

# Study on the Current Situation of TikTok Short Video Advertising in the Age of Self-media

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## Abstract

Short video advertising because of its own low cost, popular, flexible and diverse features by advertisers, and TikTok as the product of the media era, in the process of the development of the media era of advertising plays a vital role, into the public view since 2016, TikTok short video advertising form increasingly diverse, appeared open screen advertising, information flow advertising, product placement and other types of advertising, through multiple types of short video advertising, TikTok for many enterprises to create sales channels and exposure opportunities. However, there is no denying that TikTok short video advertising also exposes a series of problems in the process of development. This paper aims to analyze the type and status quo of TikTok short video advertising, and put forward reasonable suggestions, so as to promote the better and healthy development of TikTok short video advertising.

## Keywords

Douyin; Short video; Advertising.

## 1. Types and Characteristics of Short-form Video Advertising

In the past two years, with the rise of short videos, all industries have produced short video advertisements. Short video advertisements are different from traditional advertisements that use 15s and 30s, and there is no limit to the length of short videos, and short video advertisements are better than other types of advertisements, both in terms of flexibility in material selection and ease of filming. Wang Xin and Lv Mengting from the Communication University of China classify short video ads into two categories: corporate accounts and non-corporate accounts, and according to the way the ads are presented, non-corporate accounts are classified into direct display, conflict creation and engagement[1].

The author has summarised the types and characteristics of short-form video advertising based on the literature he has consulted:

Short video ad type	Features of short video ads
Splash ads	Superior location, strong exposure
Information flow advertisement	Strong pertinence and high arrival rate
embedded advertisement	Easier to arouse user's emotional appeal
Blogger planting grass evaluation ads	Strong pertinence and high arrival rate

### 1.1. Opening screen advertising

Opening screen ads are also known as launch page ads. It is a kind of advertisement displayed on the launch page of APP, usually in the form of static pictures, motion pictures or videos, with a fixed display length, usually 5s-15s, and automatically closes after the display, and enters the main page of APP[2]. The author has checked the relevant literature and found that nowadays,

whether it is a short video app such as Jieyin or Racer, or an app with stronger social attributes such as Xiaohongshu or Zhihu, almost all of them involve open screen advertising as a type of short video advertisement, so we can find that the importance of open screen advertising in short video advertising is self-evident.

Open screen advertising has superiority in location: open screen advertising appears at the first glance of the user entering the APP, so it can grab the user's eyeballs with maximum priority; strong exposure in display: open screen advertising generally limits the duration, so it will force the user to accept the advertising content, and now all kinds of APPs will set open screen advertising, and open screen advertising is an inaccessible part of short video advertising.

## 1.2. Infomercial

Infomercial belongs to native advertising, which refers to the form of advertising based on the user's basic information and behavioural data for pushing and embedding the advertising content into the user's social media platform interface in the form of social media messages[3]. The author has learned from the relevant literature that the birth of infomercials is based on the increasing maturity of Internet technology, the advent of the Internet era has provided a fertile ground for self-media, and with the Internet era comes big data, the precise calculation of big data language allows the emergence of infomercials, the essence of infomercials is based on the user's personal information and the footprints left by swiping the app for the user. The essence of infomercials is to profile users based on their personal information and the footprints left by swiping the app, so as to capture their preferences and achieve accurate advertising delivery.

Infomercials have a "tailor-made" effect in terms of content, and through big data to accurately profile users, so as to push ads with high user attention, so that the reach of advertising is higher. For example, in WeChat's circle of friends, a part of the advertisements will be inserted, and the content and type of these advertisements will be pushed according to the user's big data portrait. In the current context of the Internet era, infomercials have a place in both short video advertisements and other types of advertisements.

## 1.3. Implant advertising

Implantation type advertising can be divided into drama interstitial that is scenario-based advertising, emotional advertising, that is, netizens or shake bloggers, shooting skits, sitcoms, funny segments, etc. or substitute for real people's emotions, advertising on the interstitial, may be the main character reads advertising words or product samples appear in the video, causing the user's emotional appeal[4]. At the same time, the author has learned that implant advertising can also be divided into two types: hard and soft implant advertising. Through literature review and the author's own experience, I have learnt that implant advertisements are more likely to capture the emotions of the user and eventually lead to a purchase behaviour. It should be emphasised that, compared to soft ads, hard ads have the psychological oppression of "buying and selling", and are therefore more likely to cause users to resent them, whereas soft ads are more likely to penetrate users' hearts and lead them to make purchases.

