The Analysis on Strategies of Building Enterprises' Brand Image Under the Background of Rising Network Stream Media Platform

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ABSTRACT

With the gradual rise and prosperity of new network media, streaming media platform marketing has gradually become an important way to establish corporate brand image. In order to refine various marketing strategies and improve the performance of enterprises in new media so as to establish a good corporate image to the public, this paper examines the operation mode and business performance of major enterprises in the streaming media platform. Specifically, this paper lists three major streaming media platform marketing strategies-video marketing, event marketing, live marketing-and uses the examples of each company to analyze and demonstrate. These strategies standardized and detailed illustrate the business behavior of enterprises in the field of streaming media, which has important reference significance for brand building, image building, income promotion, and so on.

Keywords: stream media, enterprise brand image, brand building, marketing strategy

1. INTRODUCTION

1.1 Concept

1.1.1Stream media

Generally, stream media refers to the internet platform products that can play video and audio online. specifically, stream media is a technology to compress and integrate information data and transmit it in the network in the form of media stream, so as to make people watch video, audio, image, text and animation online. Its excellent interactive ability and real-time performance eliminate the waiting time for users to download complete media information, and significantly improve the efficiency of users.

1.1.2Enterprise Brand Image

Enterprise Brand Image is the sum of the impressions and associations with the brand that remain in the mind of the public after personal selection and processing of all the information received about the brand of the communication process.

1.1.3Marketing strategy

Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage (quoted from Wikipedia). Philip Kotler & Kevin Keller have said "The marketing strategy lays out target markets and the value proposition that will be offered based on an analysis of the best market opportunities."(Philip Kotler & Kevin Keller, Marketing Management, Pearson, 14thEdition).

1.2 Overview of industry developments

1.2.1stream media

1.2.1.1 The initial period

With the establishment of the American company progressive networks in 1994, streaming media technology began to appear on the Internet. However, due to the limitation of network bandwidth at that time and the low popularity of the Internet around the world, the

development of the streaming media industry was relatively slow during this period.

1.2.1.2 Development period

The period from 2005 to 2015 is the development period of the streaming media industry, during which all kinds of video platforms and live streaming platforms have emerged one after another. With the innovation of network technology and the improvement of the speed of information flow, the online playback mode of streaming media has gradually got rid of the restrictions, so more and more people begin to participate in the interaction of streaming media situation.

1.2.1.3 Explosion period

The period from 2016 to 2018 is an explosive period for the streaming media industry. During this period, China's streaming media industry ushered in unprecedented opportunities. The emergence of TikTok, which has attracted a large number of users in a very short time, has promoted the explosive growth of short video platforms. The downloads and active users of all kinds of online video viewing software have also shown a blowout growth.

1.2.1.4 Maturity period

2018 has been a mature period for the streaming media industry. The emergence of 5G has completely lifted the network restrictions on interaction in the form of streaming media, and platforms such as TikTok and Kuaishou in China have gradually become the leading enterprises in the streaming media industry. Worldwide, Twiiter and Facebook have also become streaming media platforms that almost every netizen will use. The interaction in the form of short video and live broadcast is becoming more and more mature, and more and more people enjoy the convenience brought by streaming media.

1.2.2 Brand promotion

1.2.2.1 The era of product supremacy

In the early stages of social market competition, product is the focus of brand promotion for companies. The goal of the enterprises is to find the product's uniqueness, which is mainly shown by exaggerating the product's features and functions and establishing the perception of the brand in the heart of the users.

1.2.2.2 The era of image supremacy

The development of the product is gradually homogenized, the user's level of consumption is gradually improved, and the concept of emotional consumption is enhanced. Therefore, enterprises began to focus on building their own image, based on the establishment of an image in line with the product in the hearts of users.

1.2.2.3 The era of positioning supremacy

This period is flooded with information and users are more focused on psychological needs. The brand image of the enterprises lacks personalization and cannot compete in the market. Enterprises begin to learn about their orientation, with the main purpose of catching the psychology of their target users and establishing an irreplaceable brand image in the users' hearts.

1.2.2.4 The era of user supremacy

During the traffic period, users used to be active on various streaming platforms and become producers of content, and at the same time, the market is highly competitive in the same category. Therefore, enterprises tend to pay attention to the views and contents published by users and try to create an emotional attachment with them, to achieve the ideal publicity effect.

