

On Creative Design and Marketing Communication in TV Advertising

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ABSTRACT. TV advertisement is one of the mainstream media for enterprises to publicize products and establish their brands. In recent years, with the continuous emergence of various new media, the market share and market investment of TV advertising are challenged. In this paper, case study as the main research method, the purpose of the study is to improve the effect of television advertising and optimize the advertising management strategy of enterprises. Through case analysis, this paper puts forward the following specific advertising ideas and market strategies: Focusing on the small part to reflect the big theme, invisibly communicating of brand value of enterprises, finding TV programs with matching titles and focusing on market segmentation with the target groups.

1. INTRODUCTION

TV advertising is the mainstream media for corporate publicity. Its major function is marketing and market expansion, so as to strengthen brand recognition among consumers and win a greater reputation. TV advertising usually lasts for a short time and even several seconds but the investment in it is enormous, constituting the huge cost of an enterprise. Therefore, it is vital to “condense the advertisement into essence”.

Meanwhile, according to a survey[1], at present, there is a downward trend in the delivery time and investment amount of TV advertising, among which the decline in the first half of 2019 is relatively obvious(Fig.1). This brings severe challenges to the operators of TV advertisements, so operators of TV advertisements should integrate advertising resources to the greatest extent, fulfill their communication function and maximize market revenue. This paper conducts a case study on the advertisements broadcast on mainstream TV channels, analyzes and sorts out excellent creative ideas, with a view to providing references for the marketing work of TV stations.

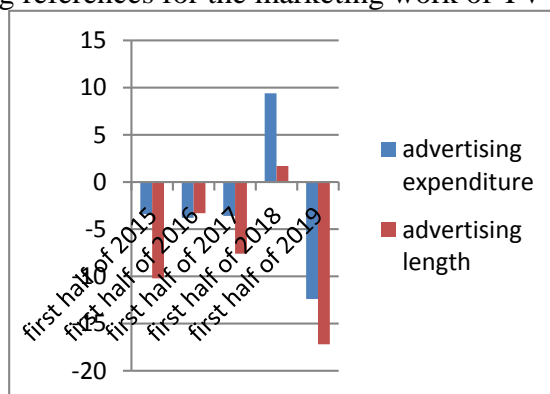


Fig.1 growth ratio (%) of advertising expenditure and length time in past five years

2. Focus on One Point to Reflect “Big Things”

The greatest feature of TV advertising is short length. Take single-time advertising for instance. The shortest is 5 seconds while the longest is no more than 30 seconds. How to impress consumers within a short time and stimulate their desire for purchase is an important purpose. Therefore, a

satisfying TV commercial should start with a point, reflect big things through that point, manifest the brand features, characteristics or comparative advantages of the product.

For instance, the advertisement of Diaopai broadcast on CCTV-8 started with the dirty clothes of a child and bacteria infection, and demonstrated in an exaggerated manner the horrible side of bacteria as well as its harm to children. In this way, it naturally introduced the product features of the brand, that is, degerming efficiently to remove stubborn stains, leaving a strong impression on consumers. According to the structure of current Chinese families, a child is often looked after by several adults and the health of children is a common concern of parents. At the same time, children are usually naughty and are likely to touch here and there, and play with their toys. Accordingly, their clothes are easier to get dirty than adults' clothes. Therefore, it is an extremely remarkable idea to focus on the dirty clothes of children and the care of families. In addition, an excellent TV commercial is bound to wrap up in a holistic way in order to show the "big things". For example, at the end of the advertisement, it echoed with the theme and showcased all the product lines of Diaopai, including laundry soap, laundry detergent and liquid detergent, etc.. By so doing, it produces comprehensive publicity effects.

Likewise, the recent popular JDB advertisement on Shenzhen Satellite TV also used a clever point, "Herbal Tea in a Golden Can, JDB". Besides, the company actively built a "golden ecosystem" for consumers and provided more life services for its consumers [2]. The background at the end of the advertisement is that many people are gathering together, eating and drinking JDB, which achieved the publicity effect of "fanning out from a point to area". On the other hand, golden-canned JDB is the new image design of the company (CIS strategy), which can help break away from the long-lasting disputes between JDB and Wanglaoji over copyrights and patents, thus expanding a brand-new market.

