A Study of New Media for Theater Brand Marketing

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Abstract. With the rapid development of the theater industry today, the brand image of the theater has become one of the important factors for consumers to choose the theater, and its brand marketing ability has also become the core element of the competition between theaters. This paper will take the new media brand marketing as the main body of research, make a systematic analysis of the brand marketing strategy of theaters, and put forward reasonable optimization measures for the brand marketing of contemporary theaters relying on the relative theories of branding and marketing. It was divided into four parts to study the brand marketing strategy of theaters under new media: the first part, the analysis of new media and its communication characteristics; the second part, the impact of corporate brand marketing under new media as the object of study; the third part, the comparison of theaters in the old and new media; and the fourth part, the opportunities and challenges brought by the new media to the brand marketing of theaters.

Keywords: theater, brand marketing, new media

1 Introduction

The concept of new media was pioneered in 1967 by P. Goldmark, director of the Institute of Technology at CBS [1]. New media is a relatively fluid concept, with more advanced media technologies and media forms existing in every era. New media refers to all means or forms of communication based on Web 2.0 technology, using electronic products as the main output terminals, providing users with integrated information, entertainment and services [2], such as cell phone media, digital television, blogs, short video platforms and so on. New media refers to a new type of information dissemination that is different from traditional media with the support of the Internet and mobile communication technology. It effectively combines traditional media and emerging technologies, utilizes new technical means, and has comprehensive development and enhancement compared with traditional media in terms of dissemination scope and information quality [3].

New media has now become a key part of China's industrial development, occupying most of the media market, and gradually becoming an emerging force in the media field and media market in the market competition [4]. For the reasons why new media occupy the dominant position in China's media field, different scholars have expressed

different views. Huang Wei (2019) believes that in recent years, China's information technology has advanced by leaps and bounds, and all the technologies required for new media are very mature and perfect. The construction of communication infrastructure and network development is very rapid, the digital terminal commodity market is huge, the application of digital products is popular, and the growth rate of the new media consumption market has gradually increased [4]. Tang Xujun. (2021) summarized that in 2020, China introduced a plan for the development of media convergence, indicating that the construction of new media is one of the state's vigorously promoted policies [5]. Summarizing the above views, we can conclude that the new media breaks the medium barriers that traditional media have always divided and operated, and moves forward at an unstoppable speed, while creating new industries and business opportunities [6].

2   Literature review

Industries in the new media age are rapidly adapting to the characteristics of their communications in order to elevate the status of their brand communications, hence the need for brand marketing in the new media environment. Marty Neumeyer writes in his book "Brand Flip" that the new media era is a time of fundamental change. A brand cannot build a static brand based on a "one-and-done" strategy; instead, it must flip to a new paradigm, one that can adapt to change, attract customers on its own terms, and give more control of the brand to its supporters [7]. That is why the study of brand communication in the context of new media is well understood as valuable research and necessary development for all industries.

At present, theater enterprises have also begun to use new media for brand marketing. For example, the Shaanxi Grand Theater held a "Miracle Night" concert with the Qin Shi Huang Mausoleum Museum in 2019, followed by the "National Treasures on the Cloud" and "Qinling on the Cloud" live series. It combines music with history and natural scenery, breaking down the geographical barriers to watching performances [8]. The National Theatre of the United Kingdom launched a project in 2009: "National Theatre of the United Kingdom Live" NT Live uses multimedia technology to film stage plays on site, and disseminates them via satellite and the Internet, sending the video to cinemas, theaters and venues all over the world, through 4K high-definition digital video. The video was transmitted via satellite and the Internet to cinemas and theaters around the world for synchronized or time-delayed playback on 4K high-definition digital cinema projectors and 5.1-channel surround sound equipment. It even simulated and surpassed the theater experience and created a unique aesthetic for the audience [9]. Compared with foreign mature theater management mechanisms, China's theater culture has a long history, but the establishment of systematic theory is late, and belongs to the stage of imperfection. Mr. Chen Ping, the first president of the National Grand Theatre, has published the book "Theatre Operation and Management - Promotion of the National Grand Theatre Model", which summarized the laws and significance of the operation of the National Grand Theatre, and is a textbook guide to the management and operation of domestic theatres. And similarly, there was also Mr.