1.2.3 Brand promotion in stream media

In the early and mid-20th century, due to streaming media had not come into being and Internet technology was just starting, brands could hardly use streaming media to construct a brand image and publicize, thereby brand publicity was in the product first and the image first period. Brands attract consumers by promoting products' qualities and characteristics. However, when products tended to be homogeneous, brands increased their competitiveness by satisfying consumers' perceptual consumption view. Then entering the 21st century, Internet technology develops rapidly, streaming media has entered the explosion and maturity period and brand publicity has entered the positioning era and user era. In this period brands focused on grasping the psychology and satisfying the demands of target consumers. Meanwhile, consumers can publish their experiences on various platforms and promote the brand through word of mouth.

2. LITERATURE REVIEW

2.1 Video Marketing

The continuous expansion of the streaming media industry has attracted a large number of video interactions, which makes video marketing become one of the main means to establish corporate image. In the research "Mode, Type and Strategy in Networked Video Marketing Research", it is pointed out that viral marketing refers to the marketing strategy of using public relations and interpersonal network to spread marketing information. (Jiang li 2013) [1]. In "Research on short

Video Marketing Strategy in Social Media", it is noted that UGC short video marketing mode is that enterprises or brands make users begin to shoot videos by initiating activities and attracting users to participate in the activities, so as to achieve marketing goals (Gao Yang 2018) [2]. In addition, in "the influence of short Video Marketing on Brand Construction", Ma Chuanming (2020) point out that video marketing should establish a relationship with consumers and comply with the development of the trend, in order to build brand image [3]. Then, in "Short Video Marketing Communication in the New Media era", the authors point out that to maximize the effect of video marketing, it is necessary to mobilize the enthusiasm of users and quickly gain the trust of users [4].

2.2 Event marketing

With the development of science and technology, companies began to use a lot of event marketing to market communication, so many studies research related theories. In "How to promote the brand image of enterprise with the help of event marketing", event marketing is defined as the planning, organizing, and using influential people or events to generate the attention of the public to increase the popularity of the companies, etc (Libo Qiu, 2010) [5]. In "Research on Advertising Change and Event Marketing in the Social Media Era", event marketing is defined as the act of campaigning, which is essentially a form of advertising (Fushi Chen & Jian Huang, 2018) [6]. In "Research on The Key Factors of Event Marketing: Multi-Cases Analysis", event marketing is defined as an event that companies sponsor some activities to increase sales, expand popularity, deepen impressions, etc (Miao Lu, 2014) [7]. The literature review shows that scholars do not share the same definition of event marketing, but their core is consistent; the ultimate goal of event marketing is to help companies build a good brand image. The operation of event marketing can be divided into two categories. Companies use existing social hot spots or topics, combined with their own brands or products to spread some communications activities, this process is called leveraging hot spots. Companies use various resources to plan, organize and create influential events to catch the attention of the media and the public, this process is called creating hot spots.

2.3 Live broadcast marketing

Due to the explosion of domestic live broadcast marketing, Xinhua Daily summarized the development background and data of network live broadcast. It also sorted out how network live broadcast emerged in 2016, rapidly popularized, and developed into a hot industry with huge volume in just four years [8]. Boya Su in Jiaqi Li's brand communication strategy found that Li Jiaqi on the description of the product to make good use of

rhetoric so that the product introduction has imagination hint and consumption significance. At the same time, the author also refines Jiaqi Li's rhetorical sentences [9].

Yimeng Zhang analyzed Jiaqi Li's marketing strategy in the network live broadcast with goods: Jiaqi Li's communication strategy. The author through the classification of consumer comments and the collection of Jiaqi Li's own high-frequency words to analyzes and classifies the marketing strategy of Jiaqi Li. Through consumer reviews found that Jiaqi Li and consumer interaction frequency is high, and Jiaqi Li's words have high accuracy and consumer trust [10].

Xingxing Bai sorted out the process of Xiaomi's press conference, as well as the number of viewers and topic heat of Xiaomi's press conference in the brand marketing of live broadcast empowerment [11]. In the analysis of product strategy innovation under the new media communication environment, Xiaofei Shi analyzed the advantages of online release conferences in terms of lower communication cost, wider communication channels, more communication audiences and faster communication effect compared with traditional release conferences [12].

3. VIDEO MARKETING ANALYSIS

3.1 Causes

3.1.1 Fundamental cause

With the continuous reform and innovation of network communication technology, the way of obtaining information in the form of streaming media has gradually become the mainstream. As the most important part of streaming media information flow, video has a strong appeal and communication power to the public. Therefore, the video-based marketing model has gradually begun to enter the vision of various enterprises.

