Celebrity Endorsement"

Film and television recessive advertising is an advertisement based on film and television works. Therefore, film and television advertising brand spokespersons are often celebrities and stars with a certain status in the film and television industry. They have considerable popularity in the society, and their words and deeds will have a great impact on the public, for example, Gong Li and Jay Chou in the movie "Curse of the Golden Flower", Andy Lau and Rene Liu in "A World Without Thieves". Film and television celebrities, entertainers and celebrities are the public figures of the society and are chased after by many fans. Therefore, the use of film and television stars to make product advertising spokespersons as well as the star's popularity and social influence make product advertising has a strong credibility degree. It is easy for audience to pass on their favorite love of stars to a product endorsed by the star, which is the saying of "love me love my dog" often mentioned in daily life. Such products are more easily accepted by consumers. At the same time, the motivation to spread advertising also affects the effects of communication. If the motive of the communicator is purely for personal interests, then even if the spokesman of the advertisement is a heavyweight star, it is difficult for the advertisement to really get close to the hearts of consumers. This is like a dance genius to endorse an advertisement for an excavator. The two things that are totally irrelevant are put together, which will only bring people a feeling of "disharmony", and this situation even let consumers think that this celebrity spokesperson is only purely fishing for advertising fees, and thus scorns his "good word". The biggest mystery of film and television recessive advertising is here. By designing the story stuff, the product advertisement and the film and television situation are cleverly integrated, and the advertisement is made not like advertisement, which weakens the propaganda motive of the advertiser. As a result, product advertisements are gradually accepted by the audience in the subtle, and leave a deep impression on the audience.

#### B. Propagation Mode of Two-step Flow of Communication

The sociologist Lazarsfeld proposed two-step flow of communication theory after an empirical investigation in the 1940s, which is a classic model of mass communication. Lazarsfeld believes that, in general, the dissemination of a lot of information is not directly transmitted to the audience by the information source. In this process, it also passes through a layer of media. After the information reaches this media, it is transmitted to a wide audience through the media. In people's daily life, the transmission process of advertising

information they receive is also the same. The advertising information is put into the market by advertisers. First of all, it is not the majority of consumers who receive the advertising information, but a part of the population with high social influence. Next, the population with high social influence communicates the advertising information to each audience based on their public influence. In the whole process of information transmission, this intermediate group plays a connecting role, which is also defined as "opinion leader". The so-called two-step flow of communication refers to a process from the mass media to public opinion leaders, and then from public opinion leaders to the entire audience.

In this era of information explosion, consumers are overwhelmed by excessive advertising. In the recessive advertising of film and television, the stars or actors of these endorsements are in the position of public opinion leaders, so the advertising information has been well spread in the masses, which leads the direction of public opinion and consumption. In the face of such confusing advertising information, the recommendation of the public opinion leaders has helped the product to establish a brand to a large extent, and it has also greatly affected consumers' perceptions and choices about products, creating a very considerable business profit for the company. For example, the TV series "Ugly Wudi" was once broadcasted on Hunan Satellite TV, and won the ratings champion in one fell swoop. Li Xinru, who played the role of female No. 1 Lin Wudi in the play, became a hit. The audience's love for Wudi seems to be crazy. They like her silly black-rimmed glasses as well as country hair style, besides, the audience like Wudi so much that they even use the same brand of shampoo, shower gel, etc. as Wudi. The powerful combination of Dove's shampoo and the TV protagonist Lin Wudi has established a brand image for her and became famous with the popularity of "Ugly Wudi". In addition, many audiences who have seen "Cell Phone" will have such a sigh: "Next time I will buy a MOTO mobile phone". MOTO's new business phone has also become a best seller.