Qian Shijin, the general manager of the Shanghai Grand Theatre, who has written "Classic Cases of the Cultural and Artistic Performances Market: The Grand Theatre's Behind the Scenes and Before the Stage", to sort out the organization's business path and elaborate on its business characteristics as the main content, for the subsequent research on China's theater brand marketing to provide a theoretical basis as well as individual cases [8]. The above research summarized the law of China's theater marketing, which is of great significance to domestic theater marketing operation.

Comprehensively observing the current state of research in China, the theater mostly focused on the analysis of the communication model as well as the innovation of communication content. Lu Li (2018) provided optimization suggestions for the theater's communication model, resource integration, and process reengineering in his paper "Integration and Change of the Communication Model of the National Grand Theater" [10]. Gong Xiaoli (2020) in her paper "Exploration of Theater Marketing Mode under Internet Thinking" provided suggestions for a new marketing model for the theater from the perspective of the Internet [11]. In the paper "The Construction of the Brand of the Theater", Jiang Tao (2017) put forward that the domestic theater brand construction and external image are vague, and the development of the theater brand has encountered a bottleneck. He also proposed that the theater should be combined with the market and increase the construction of talents and other views [12]. This kind of research on the application of new media in communication is relatively weak, with less research on brand communication as an entry point. Because the domestic theater operation is not yet perfect, we hope that through the research on the impact of the new media environment on the brand marketing of cultural enterprises, to further build the development path and ideas and methods applicable to the brand marketing of theater enterprises, and improve the relevant theories, which is conducive to filling the long-standing research gaps in this area, and to improve the level of marketing management of the theaters.

3   Characteristics of new media communication

3.1   The concept of new media

The concept of new media was first to put forward by the U.S. Columbia Broadcasting System (CBS) Technology Institute Director PGoldmark in 1967. He wrote the New Medium as well as electronic video merchandise plan in the U.S. industry, which caused strong repercussions [13]. After ERostov, chairman of the Presidential Commission on Communications Policy, submitted a report to President Nixon that mentioned the concept of new media in many places, the concept became widely popular in the United States and gradually spread to the world, and "new media" gradually became a hot topic around the world.

Some scholars believe that although the concept of new media was proposed earlier, the real popularization and application of new media is still after the great progress of mobile Internet and the full popularization of mobile media [13]. Generally speaking, we will define the concept of new media pairs from two perspectives. Some scholars will start from the point of view of characteristic technology, that new media is a

communication technology that can make users interact with each other, or between users and information, usually based on computer technology, which is the transformation of traditional media through digital technology [14]. Shi Lei put forward a similar point of view. he believes that new media is different from traditional media, and is an emerging form of media communication, relying on network technology, electronic technology, network communication technology and computer technology, after the application of the above technology, through certain mobile digital terminals such as cell phones, computers, PDAs, digital TVs and so on, to provide users with services or provide useful information [15]. Some other scholars will define it from the perspective of behavior. This is because, in addition to the functions and characteristics of the technology itself, scholars have begun to look for the uniqueness of new media at the level of the communication behaviors and practices triggered by new media. According to Post, new media technology can bring people unprecedented gains, such gains are able to re-process and re-disseminate information, so the new media is more difficult to control compared with traditional media. In his opinion, the birth of new media has led to various changes in human behavior. What could not be done before in the traditional media era has become possible in the new media era.

The current new media has been very different from what it was at the beginning of the new media. Qi Jiayuan believes that we also need to have a certain understanding of new media from the concept of communication [14]. Tsinghua University professor of land in the "2007: China's media industry development report" in the new media into a broad and narrow sense of the two. New media in the broad sense includes new media and emerging media. New media in the narrow sense only refers to emerging media. According to him, "the so-called new media refers to the media or media that are transformed or upgraded on the basis of traditional media by applying digital technology. There is no essential difference between new media and traditional media in terms of concept and application. For example, the newspaper from lead, oil printing to laser phototypesetting, color printing, but still newspapers; radio from amplitude modulation (AM) to frequency modulation (FM) and then to digital audio broadcasting (DAB), in essence, or broadcasting; television from black-and-white to color, from analog to digital, or still television. In other words, with the emergence and application of new technologies, new media will continue to appear [16].

This new media should be different from traditional media in form as well as innovative in concept and application [16].