The placement type of advertising is more likely to resonate with users and therefore has a higher reach and is more likely to be preferred by users than other types of advertising.

## 1.4. Blogger seeding and review ads

The bloggers' evaluation category refers to bloggers with strong positioning and expertise in their respective fields, such as beauty bloggers, clothing bloggers, food bloggers, etc. They promote and evaluate certain products through more scientific methods, so as to solve users' purchasing problems and stimulate their desire to buy. I have learned through online research that beauty bloggers such as "Cheng Shian" and "Luo Wang Yu" have a strong fan base and play a leading role among beauty bloggers on ShakeYin. "These bloggers usually use words such as

"avoid mines", "less detours" and "red and black lists" as marketing points for beauty product reviews. The bloggers often use the words "avoid the mines", "lesser the mistakes" and "red and black list" as marketing points for their beauty product reviews, promotions and seeding. Fans are more sticky and receptive to these short video ads.

The blogger review category is suitable for buyers with strong rational claims, and can help users choose the best value for money among similar products more quickly and speed up their purchase.

## **2. Existing Problems with TikTok Short Video Ads**

### **2.1. Serious homogenization of advertising content**

With the dramatic increase in the number of TikTok users, TikTok's user base has also become huge. 73.56% of TikTok short video users believe that TikTok ads lack innovation and are seriously homogenized[5]. The problem of "followers", "challenges" and "imitators" has emerged one after another, and there will be a single soft-implant ad applied to several different soft-implant ad videos, making short This makes short-form video advertising uniform and uninnovative, and makes it easy for TikTok's short-form video advertising to stagnate. For example, in July 2022, TikTok released an advertising video with the text "What you thought was 199, is actually 199, 199 yuan to take away 7 products at once". This line was then copied by major brands and eventually became so outrageous that it was used in all beauty advertisements. Cases like this abound, so the serious homogenisation of advertising content is a problem that cannot be ignored on the TikTok platform.

### **2.2. The quality of advertising varies**

Because of the low threshold of TikTok, even ordinary people can receive advertisements for a video that has suddenly become popular, such as advertisements in the comment section. In addition, many bloggers continue to advertise and promote their videos after they have accumulated a certain number of followers, leading to a situation where the advertisements they promote are "numerous but not precise". Many advertisers have the mentality that "it doesn't matter what the content of the ad is, as long as the title is new or marginal, it will get views", ignoring the fact that the essence of advertising is that content is king, which is one of the reasons for the uneven quality of TikTok short video ads. This is one of the reasons why the quality of ShakeYin's short video ads varies. If the problem of uneven ad quality continues to exist, it will lead to a higher chance of users stepping on mines, which will cause them to lose trust in the TikTok platform and ultimately narrow the road to TikTok's short video ads.

### **2.3. Serious market regulation problems and false advertising**

The huge number and variety of types of short video advertisements on TikTok has led many businesses to use this fast-emerging short video platform to promote and advertise various products in short videos. In the face of the complex variety of products, the review of short video advertisements on the TikTok platform has posed a great challenge, and many false advertisements have followed, for example, the advertising methods and content of the same type of products, and even the filming techniques and camera work of the advertisements are very similar, while the actual effect of the products is not satisfactory, reflecting the oversight of TikTok. For example, if a user is troubled by acne and searches for the topic "how to get rid of acne" in the TikTok search bar, big data will recommend relevant videos to the user, and the user may be swiped to a type of vulgar promotion, the video uses special effects such as peeling technology, and the ad copy is "no acne the whole person becomes This kind of advertisement usually has no guarantee or credibility or authoritative certification, but simply captures the user's needs and stimulates the user's desire to buy, thus inducing the user to make a purchase, so that users who are eager to seek medical treatment are likely to blindly buy fake products.