3.1.2 Direct cause

The huge commercial value brought by video marketing has a great impact on the establishment of corporate brand image and the consolidation of customer relationship. This has led to the rise of video marketing mode on all kinds of streaming media platforms.

3.2 Video marketing classification and case analysis

3.2.1 Viral video marketing case analysis- MiXue ice cream&tea

Viral video marketing refers to the use of streaming media platforms so that video marketing messages spread like a virus among the public [1]. In this way, it can spread to tens of thousands of people in a very short period of

time. This year, Chinese milk tea brand MiXue ice cream&tea launched its theme song and music video, which attracted a large number of netizens to buy milk tea and shoot videos in retail stores because of its simple tune and funny lyrics. The video of MiXue ice cream&tea's theme song quickly spread on streaming media platforms such as Tiktok, Bilibili, Kuaishou and Weibo. In addition, the video with the song of Mixue ice cream & tea as the background also circulated in large numbers in the network. Finally, Mixue ice cream&tea reaped nearly 3 billion views with this video marketing. Mixue ice cream&tea firstly seized the music melody brainwashing way, which spread to every audience's ear in a short time. Secondly the behavior in its store and marketing approaches just fit the brand tone. Meanwhile, the purpose of releasing such a theme song on the official website and promoting it is to show the public the friendliness of the brand and bring the brand closer to the public.

3.2.2UGC video marketing case analysis - Megatron's interesting conversation in Universal Studios

Nowadays, the popularity of streaming video on the network is inseparable from the topic, so each video has its own topic. While spreading the video content, it also attracts a large number of netizens to participate and interact with each other and spontaneously shoot the relevant video and upload it to the streaming media platform. The video marketing method of UGC refers to the use of the topic and interaction of video to lead netizens to spontaneously release videos related to products or enterprises, so as to achieve the purpose of marketing [2]. Around the Mid-Autumn Festival this year, Universal Studios made perfect use of this marketing model. During the process of taking photos with tourists, a humorous Megatron interacted with tourists in a language set by his own characters, which has aroused a lot of attention and dissemination on the Internet. Many netizens uploaded the video of their conversation with Megatron to the internet and a large amount of network traffic emerged at once because of the uniqueness and humor of each conversation. This marketing model captures the mentality of netizens to follow the crowd and so many people will spontaneously go to Universal Studios to shoot videos after watching other tourists' photos and conversations with Megatron, which not only increases the number of passengers in the scenic spot, but also provides a lot of free network traffic for the scenic area.

3.3 The influence of Video Marketing

3.3.1influence on enterprises

Video marketing with the help of streaming media in the form of very low cost can bring huge attention and network traffic to enterprises. As far as enterprises are concerned, this is undoubtedly of great help to their product output. At the same time, the video itself is a brand culture of the enterprise. In the process of its dissemination, the public is not only attracted by its video content, but also unwittingly understand the deep cultural information within the enterprise. Thus, the purpose of the establishment of corporate brand image can also be achieved naturally. However, if the video content is overly exaggerated, falsified, false marketing components, it will be a great blow to the reputation of the enterprise. Because video marketing is only a tool, it can positively bring explosive growth to enterprises, but will also negatively bring a precipitous decline.

3.3.2influence on consumers

The impact of a large number of video content and consultation on consumers makes some people who do not know the brand have a basic understanding, resulting in more potential consumers [3, 4]. Secondly, the high participation and interaction of video make a large number of netizens and consumers participate in it. Through the video message interaction with the official account or the interaction between netizens, the enterprise further captures the inner activities of consumers and gradually changes their consumption concept, so as to achieve the purpose of marketing products and brands.

3.4 The enlightenment of event marketing to achieve brand communication

Take advantage of the ultra-high interactivity of video. When posting related topic videos, enterprises should pay attention to the comments of the video in time to confirm the direction of the video. Enterprises should continue to promote when the video wind direction has a positive impact on the construction of corporate brand image, but when there is a bad wind direction in the video, they should make adjustments as soon as possible through video comments and other means.

Video marketing from the perspective of the public. From the case of video marketing explosion, it is easy to see that many hot topics in video are not released and promoted by the official accounts but produced by public accounts. This approach is more in line with the mass media and more daily, so it is necessary for corporate officials to cooperate with video bloggers and use video bloggers to drive video popularity to achieve the purpose of spreading corporate values and cultural values.