Land's point of view can be more thorough and accurate for us to understand the new media, so this study prefers Land's point of view. The core of the new media is digital technology, and there should be innovation, which is not only a simple technological innovation, but also more importantly, there should be innovation in the conceptual tools. The innovation in technology alone can only be regarded as a kind of evolution of communication media, but it can not be called new media, and the innovation in concept can be regarded as the core content of the definition of new media [14].

3.2   Characteristics of new media

New media have distinctive features, such as digitalization, interactivity, personalization, fragmentation, decentralization and convenience.

Firstly, digitalization is the most significant feature of new media, i.e., through all-round digitization, new media reduce the text to binary original code for information transmission and storage; unlike traditional media one-way communication, new media enhance the interactivity between the communicator and the receiver, and information resources can be shared on the Internet, and information dissemination can be exchanged and communicated in a timely manner between the main bodies of information dissemination; new media realize the personalization of information dissemination, based on the network environment, and provide various personalized information based on the preferences, characteristics and habits of information users. Personalization of information dissemination is realized by new media, based on the network environment, providing users with various personalized demand services based on the preferences, characteristics and habits of information users; information dissemination in the new media platform is often not subject to the constraints of time, whether it is information, text, pictures and videos, which can be disseminated at any time across different terminals for fragmented dissemination to improve the brand efficiency of enterprises.

Secondly, new media is different from traditional media, with new features of interaction. In the traditional media era, as the mass media of the press, radio, movies, television, the dissemination of information has unidirectional, inconvenient information feedback, is less interactive. In the new media environment, the sender and receiver of information are two-way choice relationship, and any part of the interaction is equal for the control of information. The interaction of new media can be carried out through text messages, emails, forums and other aspects, which can provide the masses with both channels of information understanding and channels of feedback from the masses. The masses can no longer only passively receive information, but also be able to disseminate information [17].

Thirdly, the communication mode of new media is characterized by fragmentation. Traditional mass media focus more on completeness and systematicity in the process of information dissemination.

In the process of information dissemination, traditional mass media focuses more on completeness and system, and it is very strict, serious and standardized in the way of expression. New media, on the other hand, are freer in expression and more lively and infectious in discourse organization. In the new media platform, information dissemination is often not constrained by time, whether it is pictures, text or video, etc., which can be disseminated at any time and any place in different volumes, which also leads to the lack of standardization, wholeness and systematicity of the information in the new media, and the characteristic of fragmentation is particularly obvious, which is related to the basic characteristics of the new media itself [3]. According to Wang Zhe, this fragmentation is mainly reflected in three aspects, namely, fragmentation of information content, fragmentation of discourse style, and fragmentation of communication terminal. In the expression of new media, the information content is mostly in the form

of fragmented words and phrases, pictures and videos, etc. With the popularization of smartphones, people rely more and more on this concise and effective way of expression. But this does not mean that the communication power of information declines, on the contrary, this way of communication is more attractive. The discourse style of new media is different from the seriousness of traditional media, and often has the nature of light humor and random absurdity. The continuous popularity of various network languages is an important reflection of the discourse style of new media. With the continuous development of science and technology, smart phones, tablet computers and other devices continue to be popularized, new media communication terminals can be constantly changing, and most of the information dissemination often involves the integration of a variety of terminals to complement each other [3]. Wang Zhe's view is clearer and clearer, and his understanding of new media fragmentation is deeper, so this paper adopts Wang Zhe's view.

4   Impact of the new media environment on corporate brand marketing

4.1   Definition of corporate brand marketing

Some scholars have made the following definition of brand marketing: analyze consumer brand demand, as the first point of departure, the establishment of a high style, high taste of the marketing concept, under the premise of consumer satisfaction, to obtain market share, improve the core competitiveness of enterprises, to ensure that the development of the source of power of a planning, implementation of the marketing process [18]. David Ake had the following summary of the marketing approach "Recognize the straight analysis of the relationship between the brand and consumers, clarify the core values throughout the enterprise, to be able to give full play to the role of the brand value, so that the enterprise in the market to maintain a high speed development state". Li Zhiqiang Zhao Weijun that marketing is the value behind the brand to consumers, for the enterprise to realize the brand value to the real benefits of the way and process [19]. The main purpose of brand marketing is to show the enterprise's culture as well as characteristics, so that consumers and the market can deeply, comprehensively and concretely understand the enterprise, and be loyal to the enterprise, so that the enterprise can be supported for a long time [18].

