

Status Quo Analysis and Development Trend Study of Metro Media Scene Marketing

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ABSTRACT

With the innovation and development of mobile Internet technology and digital interactive media, metro media presents a trend of high integration between old and new communication. Based on the analysis of policy support and audience characteristics, this paper analyzes the status quo of metro media scene marketing and explores the development trend of metro media scene marketing in the future. Metro media has four elements of scene marketing and is composed of four different types including traditional media, traditional media plus, sensory device media and mobile interactive media. It creates four different scenarios of metro scene marketing which contains cognition scenario, sympathy scenario, experience scenario and spread scenario. However, the author believes that the spread scenario is not the end of metro scene marketing but the turning point which ultimately leads to the transaction scene of marketing. Finally, it is proposed that taking the subway ticketing system as the entry point and effectively spreading the scene to the shopping, dining, leisure and other entertainment consumption places will be the development direction of metro media with great market potential in the future.

Keywords: metro media; scene marketing; status quo analysis; development trend

1. INTRODUCTION

As a type of media marketing metro media showcased advertisements by an electronic screen or traditional advertisement post in the past so it's classified to the traditional media. With the rapid development of information technology especially mobile Internet more and more innovative ways of advertising and showcase emerged in metro media. Variety of media appeared successively like sensory media, special lighting effect media, multi-effect imaging media, interactive media, and special build media. The metro media presents a unique development trend of highly integrated old and new media. As a major component of urban public transport, metro not only has the confined space and environment of urban crowd flow, but also has become the first choice of urban crowd for public transport travel due to its unique advantages in urban public transport system, and has the characteristics of urban crowd's life inertia. The rail transit business district, derived from the metro, becomes a gathering place for urban people to dine, shop and travel in leisure. It has the characteristics of social atmosphere for urban people. Therefore, metro media with the four elements of scene marketing quickly became the darling of new media marketing and was favoured by brand customers and media companies.

This paper will take the metro media as the research object to discuss the new value of metro scene marketing in the formalization development and marketing communication.

2. POLICY SUPPORT AND PRECISE POSITION

2.1. Strong support of government policies and the development trend of industry media

According to the China Industry Information Network, the number of metro lines in operation in China increased rapidly from 39 in 2009 to 176 in 2018[1]. In December 2018, the National Development and Reform Commission approved the adjustment plan of Shanghai RAIL transit Phase III and Hangzhou Rail transit Phase III at the same time. (Shanghai Phase III plan includes 6 metro projects and 3 municipal rail projects; Hangzhou has increased the investment quota of Line 3 and Line 5 and added an airport rail express project. The investment amount of the two new projects is expected to exceed 350 billion yuan. Since June 2018, when urban rail transit was officially restarted, the NDRC has successively approved rail transit plans and related adjustment plans for Changchun, Suzhou, Chongqing, Jinan, Hangzhou and Shanghai.

According to the report on China Metro Advertising Market Research and Investment Prospects 2014-2019 released by China Industry Information Network, China's metro advertising revenue more than doubled from us \$220 million in 2009 to US \$580 million in 2013 and is expected

to further increase to US \$3.84 billion in 2018 [1]. according to the world's first outdoor media company respected group reported that in 2016 the world's total business income is 3.3928 billion euro, including transport media, such as the underground media business income is 1.3737 billion euro, and the 2017 global total business income is 3.4719 billion euro, media such as the metro traffic media business income of 1.3981 billion euros; Reported earnings growth was +1.8% and internal natural earnings growth was +4.5%. Excluding the impact of acquisitions, divestitures and foreign exchange changes, its total global business income was 982.8 million euros in the fourth quarter of 2016, including 387.4 million euros in the transportation media business such as metro media. In the fourth quarter of 2017, the total business revenue was 1.018.5 billion euros, including 411.9 million euros of transportation media business such as metro media. Reported revenue growth was +6.3% and internal revenue natural growth was +11.6%[2].