3. Communicate Invisibly to Achieve the Effects of "Moistening Things Silently"

In communication marketing, communication can be divided into direct communication and indirect communication based on the intention of communication. The former means coming straight to the point. For instance, the advertisement which just lasted for seconds directly demonstrated the product features and brand characteristics to strengthen consumers' recognition of the product. However, as consumers receive more and more information, they have greater ability to appreciate TV advertising and thus show stronger resistance to conventional and direct advertising. Given such consumer psychology, large-scale, intensive and direct advertising is likely to cause consumers' aversion and repulsion instead of producing expected results. Accordingly, once advertisements show up, they will regard it as a break to go to the rest room or handle some personal things, etc. Therefore, in this case, TV advertising cannot generate satisfying marketing effects. Meanwhile, indirect and implicit advertising have been gradually developed. The implicit expressions in the advertising can guide the receivers to conclude more abundant connotations, thus bringing about better effects of marketing communication[3]. The advertisement of My Like Cosmetic Hospital is a typical creation of invisible communication. At the beginning of the advertisement, the creator did not directly show the company name or the product. Instead, a female protagonist appeared in front of the camera flash, at a gathering and on a public occasion to show different fashion looks. The pictures including her graceful posture and confident smile as well as admiration from the public are strongly aesthetic. After the majority of the advertisement was watched, the audience had no idea what on earth it was advertising and they were even not sure whether it was a commercial advertising or not. Such invisible communication prevented consumers from disliking it and instead attracted them like a film did. It's until the end that the company logo was demonstrated: My Like Cosmetic Hospital, along with the hotline and website. It's only at this time that the audience came around and realized that the demonstration of figures and appearances were completely consistent with the company product. All the audio and visual materials presented previously contained the product characteristics incorporated by the creator who edited the advertising according to product characteristics and did not reveal the truth of the suspense until the end. Such creative technique is exquisite, without leaving any product trace in the

advertisement design. The previous plot and the pictures comply with the final product, producing the desirable marketing effects of “moistening things silently”.

There’s another typical advertisement in this case: Yibao Drinking Pure Water, which is broadcast on Hunan Province Satellite TV. It did not directly show the brand, logo and product at the very beginning; instead, it showed the natural scenery such as the magnificent mountains, limpid rivers and blue sky, letting the audience completely indulged in it. At the end, a child showed up and handed a bottle of water to a traveler. At the same time, the logo and slogan of “Pure and Flawless” was displayed on the screen [4]. The audience realized the creativity of the designer only in the end who deftly combined Yibao’s brand feature of “Pure” with mountains, rivers, sky and innocent child to emphasis the core competitiveness of the brand, that is, “Pure and Flawless”. The previous picture and the latter product line worked in concert with each other.

4. Use Title Sponsor to Bring Out the Product in Reciprocity

Traditional TV advertisements are broadcast alternatively during the breaks of TV programs. The shortcomings of this approach is that the duration is short. What’s more, due to discontinuity, no matter how excellent the creativity is or how high the program audience rating is, it will be missed by the audience, thus failing to generating expected effects. To make up for such deficiency, a type of advertising which is title sponsor for TV programs came into being. In this way, an enterprise can lock in a certain program for a long time. In other words, whenever this program is broadcast and during the pre-stage publicity, the title sponsor enterprise will be introduced. During the period of the program, the name and brand of the enterprise will be displayed at the bottom of the TV screen. Therefore, the enterprise will stay on the screen in form of such TV advertising, which can produce long-term publicity effects. Another merit of title sponsor for TV programs is that an enterprise can leverage excellent programs and strengthen their product influence through that program. It’s because an enterprise’s brand and the brand of TV program are usually consistent in such aspects as connotation, theme, ideology and values. They can bring out the best in each other and echo with each other. Hence, when a TV program chooses an enterprise for sponsorship or an enterprise selects a program, they will consider whether their image, values, period and target group match with each other rather than aim for high advertising fees, great enterprise reputation or high audience rating. Only such internal consistence can produce desired marketing and communication effects [5].

For instance, the core culture of Amazing Chinese, a program broadcast on CCTV-1 during prime time, is amazing Chinese and wonderful Chinese dream. The excellent performances of Chinese people in different industries prove the marvelousness of Chinese. Some of them are masters of singing and musical instruments, some are dancing genius and some are retired seniors, which fully manifests that ordinary Chinese people are phenomenal because of their dream, and that the grassroots can stand on the stage as well. In the meantime, Chang’an Automobile is an important automobile brand of Chinese nation and its tenet is highly identical with the program: advocate national spirit, struggle with indomitable will, transcend oneself, pursue excellence, innovate independently to achieve Chinese dream. The alliance of the two brought about satisfying effects by coordinating and echoing with each other.

Similarly, If You Are the One, a popular large-scale life service program of Jiangsu Province Satellite TV, is characterized by conformance to the demand of the young generation, fashion and romance. Its title sponsor BBK VIVO music-focused smartphones also target young consumers and seek fashion and personality. Accordingly, expected results can be achieved. Besides, the program of Chinese Farmers’ Song endorsed by China’s well-known singer CAI Guoqing, a recent hot broadcast of Anhui Province Satellite TV, lauds the reform and opening-up, beautiful home and harmonious new village, and reflects the spiritual and cultural life of villagers in the new socialist countryside with country love songs, ballads and songs created by farmers during farming. The target consumers of its title sponsor Stanley compound fertilizer happen to be farmers. It’s closely related with farmers’ daily production and life so it can strike a chord with consumers, thus facilitating its marketing.