4.2   Characteristics of brand marketing in new media environment

After summarizing and organizing, the existing literature has expressed more characteristics of brand marketing under new media, such as strong marketing interactivity, low input cost, complexity of the marketing situation, diversification of marketing channels, and difficulty in assessing the marketing effect. Scholar Su Qiang believes that the marketing effect is difficult to assess as one of its characteristics. The Internet research company iResearch constructed a complete system for assessing brand marketing effects in 2019 for the characteristics of marketing activities, which is widely

recognized by the industry and fills the industry gap, so that the problem of brand marketing effect assessment can be solved. Based on this, I summarize the main features of brand marketing in the new media environment as follows five points:

(i) the complexity of the marketing form

Compared with the traditional media of single text, sound and video, the new media gives the brand marketing a multi-form marketing model, the formation of multimedia audio-visual marketing, through the Internet audience dissemination, and can further expand the scope of the brand marketing communication, and even global dissemination, so that the product and service information can be covered at the same time, cell phones, network communities and other communication media, effectively utilizing the media audience's fragmented time and limited distance to promote brand marketing information. New media diversity and flexibility, not only have the traditional media forms of communication, but are also able to simultaneously disseminate multimedia information, so that the brand marketing form diversification [20].

(ii) Stronger marketing interactivity

New media marketing is more interactive, and more conducive to enterprises to obtain feedback. Compared with the traditional marketing lag, new media marketing with the help of online platforms to interact with users, Durukan believes that in the new media environment, consumers are willing to obtain from the new media platforms other people's experience of goods and services, evaluation, compared to the enterprise's recommendations, consumers are more willing to search for goods and services related information, to enhance the willingness to buy goods, that is to say, new media platforms on the evaluation of goods on the purchase of goods on the consumer's will to buy goods. That is to say, the evaluation of goods on the media platform has a great influence on consumers' purchase intention [21]. For example, in the comment function of the Meituan APP, users can comment on the quality of service, and merchants can also respond directly to the relevant issues under the user comments, through data analysis and online feedback from users, enterprises can quickly make adjustments based on user feedback. goldenberg also believes that, compared with traditional marketing methods, the information release of new media marketing is more flexible, more interactive and more favorable to enterprises and customers. Interactivity is stronger, which is more conducive to enterprises collecting customer feedback and effectively meeting customer needs [22].

(iii) Low input cost

New media marketing through the creation of a network platform, reduces the proportion of fixed capital investment and the fixed cost, and in the marketing process, through the use of multimedia technology means, in the form of text, pictures, video and other forms of recording and describing the relevant information about products and services, resulting in the flow of costs is greatly reduced; and although the new media marketing has been with a very high level of technology, but compared to the high-end technology, the new media marketing's technology cost is relatively low [20].

(iv) Innovation of marketing tools

In addition to the above, the brand marketing under new media is also innovative. China Internet Data Center has released a set of data showing that the total per capita consumption of China's Internet is growing rapidly, and the scale of the online adver-

tising market is expanding with it, while the innovation of marketing means has a strong impact on marketing. With the gradual change of consumer consumption concepts, personalized demand is growing, and the enterprise's communication and marketing methods are also constantly adapting to this change, novel marketing means are the best way to attract consumers.

(v) marketing audience rejuvenation

With the traditional media marketing audience for the middle-aged and elderly different, new media brand marketing is more inclined toward young consumers. Middle-aged and elderly people are influenced by traditional media, and the use of new media is not skilled, and do not understand the brand operation under the new media. Nowadays, brand marketing under new media, such as advertisement implantation in video websites, TV series titles, game sponsorship, are more inclined to young people. Some old brands have or do not carry out new media marketing, or have just started marketing, but not sufficiently. On the contrary, most of the marketing enterprises favored by young people, such as trendy games, trendy clothes, cultural creations, luxury cosmetics and so on.