On the one hand, the government's strong support for the metro infrastructure makes the metro increasingly become the main force in the future development of urban public transport in large and medium-sized cities, which not only further expands the market territory of metro media in the future, but also effectively enhances the status of metro media in urban media groups. On the other hand, relevant data of the industry show that both the growth rate of metro media in the media industry and the earnings data of relevant financial statements are very good. This, to some extent, also confirms its favour in the media industry circle from the side. This is not proportion with the model size. The efficiency of our framework depends only on the time of a counterexample (indicate that the probabilistic safety property is violated) appears in conjectured assumptions. The earlier a counterexample appears, the more efficient our framework performs.

2.2. Precise positioning of metro user

On the macro level, according to the "2019 Metro Big Data Audience" survey released by CTR, the majority of subway riders in China are white-collar workers, with an average age of 31.7 years old, a balanced ratio of male to female, an average monthly income of 8,211 yuan, and a college degree or above accounting for 80.7%. It can be seen that the metro gathers urban core forces and mainstream groups that are younger, more knowledgeable and with strong consumption power, and has strong communication power. The metro media operation organizations should analyse user portraits, organizational structure and social network relations according to big data, and carry out communication activities in the principle of high probability and universality. [3]

On the micro-level, according to the subway scene investigation conducted by JCDecaux Group (an international outdoor media company), the psychological states of the audience are completely different in different environments, such as the platform, the station hall, the entrance and exit, and the carriage. Visible, constitute a

"psychological field" between man and woman, and psychological experience and influence each other, different media need to refine the subway environment, such as entrances and exits, the station hall, the platform, waiting area, such as car, lock audience's physical and mental state of different media environment, more accurate to anchor the individual scenes with the audience, with small probability, the principle of targeted to achieve efficient communication effect. [3]

3. STATUS QUO ANALYSIS AND DEVELOPMENT TREND STUDY

Xiaojuan Rao as scholars in the paper the scene marketing: marketing the new trend of mobile Internet era, "explained: marketing and retrieve the user scenario should not only rely on technical force status, property and interest data, on the basis of the focus on the user portrait, the pursuit of scene matching marketing information at the right moment, is more focused on emotional resonance with users, pay attention to the value and idea [4].

And underground media scene now marketing, compared with the traditional outdoor advertising media metro and on the television screen, its advantage is embodied in the following three aspects: one is the development of digital technology, allows users to online data more closely, the combination of marketing services can more accurately predict user behaviours and needs; Second, based on user demand, marketing content should be produced around the core. Reasonable matching of marketing content and user demand can effectively improve the experience and improve the conversion rate. Third, efficient, high-quality, online-offline integrated scene marketing can be used as or even replace the inefficient, low-quality, single offline traditional marketing method, to bring better marketing experience for the marketing subject and object [4].

In terms of its development status, WITH 944 metro stations and 101889 advertising Spaces, JCDecaux China, which monopolizes the metro network of 8 rapidly developing cities in China (Beijing, Shanghai, Guangzhou, Hong Kong, etc.), is undoubtedly a leader in the field of metro media. At the same time, the Strong through acquisitions in 2005, the local outdoor media companies and made a new contract to enter the Chinese market outdoor media giants, strategic, forward-looking and its early focus on advertising and marketing media in the form of innovation, continuously explore and attempt to the combination of traditional outdoor media and new technologies, the versa now become the domestic leader in the marketing of the led underground media scene.

According to relevant data, four Chinese cities ranked in the top 10 in terms of metro passenger flow in 2017, namely Beijing Metro, Shanghai Metro, Guangzhou metro, Guangzhou metro and Hong Kong metro. In 2017, Beijing's metro carried 3.025 billion people annually, with an average per capita passenger flow of 8.247 million, with more than 10 million passengers in a single day at its peak. By 2018, Shanghai had opened 16 metro lines with 395

stations, ranking first in the world in terms of metro mileage, and carrying about 9 million passengers every day. In fourth place is China's Guangzhou Metro, which carried more than 2.5 billion passengers annually in 2017, with about 7.36 million people taking the metro every day. In eighth place is China's Hong Kong Metro, which is used by about 4.69 million people every day. And JCDecaux China has exactly the resources of the metro rail media in these four cities[5].