5. Conduct Market Segmentation to Implement Segmented Marketing

In 1956, the renowned American marketing expert Wendell Smith proposed the concept of market segmentation. Later on, Philip Kotler integrated the concept and formed the famous STP theory, including market segmentation, target market and market positioning. His core view is that enterprises cannot reach every aspect and satisfy everyone in marketing activities so they should focus on one segment of the big market and conduct pertinent marketing. Only by so doing can they bring together their human resources, material resources and financial resources, give play to their comparative advantages on the sub-market and thus harvest greater benefits [6]. According to the theory, TV advertising should fully study target market and audience groups in order to be oriented and conduct publicity more precisely. Concretely speaking, the channels of CCTV and local satellite TVs have different characteristics with varying audiences. According to a survey (Fig.2 and Fig.3), CCTV channel mainly focus on a fast-moving consumer industry, with the most significant growth in the beverage industry advertising. Local satellite TVs mainly focus on regional brands, such as medicine and alcohol[1]. Accordingly, the characteristics of advertising should be differentiated based on the demands and psychological features of specific groups. Only in this way can the segmentation strategy for target markets be implemented.

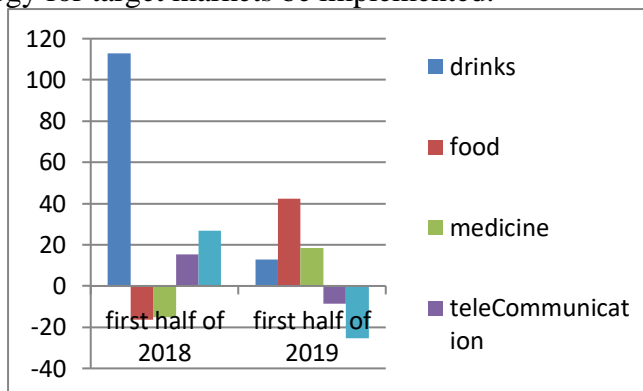


Fig.2 growth ratio (%) of advertising expenditure in different categories in CCTV

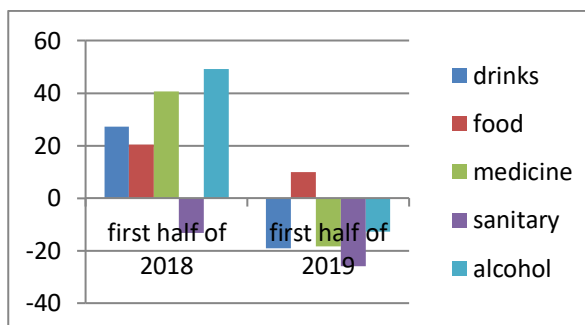


Fig.3 growth ratio (%) of advertising expenditure in different categories in local satellite TVs

Accordingly, the characteristics of advertising should be differentiated based on the demands and psychological features of specific groups. Only in this way can the segmentation strategy for target markets be implemented.

For instance, the main idea of 7-PE brand advertised on CCTV-12 (Children) is that led by famous hostess JU Ping, a group of children are playing and laughing together, wearing 7-PE clothes. The enterprise focuses on shoes, clothes and accessories related to juveniles, pays attention to happy growth of children. Besides, the product characteristics are being dynamic, professional and trendy, which is linked with the receivers of the child program, thus triggering strong empathy with the audience. In addition, the advertisement for the black ice tea of Master Kong was permeated with vigorous music, young people dancing street dance and personalized costumes. They drank ice black tea when they felt hot and thirsty, highlighting the product elements of “refreshing, fashionable and personalized”. The success of the creativity lies in its understanding of its target consumers’ demand. If it want to attract these consumers, that is, young people to accept

its product, they must incorporate elements that their consumers find easy to accept. The advertisement panders to the psychology of young people: fashion and personality. In the advertisement of Jinlongyu cooking oil broadcast on CCTV, a group of middle and old aged women were dancing square dance, which led to the logo and slogan of the cooking oil. The design took advantage of the group which would purchase the product, that is, middle and old aged women. As the issue of aging is compounded in China, usually it's these people who purchase cooking oil. Therefore, the square dance can strike a chord with these consumers, thus easily attracting their attention and persuading them to accept the product.

6. Conclusion

This paper analyzed the recent popular TV advertisements broadcast on major TV channels, discussed the creativity and successful design of these advertisements, and divided the current design into four categories: focusing on one point, communicating invisibly, using title sponsor and conducting market segmentation. Besides, it explored factors which can be drawn upon from actual TV advertisements, and thus providing references for the advertising creativity design, marketing and communication of advertising companies, TV advertising management departments in different companies.

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