4.3   Value of new media environment for enterprise brand marketing

(i) Expanding the scope of brand marketing communication

After entering the digital information age, the Internet has become the most convenient communication medium for brand marketing, which can realize a wide range of brand communication and promotion in a very short time. For example, by opening the brand recommendation function in Sina microblogging, it can realize the product information dissemination in a few hours to reach millions of microblogging clients, that is, to realize the comprehensive coverage in a short period of time, which greatly improves the efficiency and effect of brand marketing, and it can make it convenient to rapidly expand the popularity of the enterprise, so that more new products and new brands can realize the promotion of a wide range of products and get the wide recognition of the masses [23].

(ii) Expanding brand marketing communication channels

In the digital new media environment, brand marketing to identify and contact the target consumer has become difficult to intensify, the enterprise must integrate effective communication channels, and a more in-depth understanding of the brand audience's behavioral patterns and personality, so as to make the consumer's needs satisfied.

The emergence and development of new media make the brand marketing channels present multi-platform diversified characteristics, online and offline joint communication, media channels tend to be interactive media. First of all, multi-platform marketing channels, digital new media era of brand marketing audience to accept the change in the way of information, the diversity of the form of marketing media, making the past brand marketing a single channel to diversification, multi-platform development, is no longer limited to television, radio, newspapers, magazines and other forms. The development of the network makes social media, interactive media, outdoor advertising, cell phone new media and other channels of media forms can be generated. In the past, the strategy of relying solely on promotions and advertising bombardment to carry out

brand publicity with the process of the digital Internet is becoming increasingly ineffective, brand marketing to form a multi-platform, de-advertising brand marketing, invisible brand marketing, penetration brand marketing has become mainstream, companies are looking for the use of things in life in order to brand marketing audience is more receptive to third-party brand promotion [20].

(iii) conducive to the establishment of correct brand awareness of consumers

In the era of traditional media, information is more closed, resulting in serious information asymmetry, consumers are difficult to obtain enough information about products and services to make a correct judgment on their purchase choices, which will harm the legitimate rights and interests of consumers, but also not conducive to the formation of a healthy market environment. Compared with traditional media, new media information dissemination is more active, and it is easier for consumers to get enough information about products and services Su Qiang (2013) believes that by using new media online advertising, consumers can find out information about the products of enterprises on the Internet, and the evaluation of other consumers. Enterprises can also rely on high-quality and efficient interactive platforms to strengthen the opportunity for intimate contact with consumers, carry out positive interaction, and win a good reputation for the enterprise [23]. Consumers who have purchased the product can upload their evaluation to the new media platform, which in turn can make those who have the intention to purchase and potential target groups to create a new and more mature understanding of the brand. Enterprises can also have close contact with consumers through high-quality and efficient new media interactive platforms, actively interact with them, strengthen in-depth communication, and improve the recognition of enterprises and their products.

(iv) Facilitate the segmentation of brand audience

In the Internet era, changes in the information dissemination environment have led to the segmentation of audience groups, communities, and the increasing awareness of audience autonomy, which has transformed from a passive position to an active position, requiring co-creation. The emergence of new media has changed the audience's concept, they are from passive acceptance of advertisements to instill product information, to actively search for information, to actively search for product information of interest, and began to seek to have an equal dialog with the businessman, to express their own opinions and suggestions on products and services [20].

(v) Favorably stimulate the brand audience positivity

In the age of the Internet, any information and symbols can be processed for a second time in mass communication. Here, people can enjoy the structure, collage, and interpretation of all brand elements, in terms of the brand has played a good role in publicity to promote. The same brand audience can interact and influence each other based on the same interests in the forum, which better stimulates the enthusiasm of the brand audience.

4.4   Problems of corporate brand marketing in new media environment

Existing research on the problems of corporate brand marketing in the new media environment are discussed more: the lack of the number of corporate new media talent,

the lack of corporate awareness of the value of new media marketing, corporate neglect of brand positioning, the lack of interaction with consumers and other points of view.

(i) Insufficient value of enterprise new media marketing

New media has gained rapid development at present, some scholars believe that due to the shortage of talent, the brand marketing carried out by enterprises is difficult to show the maximization of advantages in the new media operation. Scholar Zhu Qing believes that the relevant personnel must pay attention to enterprise brand marketing, and new media professionals have a very critical role in brand marketing, can provide support for the conversion of new media brands [24]. And I think the actual problem should be more focused on the lack of enterprise marketing value. Some enterprise strategy lacks new height, there are certain limitations, such as some enterprises compete for market resources by reducing product prices and other ways, its effective enhancement of market share, but due to the lack of perfect market business strategy, resulting in the enterprise in the development of strategic marketing as well as the ideal situation there is a certain derailment.

