

Research on the Application of Embedded Advertising in TV Plays--Take "Love Apartment" as an Example

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Abstract

Implantable advertisement is gradually appearing in people's life, because the domestic economy is developing rapidly, this kind of implantable advertisement is gradually replacing the traditional hard advertisement, which is a new direction of advertising development in the future. But some implantable ads are implanted on an interspersed basis, and the strategy is not clear in the TV drama, so many viewers hate and complain about the placement of the ads.

Keywords

TV play, Implantable advertising, apply.

1. The Development Process of Implantable Advertising in China

Although it is said that implantable advertising is a brand new thing in the eyes of most viewers throughout the country, it has a long history, from the beginning of its emergence to the present. This kind of implantable advertisement has more or less a history of 80 years or so.

Implantable advertising begins in films abroad. Unlike in China, it is only in our domestic variety shows and TV dramas that the implanted advertisements first appeared. In the mainland, dramas such as the Story of the editorial Department may be the earliest cases of implantable advertising. Because the development of implantable advertising is still relatively slow at the beginning, and no conscious consciousness has been formed, it is basically at the stage of exploration. The film "endless" at the end of the 19th century is the first step of implantable advertising in China. Since then, implantable advertisements have frequently appeared in some movies and TV dramas. The implantable ads have been shown in the form of "Cross Street", <A series of movies such as Metropolitan Scenery, and some TV variety shows such as Happy Men, Bright New Anchors have attracted people's attention. Although the development of implantable advertising in China is only 20 years old, its development speed is still very fast. Fast, its momentum is also very rapid, but the rich developed countries are still very mature, and our country's implantable advertising is still relatively immature.

2. Analysis of TV Play Implanted Advertisements

First. Implantation pattern. It can be divided into five categories: props implantation, dialogue implantation, plot implantation, scene implantation and image implantation. In the first three seasons of "Apartments", the majority of the story is the implantation of scenes and props, and the next is the implantation of dialogue, the least of which is the implantation of plot and image. Because the image implantation and the plot implantation request is high, needs the individual design creativity? In the first season of the Apartments of Love, the next two seasons of dialogue implants were significantly reduced, because for the audience, the implant was more than anything else. It's easier to resonate with them, but if they don't work well, the audience will feel uncomfortable, and if they feel uncomfortable, it will cause the tube to be irritable.

Second. Research on brand identification. In the first season, Love apartment, the recognition was not so much communicated by the placement ads, but by the high recognition of the product in the next few seasons, the previous one was not as good as it had been. There are many reasons why you can influence the degree of advertising recognition. First of all, see if he is the first work, the first design creative aspects of the situation may be inexperienced. The use of props and scenes in TV dramas is not what people imagine, so the recognition of advertisements in the whole TV series is not particularly high. In comparison, after the showing a few seasons, implants, basically, props and scenes are being accepted, which is becoming more and more mature, and there's also a growing number of implants about TV plots and images. Not only to ensure the effectiveness of advertising, but also to improve brand recognition. See figures 1 and 2.



Figure 1. Insert an advertisement for a car



Figure 2. A cocktail advertisement

3. Advantages and Disadvantages of Implantable Advertisements

3.1. Advantages of Implantable Advertising

Compared with traditional advertising, implantable advertising has many obvious advantages. Firstly, flexibility is one of the advantages of implantable advertising. As long as consumers can touch the content platform with news value and entertainment, these can be used as a carrier of the brand. Secondly, the audience is subjected to implantable advertising. Entertainment titles are one of the forms of implantable advertising that have sprung up in recent years. Some companies and brands are very interested in the popularity of entertainment programs among young people, such as variety show titled "special step" with a brand of sneakers. There is also Mengzi's branded music talent show, which, without a doubt, is based on the popularity of the

show. At the same time, the impact of implantable advertising cannot be ignored. Third, the information can be very well hidden up is a major concern of placement advertising. The most prominent feature is also the hidden information of implantable advertising, which is also one of the key reasons why implantable advertising can win attention. In the process of watching TV dramas, the audience unconsciously receives the information conveyed by the advertisement, but this concealment is not easy to cause the audience. The annoyance, however, is to keep in mind that implantable ads must be inserted, not forced, so that they are abrupt and subject to criticism from consumers. There have been a lot of critics of implantable advertising in the last two years, and a lot of people are neutral about it, so now we need to find a reasonable entry point for implantable advertising. Fourthly, implantable advertisements may also be mandatory. Hunan Satellite TV began broadcasting a variety show, "Life of yearning," which runs through all the time. The advertisements in the middle of the Yangtze River appear several times a day. I can't help but want to buy a few glasses. See figures 3 and 4.



Figure 3. The program is rising day by day.



Figure 4. The life that variety shows yearn for

3.2. The Disadvantage of Implantable Advertisement

The first point is that the audience is very limited for implantable advertising. Before we talked about implantable advertising has many characteristics, but it also needs to exist in a certain carrier, such a carrier audience is the audience of implantable advertising. Just as the main target audience of entertainment programs is young people, because it's one of the reasons why

fashion brands don't opt for talk shows. Comparing with consumers, there's a huge gap in the number of audiences. Another important reason is that even though there are so many people watching movies, not everyone will buy them. A product entered into an advertisement. The second is the uncertainty of advertising effect. However, the success of implantable advertising depends on whether the carrier is successful or not, so the effect of implantable advertising is very unstable. A good carrier can create awareness of the product, but also may result in little effect of advertising, or even bring negative impact. The last point is, to a certain extent, it is limited by the form of the carrier and the content of the carrier, and the space it can play is very small. Many products are just showing up in television programs, so that they cannot explain the function of the product. So the property in the advertisement. The product simply cannot fully show its superiority. See figure 5.