The diversity of video content and the unity of cultural values. Enterprises can use a variety of content when shaping their brand image through video, so as to attract people at all levels of society from different directions and angles and diverse video content will continue the vitality of video marketing. What needs to

be paid attention to is to ensure that the content is consistent with the branding concept. Once the public has a fixed concept of corporate image, it should not be easily overturned or refuted, otherwise it will make the public doubt the quality and positioning of the enterprise, which will lead to negative impression.

4. EVENT MARKETING ANALYSIS

4.1 Causes

It is a period of information overload; users' attention becomes a scarce resource. At the same time, the user's psychological defense is also gradually strengthened. To stand out from the complex streaming media environment, companies need to innovate their marketing communication and bring more extra value to users through some communication activities, and event marketing is thus created. With the arrival of the era of marketing communications, enterprise branding is in the era of user supremacy, companies need to do some various marketing activities to strengthen communication with users, so as to maintain the vitality of the brand, and event marketing is one of the new methods of marketing communication.

4.2 Event marketing classification and case analysis

4.2.1leveraging hot spots marketing case analysis of "Summer Ice Festival" of Eleme

Eleme is an online takeaway delivery platform in China, and it launched a summer ice festival that leveraged the Tokyo Olympic Games event hot spot, which eventually reaped 17 hot Weibo searches, with a total exposure of 1.7 billion, and successfully captured millions of interactions. Reviewing the entire marketing process, companies have hot spots on every step of planning. Before the opening of the Tokyo Olympic Games, Eleme invited the platform's spokesman Wang Yibo to promote the various games and benefits of the event, leveraging the power of fans to start the activities. With the start of the Olympic games, the Olympic athletes became popular people in this period. Therefore, it invited the Olympic champions from the five most popular sports to become Olympic guessing officers and cheer for the athletes. At the same time, it launched the topic of who is the prediction officer and called on users to enter the platform to participate in the activities and get some benefits of various creative forms. Finally, Eleme took advantage of the closing of the Olympic Games to launch a celebration of "getting 88-yuan red packets" to give users benefits.

4.2.2creating hot spots marketing case analysis of Linabell

On September 29, 2021, Linabell made her global debut at Shanghai Disneyland, capturing the hearts of girls with her cute pink fox image (Zhipeng Xie, Tao Wang & Jing Zhao, 2021) [13]. According to the article ' Sixty days after her debut, she was hailed to the top by the post-1995 generation' published by 36Kr on November 25, 2021, people have also started calling her "Daji of Chuansha," referring to the favorite consort of King Zhou of Shang. Linabell's character features represent the spirit of adventure, and she likes to explore the world and behaves like a boy, which is in line with the image of independence pursued by women in the new era [14]. Linabell's rapid popularity is a kind of Disney's creating hotspots marketing. After Linabell got the public's attention, Disney integrated resources from multiple channels to create a marketing campaign. The first is to create a topic, Disney created a lot of information about Linabell on Chinese social media platforms. As of November 3, a hashtag with the character's name has been viewed over 350 million times on Weibo; related notes on little red book have been over more than 3000, and videos were played more than 170 million times on TikTok. Disney creates a deep impression in the minds of users by making persona marketing, such as corporate slave. After such marketing, Linabell's souvenirs at Shanghai Disney were sold out and the price also increased by several times, Disney thus gain higher revenue.

4.3 The influence of event marketing

4.3.1The impact on the enterprises

Event marketing can help enterprises to expand the population of a brand quickly and widely, and also maintain the vitality of the brand. However, if companies are not based on their actual situation to do reasonable event marketing, it will have the opposite effect.

4.3.2The impact on the users

To a certain extent, event marketing can guide users to recognize the brand, and users are more likely to resonate with the brand through the content or activities generated by event marketing so that they can deepen the impression of brand image. At the same time, the user's psychological state and consumption behavior will also change, so users need to keep their senses.

4.4 The enlightenment of event marketing to achieve brand communication

Companies cannot force the use of any hot spots, to conform to the actual development of the brand. It is necessary to combine the brand's own strengths to do effective event marketing.

The content of event marketing should be based on the user. The content of brand communication should focus on users' views and opinions and provide resonant content for target users, rather than follow the topical content blindly.

Event marketing is just to help companies more accurate development. High-quality products and sales are fundamental to brand development. Event marketing is only an aid, companies should not rely on it heavily.

5. LIVE BROADCAST MARKETING ANALYSIS

5.1 Causes

According to the article 'why live streaming is so popular' published by Xin Hua Daily on July 13, 2020, it showed that the form of live streaming marketing firstly started at Taobao in 2016 for selling merchandise. What's more, due to the covid-19 live streaming marketing reached a peak. In the era of 4G, data costs have plummeted, and wireless Internet speeds have improved making video the dominant source of information on the mobile phone. [8] The companies need more platforms to carry out brand marketing and cultural publicity. Those companies need a platform to show their product more detailed, and a more credible way to lead consumers to put faith in them.