#### C. The Influence of Audiences' Psychological Transmission

Audience psychology is an important factor in advertising communication. Therefore, analyzing audience psychology is extremely important for improving communication effectiveness. It can be said that the effect of using video stars to endorse product advertising is also called "halo effect". The "halo effect" is colloquially known as "love me, love my dog", that is, when people like a certain thing, people will like things associated with it, and never think about whether the thing is good or bad. For example, if people like a movie star, they will be very concerned about his family, friends, love, marriage, and they will also have a strong curiosity about the star's clothing, hobbies and so on. Sometimes people will change their original dressing style or hobby because of their favorite star. These recessive advertising using celebrity endorsements capture the psychological mechanism of this kind of worship of the audience.

#### IV. THE FORM OF FILM AND TELEVISION RECESSIVE ADVERTISING

Today's era is full of advertising everywhere. In the face of many different forms of advertising, consumers have already had a strong tired psychology. Enterprises need to make the advertising unlike advertisements and quietly hide the advertising in daily viewing so as to avoid consumers' rejection of the advertisement, let the advertising be accepted by the consumers, deepen the image of their products inside consumers and let consumers naturally accept advertising without any caution. Among them, the performance of these advertisements in film and television communication can appear in the form of background pictures, lines and sponsors, especially in the following two effective ways.

##### A. *Appearing in the Form of Background Images*

In many film and television works, it can be found that the heroes of the film and television wear a certain brand of clothes, use a certain style of watches, or place the products of a certain merchant at home, etc., which are actually a kind of hard advertisement. This form has no language expression, no subtitles, and mainly appears in the form of background pictures in film and television works; it strengthens and consolidates audience's memory through many close-ups. This type of advertisement is characterized by frequency and continuous enhancement of memory, and is therefore favored by many product manufacturers and sponsors. For example, in the movie "Cell Phone", the MOTO mobile phone has totally become the second protagonist of the film. When the heroine called Yan Shouyi, played by Ge You, and when the phone rang, which was originally a normal movie scene, but this scene became different because of his phone ringtone "You are having a coming call". The careful audience immediately noticed that the ringtone of this mobile phone is the symbolic ringtone of Motorola's cellphone. Although the film did not deliberately emphasize the Motorola cellphone, it successfully advertised the Motorola cellphone through repeated ringtones. There are many similar advertisements in "Cell Phone". For another example, when the heroine Wu Yue was watching the program of the male protagonist Yan Shouyi at home, the TV in the movie suddenly inserted an advertisement, and the line that was close to life, "communication from the heart" appeared very clearly in front of the audience. Such advertising effect is very obvious. Although this is a common form of product placement, and it is a very obvious slogan of China Mobile, it is accepted because it is integrated into the life of the movie protagonist, and the product information is conveyed to the audience through the movie stars that everyone likes. Unconsciously, the purpose of product promotion is achieved.

##### B. *Appearing in the Form of Lines*

The product name appears in the protagonist's lines in the film, which is also the most common advertising method for film and television recessive advertising. For example, in the film and television work "Forrest Gump", there is such a scene. Forrest Gump was asked by others: "What do you think is the most beautiful thing after seeing the US

president?" Forrest Gump replied: "One of the most beautiful things after seeing American president is that i can drink 'Pengquan' beverages." In Forrest Gump's words, the words of "Pengquan" brand beverages can be clearly heard, which can not only meet the needs of the film plot, but also make a good start of the brand. For another example, in the sketch "Bu Cha Qian" at the 2009 Spring Festival Gala, when Zhao Benshan recommended his granddaughter Yadan on the stage of the Avenue of Stars to Bi Fujian, he said to Bi Fujian: "This girl is very famous on Sohu.com." From this, the advertising tastes of Sohu.com. can be sniffed out.

#### V. CONCLUSION

As the most influential mass culture in the new century, film and television has shown people a rich and colorful human social life, and at the same time, it has also revealed the inner world of the characters very intuitively. Through the film and television works, the audience can not only understand the storyline and character of the film, but also harvest various information resources from the real society. As the most common form of advertising for film and television advertising, film and television recessive advertising is the most intuitive, broadest and most detailed, and also the most vivid and effective way to display product information. Therefore, it has been favored by advertisers, and has brought a new look of film and television works while receiving the benefits of advertising.

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