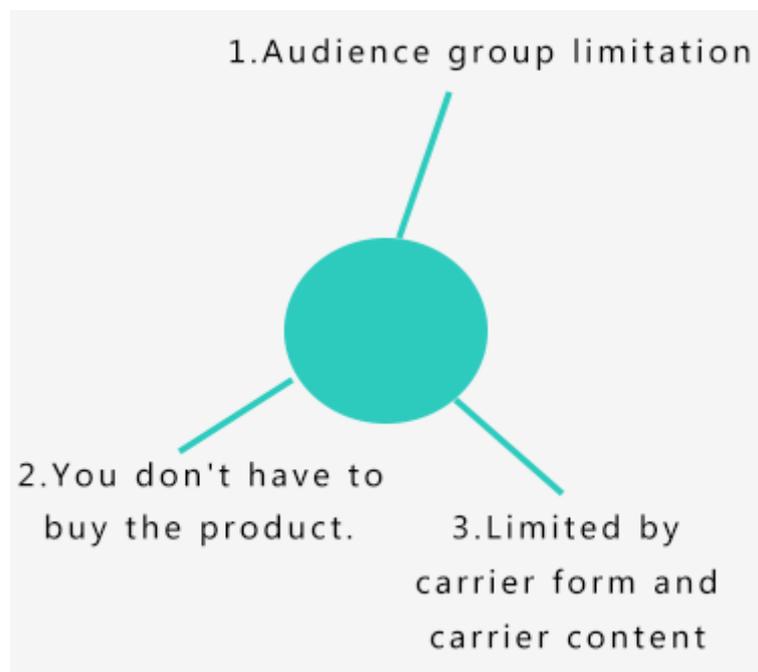


Figure 5. Inferiority map

4. Integration Strategy of TV Dramas' Implant Advertising

First. Compound implantation pattern. Implantation patterns should be selected for a variety of occurrences to prevent them from recurring or occurring for too long. We want to enhance the audience's impression, connect the product to the plot, and use multiple implants. For example, in the third season of the TV series, Love apartment, the brand's advertising placement model is a combination of multiple uses. In the third season, there were lots of hilarious parts in Yangle's ads, which not only made the audience laugh, but also gave the audience some specific information about the product. Second. The style of teleplay affects the image of the product, so the two styles should be the same. In order to attract the attention of the audience, this is the main purpose of advertising, to achieve this goal and then become the purchasing power of the audience. Therefore, the unity between the two styles is very important. What kind of audience a TV play attracts is closely related to the style characteristics of the TV series itself? For example, the TV series Love apartment, it attracts young people, it belongs to a kind of idol drama, so its audience is some young people, so the implantable advertisements of this play are basically related to what young people need. Among them, the brand of wine lot of attention has been paid to young people, and these wines are also suitable for young people. Again, the actor's feelings are also affected by the style of the TV series itself. These actors and actresses in the play are big stars sought after by the audience and will be

copied and imitated by many people. Public figures such as stars are required to pay attention to their images. Their good images can lead us in the right direction and thus play a positive role. Therefore, if the brand image is consistent with the TV drama style, these brand images can be merged with these actors to the greatest extent, so that the actors will naturally become "spokesmen" of these brands, thus triggering the audience's desire to buy. Third. We should also pay attention to the innovation of content. One is to focus, to create people's attention, to create innovations in the content of implantable advertising, and the audience wants to focus on the combination of these and implantable ads. So that the advertising brand can get into the hearts of the audience. In the second season of the show, Yida's Gum ad is a remake model that has been amused. The feeling is that people are more impressed by the Yadao brand in the amusing and even mocking plot. See figure 6.

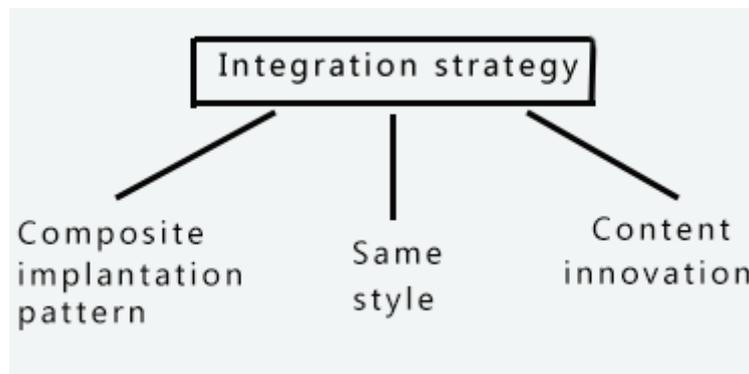


Figure 6. Integration Strategy of TV dramas' Implant Advertising

5. Sum Up

Implantable ads need to constantly innovate in content, and need to be deeply embedded in the plot, so that the audience in the case of exclusion cannot help but integrate into. Implantable advertising is also imperceptible to our lives. If it succeeds in the future, it will be shaped by many factors, and if it fails for a reason, it will continue to develop, and the future will not be predictable. However, according to the current situation, the development momentum of implantable advertising is very good, the development prospects are inestimable.

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