(ii) enterprises do not recognize the value of new media marketing

In the primary stage of new media development, traditional media will have a more intuitive impact on the enterprise brand marketing, enterprises have not set up the key to transformation, only with the help of new media to obtain instant information, and did not take into account the consumer's goodwill for the brand and so on, and in fact, these potential factors for the development of the enterprise has a crucial role. Because of the lack of knowledge about new media marketing, companies do not pay much attention to the application of new media in brand marketing, and still use traditional media as the main medium. In the long run, enterprises that are not willing to transform traditional media will see their brand value decrease significantly and eventually be eliminated from the market. New media marketing needs to be carried out in the long run, requiring enterprises to have a long-term vision to understand the brand benefits that new media can bring, rather than taking short-term gains as the key.

(iii) Enterprises do not pay attention to communication with consumers

Consumers have a very key role in the development of enterprises, is essential for enterprises to carry out brand marketing. Therefore, enterprises must take consumers as a foothold when carrying out brand marketing, and only in this way can enterprises create more brand revenue.

5   Characteristics of Theater Brand Marketing in a Traditional Media Environment

5.1   The concept of traditional media

Most scholars believe that traditional media is a traditional mass communication method relative to the emerging new media in recent years, i.e., the media that regularly releases information or provides edutainment platforms to society through certain mechanical devices, mainly including newspapers and magazines, communications, radio, television and so on. According to Sun Weiwei (2007), traditional media is a

typical "single-media" compared to the multiple ways of expression of network media communication. For example, newspapers present information in an abstract textual way, while radio presents content by sound, and television is popular for its combination of sound and picture. These forms of expression are never independent, and the audience must choose between them. For example, one can only see moving images of news events on television; one can only read news reports in newspapers, etc [25]. According to Wolfgang Donsbach (2013), media have traditionally been divided into two categories, electronic and non-electronic. Historically electronic media was radio and television; non-electronic media included newspapers, magazines, direct mail, commercial newspapers and outdoor (billboards, murals, etc.). However, in the transition from analog to digital, the traditional boundaries between electronic and non-electronic media have become less distinct. Newspapers, for example, are becoming increasingly digital in nature. Based on Donsbach's view, which is more relevant to this study, it is argued that any developing online media is dependent on traditional media, and that any deficiencies in the online media itself can be beneficially supplemented in the traditional media, which is also constantly improving and moving towards self-improvement under the impetus of the online media.

5.2   Impact of traditional media on theater brand marketing

(i) Increase audience attention

In order to effectively increase audience attention, major theaters have chosen to advertise on large outdoor screens and billboards in busy areas or cooperate with outdoor media with high attention. In the placement, mainly to the repertoire packaging publicity, the repertoire will focus on a wide range of publicity, in order to achieve the purpose of maximizing the publicity effect.

(ii) Enhance consumer brand loyalty

Traditional media communication triggers a positive impact among consumers as receivers, so consumers' perception of communication positively affects their perception and image of the brand (Bruhn et al, 2012). Therefore, traditional media communication is positively associated with brand loyalty as long as it leads to a favorable consumer response to the product in question compared to an equivalent unbranded product (Yoo et al, 2000). Furthermore, since marketers always present their brands in a positive way, marketers will always transmit positive brand-based communication content. Therefore, it is hypothesized that positive evaluations of marketing communications and traditional tools used by firms to create communications will positively influence brand awareness, functionality, image, and brand loyalty (Bruhn et al, 2012). In summary, brand loyalty communication plays an important role in improving traditional media communication by increasing the probability that a brand will be taken into consideration by the consumer, simplifying the consumer's brand choice and transforming this choice into a habit.