3.1. Metro media scene marketing space environment

Through in-depth study on the spatial value of metro, JCDecaux found that people in different Spaces with different structures are in different states. If people blindly use untargeted interactive methods, the results are often difficult to control. With this awareness, The space of entrances, passages, stations, platforms and cars were subdivided and investigated[6].

Therefore, the author believes that according to different Spaces of media placement, metro scene marketing can be divided into entrance and exit scene marketing, channel

scene marketing, station hall scene marketing, platform scene marketing and car body scene marketing. In all the scene marketing, the entrance and exit scenes are easy to be disturbed by the peripheral space and environment due to their relatively open space, so there are few marketing cases of single casting in the entrance and exit scenes. Comparatively speaking, the latter four scenarios are more mobile and closed, which are suitable for the immersive experience and interactive communication of consumer groups. Therefore, business owners are more inclined to launch marketing of relevant products or services in the latter four scenarios.

For the scene marketing in the form of space environment, business owners only choose a single scene (mainly the last four scenes) for marketing. For example, the mirror gallery "NetEase 2018 see yourself" (Fig. 1) launched by JCDecaux in Tuanjihu metro station in January 2018 is a typical representative of channel scene marketing. The NetEase cloud music "music review special train" (Fig. 2), which was launched in Hangzhou metro line 1 and the whole Jiangling road metro station in March 2017, is the integration of the metro media scene marketing and involves the scene release of all the metro space media.



Figure 1. NetEase 2018 see yourself



Figure 2. NetEase music review special train

3.2. Media forms of metro media scene marketing

The scene marketing of metro media is not only because it provides the real-time spatial state of the scene, but more importantly, it sends out the matching marketing information suitable for consumers in the appropriate environment scene according to the development of new technology. Even though different forms of media convey the same marketing information, due to the different characteristics of their media, the same marketing information plays different roles and effects in metro scene marketing. Therefore, the author believes that it is necessary to first sort out the different forms of metro media. According to the relevant information on THE official website of JCDecaux China, JCDecaux not only has traditional advertising space, electronic screen, full-face poster media, special lighting effect media, multi-effect imaging media, projection media, but also has special construction media, sensory media, mobile interactive media, interactive media and so on.

According to the different ways of media display, the author believes that the ways of metro media delivery can be roughly divided into traditional media, traditional media +, sensory device media and mobile interactive media. So-called traditional media, here mainly refers to the tradition of the metro advertising, electronic screen, and other forms of media, on the relative state of one-way transmission of marketing information, in general, the media is the media marketing one of the major way of media, but it is also the worst of multidirectional interactive media of all types of media. The so-called traditional media + mainly refers to full-face sticker media, projection media, special lighting effect media and multi-effect imaging media. From the form, the traditional media + has similarities with the traditional media, is put in the marketing of one-way transmission information, but its biggest characteristic is that the scope of its related media images or length breadth particularly big, or the use of special lighting, special mirror, etc., to enhance the environment in the scene in the metro and attention and interest. The so-called sensory device media mainly refers to specially constructed media and sensory media. For example, consumers can smell the smell of different products in the device by installing a device that automatically emits a certain smell. Stimulate consumers' strong desire to buy through the stimulation of taste buds. Mobile interactive media include interactive media and mobile interactive media. The former mainly USES the latest interactive technologies such as touch screen and motion sensor to allow consumers to instantly choose what they want to see, vote on specified topics, express their opinions, or participate in specially designed games. The latter is through two-dimensional code, SMS number and other ways, let the consumer groups use smart phones to shoot the code in the advertising picture, or send SMS to the designated number, so that the static picture becomes an interactive communication area, effectively increasing the communication between the consumer group and business owners. The biggest difference between

mobile interactive media and device media is that mobile interactive media can not only enable business owners to obtain a large number of consumer marketing data, but also form a direct two-way interactive communication between business owners and consumer groups through media.