5.2 Live broadcast marketing classification and case analysis

5.2.1Jiaqi Li Taobao live broadcasting room

Live broadcast plus KOL is one of the most popular marketing methods among consumers. Jiaqi Li, the head anchor, described the product vividly and accurately. He made use of the real-time interaction characteristics of the live broadcast platform to answer users' questions in real-time. At the same time, he would take the initiative to provide users with purchasing process guidance. [10] The feature of real-time interaction makes live broadcast an advantage over other purchasing methods. In addition, Jiaqi Li created an atmosphere of buying to encourage consumers to buy products during the live broadcast process. [9] What's more, the buying atmosphere reduced consumers' thinking time and make them feel satisfied to get a bargain. His common words are "Are you ready? " etc. This stimulates consumers' desire to buy and mobilize consumers' sentiment so that consumers participate in the activities actively.

5.2.2Live broadcast + press conference

On May 25, 2016, Xiaomi held its first new product press conference through the Xiaomi Live APP, and the number of online viewers approached 600,000 before the end of this live broadcast. In 2020, the number of online viewers of mi 10 press conference reached 2.99 million, and the Weibo topics received 1.26 billion views. It was a new level of live streaming. [11] In addition, Xiaomi also opened another live broadcast room to interact with users in real-time and answer their questions. Compared with traditional press conferences, live broadcast +press conferences let information spread faster and more widely and have higher user participation.

5.3 The influence of live broadcast marketing

5.3.1Favorable influence

Live broadcast marketing can display products more intuitively. Brands can interact with users by using live broadcast publicity. In addition, it also helps to get the latest users' feedbacks more easily which could give them more time to solve the problem and avoid unnecessary misunderstandings caused by information asymmetry.

5.3.2Adverse effects

Excepting KOL's distinctive personal style and clear explanation, many live broadcasts tend to be homogeneous. Therefore, it is difficult for small and medium-sized businesses that lack funds to walk out of their way in the red Sea of live broadcasting. Live broadcasting can only expand their ratings to a certain extent, but the ratings can not necessarily be translated into income. [12] At the same time, there is a risk of data fraud in live broadcast marketing. Live broadcast studios and brands may use false data to exaggerate product effects and expand their influence.

5.4 The enlightenment of live broadcast marketing to achieve brand communication

KOL needs to locate the corporate brand culture clearly during the live broadcast. From the process of Jiaqi Li with goods can see that his interpretation and introduction of Hermes only around the "expensive" and "advanced" to launch, expensive, advanced is also the selling point of Hermes itself. Therefore, brands and anchors must find a precise and simple brand cultural positioning, a marketing selling point that can be immediately understood by users.

Attention should be paid to interaction with users during the live broadcast. Whether it is KOL delivery, press conference, or any other brand marketing method relying on live broadcasting, the purpose is to let more people know about their products and eventually make them the consumers of the brand. Therefore, active interaction with users can not only stir up the heat of the topic but also timely collect feedback to improve their problems.

6. CONCLUSION

Video marketing can almost be called a basic marketing mode in the background of stream media. For the establishment of corporate brand image, video marketing can spread a large number of brand cultural information to the public in a very short time, so as to get more and more brand advocates. Then, video marketing is a low-cost but efficient way for the whole industry, so for those enterprises that are good at using video marketing, they will win their competitors in terms of investment and advertising benefits. Second, event marketing is an innovative form of enterprise brand marketing that is in a phase of high-speed development in the complex and changing new media environment. Event marketing has two sides. Although it can help companies quickly bring enormous attention to their brands in a short time, it can also have the opposite effect. Therefore, when companies operate event marketing to enhance their brand image, they need to integrate various factors and reasonably assess the feasibility of event marketing to achieve the expected effect. Third, live Broadcast marketing is a publicity method that is gradually becoming mature. As to live broadcast marketing, flow and consumer engagement are very important. Flow is the base of one company and its products to be known by its consumers, and also the base of the company to attract prospective consumers. Consumer engagement is the way to transform flow into profit. With the gradual maturity of the live marketing industry, the competition between different brands' live broadcast marketing is becoming increasingly fierce. Brands need to understand more about the direction of the tide and the need of consumers to improve their competitiveness.

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