6   Opportunities and Challenges of New Media for Theater Brand Marketing

6.1   Opportunities

(i) Upgrading the brand image of the theater itself and increasing its popularity

Take the National Grand Theatre as an example, as the highest national performing arts center, the National Grand Theatre has formed a series of brands including "National Grand Theatre", "NCPA", "National Grand Theatre Opera Production" and so on, through the implementation of differentiated management and brand strategy. Through differentiated management and brand strategy implementation, a series of brands including "National Grand Theater", "NCPA", "Opera Production", etc. have been formed, and its brand image has not only been deeply implanted in the minds of the audience, becoming synonymous with "elegant art" in the audience's mind, but also exerting extensive influence in the international arena, and realizing a double harvest of social and economic benefits. In the context of the epidemic and the 5G-enabled era, the NCPA has once again innovated its brand communication mode, actively explored the innovative way of integrating "art + science and technology", and implemented the digitalization strategy for the art industry. Entering the new business mode of the performing arts industry, actively responding to the online and offline dual-track operation, showing the mission and responsibility as a national art hall [8]. The National Grand Theater has achieved excellent results in brand building, setting up a benchmark for the domestic theater industry, and providing an experience for China's theater brand communication model.

(ii) Towards Mass Communication of Fine Arts

In the traditional media era, elegant art only has a small audience market, and due to the cost of performance, venue and other cost limitations, it is impossible to carry out mass communication. The new media breaks the time and space boundaries of theater performances, breaks through the synchronization of production and consumption of performing arts, reduces the cost of theater art dissemination, and can meet the needs of diversified audiences through digital technology, effectively realizing the mass dissemination of elegant art. Taking the number of performances as an example, the concert hall of the National Grand Theatre can accommodate more than 2,000 people at most in one performance, but the "Spring Online" concert of the National Grand Theatre can be watched by 30 million people online at the same time, which shows the significance of new media communication in the transformation of "popularization" of the elegant arts. This shows the significance of new media communication in the "popularization" of elegant art [26].

6.2   Challenges

(i) Excessive marketing and neglect of creation itself

Take drama as an example, since 2012, the common phenomenon of drama stage performance is the strong introduction of the concept of "IP", from well-known novels to film and television dramas to animation, games, pop songs, etc., following the trend

and piling up adaptations has become a common phenomenon, and a considerable part of these adapted works have been a great success at the box office, creating one miracle after another in terms of performance and business. Some of these adaptations have been successful at the box office, creating one miracle after another in the business, and I am afraid that it will be difficult for the IP boom to subside for a while. Driven by the fan economy, performance planners have seized the curiosity of readers and viewers, expanded the artistic existence of the hit works to the most diverse forms, and extended the related product chain, with the aim of attracting fans to consume multiple times, and maximizing the commercial value of the works of art. And not all adaptations for the fan base have been big successes at the box office. This is partly due to the fact that drama performances are mainly concentrated in first-tier cities such as Beijing, Shanghai, Guangzhou and Shenzhen, while some popular IP works have a low age group, with fan groups and Internet fans living in third- and fourth-tier cities, whereas the number of fans in the first-tier cities is not as large. Take the musical "Small Time" as an example, it did not reach the same high box office as the movie after staging, the reason is that the age group of the fans is low, and it is mostly concentrated in small and medium-sized cities, and the stage performance cannot be popularized like the cinema at present, and the fans can't afford to pay for the transportation fee to watch the play, so the box office is naturally unsatisfactory [29].

7   Theater New Media Strategies for Brand Marketing

(i) Expansion of brand communication channels

Some scholars believe that new media is an expanded development stage of communication channels, and in terms of communication and promotion media, the first is the formation of a new group of media channels after the integration of traditional media [8]. Take the National Grand Theater as an example, since 2018, the National Grand Theater's self-media platform has also been increasing. The media matrix is gradually widened, gradually expanded, and gradually complete, such as Weibo and WeChat. These platforms that entered the game earlier and have a strong fan base, from the initial establishment to the present fan volume and attention has maintained a continuous upward momentum. Again, such as Himalaya, Netease cloud and other network radio, jitter, fast hand, headlines, micro letter video number, bilibili and other short video platforms of these emerging self-media, the big theater is also in the bonus period of rapid entry, and quickly match the commissioner to operate, make the

It has become a normalized and sustainable platform.

The publicity and promotion of the National Grand Theater in the new media era still adheres to the communication core of content is king, and on this basis, it constantly researches the new laws of self-media communication and explores the new habits of information acceptance of young groups on the Internet, so as to highlight the characteristics of the brand in a more powerful way. And in the combination of the official WeChat, NCPA short video, classical music channel and other theater's own media matrix, launched a series of interactive, service-oriented, experiential "explosive" new media products [28].