In March 2017, NetEase Cloud Music put thumb up's top 5,000 song reviews on Hangzhou metro line 1 and the entire Jiangling road subway station. The music review train created can be regarded as a successful model of metro media scene marketing, which once set off a trend of imitating the offline marketing promotion of subway contracted by many brands. This won a number of heavyweight trophies, including Golden Investment Awards, Effie Awards, One Show and other major marketing awards in China.

Four different types of metro media successfully create four different types of metro scene marketing images: cognition scenario, sympathy scenario, experience scenario and spread scenario. Generally speaking, traditional media are mainly used to create the cognitive scene of metro media, such as letting consumers know the products or services of a certain brand through advertising space or electronic screen. While traditional media + is easy to create sympathy scenarios and make consumers resonate with the brand in the metro scene through its unique visual impact. The device media can form immersive experience scenarios of consumer groups in the metro media through specific sensory materials or devices, so that consumers can feel the fun of the scene experience in real time. Mobile interactive media, on the other hand, is often used in the spread scenario. Whether to participate in games or topics, or to directly transmit information, mobile interactive media USES the relevant advantages of mobile big data to make the scene marketing effect of metro media more measurable. Cognition scenario, sympathy scenario, experience scenario and spread scenario constitute the four main scenes of metro media marketing.

3.3. Trading scene is the mainstream direction of the future development of metro media

The value of metro media scene marketing lies not only in its existing cognitive scene, sympathy scenario, experience scenario and spread scenario, but also in its future development trend of transaction scene.

As mobile Internet technology matures, the metro ticketing system trading scene changed, window artificial ticketing, artificial top-up increasingly beside the self-service ticketing top-up machine quantity grows day by day, in addition, the metro WeChat code number, pay treasure to metro metropolitan life, such as METRO Metropolitan APP by mobile virtual card complete metro ticketing deal new port directly, is increasingly becoming the metro operator, banks, such as technology giants want to development of the "blue ocean". The reasons behind it are clear: the inertial travel mode, the closed space environment, the characteristic media mode, the new social atmosphere, and the metro media with the essence of scene

marketing have become the "new focus" of business owners and media companies due to its huge consumer group and strong development potential.

For metro media, the existence of mobile virtual cards is just the beginning, not the end, no matter it is the code scanning into the station or NFC technology. This is not only a payment method, but also a new consumption platform architecture, because its target is actually pointing to the metro transaction scene; The transaction scene is the key reason why metro media will become the media "new focus".

According to research consulting report, catering, shopping, leisure, travel and family scenes is the scene marketing mainly involves five segmentation of the scene, as the media metro travel scene, because it's derived from the metro rail business circle, has a place for dining, shopping, leisure, thus the metro media scene can be attached directly to the catering, shopping, leisure consumption, such as XX brand catering the entity shop is on the ground and in the track and it can be in the metro platform for propaganda, all by hand in scene QR code to track into the store order settlement system, can use up to RMB 100 yuan minus 10 coupons; Or the offline physical store of the leisure place is on the ground track, and it can put advertisement and publicity in the metro car. If the information on the metro car scene enters the leisure place reservation system, you can enjoy special package service. The scene marketing of metro media is built in the way of mobile Internet. The two-dimensional code and marketing information in the previous scene is taken as the connecting point, and the transaction scene of metro media is realized through the actual consumption places (catering, shopping and leisure) on the rail transit business circle. The trading scene of metro media is now in the embryonic stage, and only a few cases realize the trading scene of metro media. However, the continuous improvement of the new metro ticket transaction port represented by the mobile virtual card, especially the accelerated development of the metro business district platform, will be conducive to the realization of the metro transaction scene.

4. CONCLUSION

The author believes that the transaction scene of metro media will be the ultimate goal of media marketing and the metro scene marketing in the future will be more regional

oriented and precise. The confined space environment and various forms of media advertising helps to expand travel scene effectively to shopping, dining, leisure consumption places and form a great market potential of metro media marketing chain of closed-loop scenes by connecting cognition scenario, empathy scenario, experience scenario, spread scenario and transaction scenario effectively and using new technologies in GPS and mobile Internet.

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