By 2022, the official microblog of the NCPA has more than 2.56 million fans and 66.86 million+ videos, making it the most influential new media public number in the field of domestic stage art with the largest number of fans, the highest push frequency, the largest average reading volume. Its classical music channel has completed the upgrading of its direct and on-demand pay-per-view video functions, and its audio pay-per-view program Chen Li Speaks of Music has been highly sought after by music fans since its launch, with 185 sets sold so far, which is brand-new attempt to pay for online products.

(ii) Understanding the new technologies of the new media age

NT Live is an innovative combination of theater art and digital media, which is a sub-brand created by The Royal National Theater in response to the development of digital media. Through satellite network communication technology, The Royal National Theater (The Royal National Theater) will be the theater live performance through multi-camera filming and image synthesis transmission to high-definition cinema for synchronous broadcast, so as to create an immersive sense of the audience outside the theater, so that the audience all over the world to feel the charm of the world-class works of art close at hand [27]. After years of cultivation, this project has become an innovative brand of the National Theatre of Great Britain under the trend of digitalization, thus allowing more audiences to understand the National Theatre of Great Britain through this brand, and significantly increasing the popularity of the National Theatre of Great Britain in the international arena. NT Live is not intended to be a profit-making endeavor, but rather a better dissemination of Britain's outstanding theatrical works, however, through scientific market research, innovative mechanisms, However, through scientific market research, innovative mechanism, unique artistry and effective management, NT Live realized profit in the second season and gradually established an international brand [9].

(iii) the application of big data precision marketing

Scholar Gong Xiaoli's point of view is clearer and clearer, it will be big data marketing including for the integration of big data, mining big data, big data-driven marketing in three parts, this study is summarized after the content is as follows: [11].

First of all,with big data from multiple platforms, the theater needs to collect and integrate big data, and then form a basic judgment on the value of the data. According to the content of the theater's big data, internal data belongs to the theater's core data, structured and accurate; external data, especially data collected on external network platforms, belongs to the peripheral data, unstructured and messy. Peripheral data is usually large in number, variety, fast update speed, and full of uncertainty, so its value density is also low, the theater needs to be through big data analysis technology, in the massive user data to filter out the valuable information and customer relations.

Secondly, users on the network platform will generally produce information, behavior, and relationship in three levels of data, so customer data mainly includes four levels: basic customer information, such as age, gender, occupation, income, address and contact information; behavioral information, such as the type of products purchased by the customer, browsing records, consumption records, feedback records, etc.; relationship information, such as the dissemination of records, sharing records, etc.; related information, such as satisfaction, loyalty, and so on. Such as satisfaction,

loyalty, product or service preferences and attitudes, purchasing habits and so on. Theaters need to analyze and dig out potential customers who match the positioning of the theater's art products and brands according to the users' information, such as potential customers who have high education levels, certain economic purchasing power, and demand for art products.

Finally, big data-driven marketing means precision marketing. The so-called precision marketing refers to the marketing body at the right time, through the right channel, and the right product information to the right customer, so that the marketing content and customer demand form the best match, to maximize customer satisfaction and corporate benefits. Personalized recommendation service is a typical application of precision marketing. Big data analysis makes the market segmentation not only accurate to a small number of audience groups, but also deepens to each audience. According to the user's basic information, behavioral information, relationship information, related information and other data, the theater can grasp the audience's interest in the direction of the content and the direction of the behavior, and predict the audience's future needs, preferences, and re-purchase time for the development of targeted and personalized marketing content, pushed to the target audience at the right time. For example, the official website is the main marketing channel of the theater, which presents customized pages and recommends products that meet the interests and needs of the users according to their browsing, searching and purchasing records.

8   Conclusion

This paper takes new media brand marketing as the perspective, and theater communication as the research object, through comparing the impact of old and new media on theater brand marketing and summarizes the future of theater brand marketing innovation ideas and methods. Most of the current academic research on the theater industry is focused on the construction of theaters, theater performance content construction, etc. This study chooses a newer media perspective, focusing on the direction of brand marketing innovation, this research is conducive to filling the theater industry for the theater brand marketing research gaps, and the development of the theater industry to provide a certain reference significance.

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