## 2.4. Misleading opinion leaders

Opinion leaders are those bloggers who have a certain degree of power in the self-publishing network, and whose opinions or views can often influence consumers' impressions or evaluations of a certain product. In TikTok's short-video ads, there is a large number of bloggers who are involved in planting and reviewing products, while some bloggers may not care about the quality of the product itself, but only about the amount of advertising money, commonly known as "cha lousy rice", and the misguidance of opinion leaders can also lead to certain problems in the direction of short-video ads. For example, in December 2022, a famous food blogger with the TikTok ID "Xiaobei Hungry", whose promotion and sale of a lotus root powder was reported by consumers to have quality problems and failed quality inspection, continued to ferment at this time, so that "Xiaobei Hungry" had to come forward to respond. But even so, it still faced the consequence of losing a large number of fans. Another example is "Shaanxi Lao Qiao", a Shake Sound food blogger who, as an opinion leader, used profanity in his live broadcast and sold questionable quality bun slices, which caused a lot of discontent among his fans. Such misleading opinion leaders not only lose the trust of consumers, but also expose them to the risk of being duped, putting their lives and property at risk.

## 3. Suggestions for Short Video Ads on TikTok

### 3.1. Reduce homogenous ad push

TikTok's recommendation mechanism pushes videos and ads based on users' preferences, and some users will block content they don't like, but this can easily cause them to be confined to a limited "information cocoon" and lack communication with the outside world.[6]. The author learned through a survey that most ShakeYin users have the problem of "always getting the same type of video" and "aesthetic fatigue, no new ideas".

At the same time, although the large user base of TikTok provides a fertile ground for the development of various types of short video ads, such as beauty ads and food ads, a series of problems such as high homogenised content and high video repetition rates lead to short video ads failing to stimulate users' desire to buy other items. For example, even for the same beauty product, different brands can form a healthy competition in the promotion and marketing of short videos. This is the only way to greatly reduce the chances of users brushing up against homogeneous ads, and it is also the only way to greatly increase the effective conversion rate of short video ads, stimulate users' desire to buy, and thus induce them to make purchases.

It needs to be emphasized that the current consumer market emphasizes "manufacturing demand", so TikTok short video advertising should pay attention to content differences and form differences and create differentiation as much as possible. Only in this way can the effective conversion rate of short video advertising be greatly improved, arouse users' desire to buy, and induce users to produce purchase behavior.

### 3.2. Focus on advertising content and strict control of advertising quality

Now whether it is short video content, or advertising in the self media era, all emphasize the concept of "content is king, quality wins", now the short video ads of ShakeYin a type of product, or even the same product, using the form of advertising are very similar, such as the beauty category tfti concealer, marketing method using a unified advertising jargon ("Big data please push this concealer to the people who need it!"), a uniform image (a male model with many blemishes and a beard), and uniform content (even the beard becomes invisible after the concealer) create a poor experience for the user. For example, when recommending a foundation, the blogger reviews it in terms of fluidity, oxidation, hold and concealing power, and finally leads to the product he needs to recommend, which makes the ad insertion more

rigid and makes the user impatient to finish reading the ad content, greatly reducing the reach of the ad.

Focusing on the content of the advert is not only about the marketing techniques used to promote the same product or the form of the advert, but also about being different and making the user stand out. Specifically from the advertising picture texture, storyline and other aspects to start. Such as advertisers in the advertising and marketing plan for a crisp idea, you can first investigate the content of other crisp product ads in Shake Sound, so as to avoid similar ideas, content is not new and other problems, and again can continue to design and research from the lines of the ad, the picture content of the ad, the storyline of the ad and so on.

To strictly control the quality of advertisements, we have to crack down on false advertisements and take down advertisements of low quality, such as rubbish type advertisements and advertisements with sloppy lines. Only in this way can we present short video advertisements with different, high quality and innovative content in front of users.

### 3.3. Improving the Shake Shack community advertising regulations

Firstly, it is undeniable that opinion leaders such as bloggers of TikTok must take the lead, cultivate a high degree of self-discipline and strictly abide by the Interim Method of Internet Advertising Management and other norms[7]. Secondly, the various advertisers on the TikTok platform, as well as bloggers and others, should also strictly abide by the relevant advertising regulations of the TikTok community and be strict with themselves when carrying out publicity and promotion. The managers of the TikTok platform should be flexible in responding to the problems that arise in the process of placing various short video advertisements, constantly adjusting and improving the management regulations of the TikTok community for publicity and promotion, setting clear auditing standards, and establishing a good market order for TikTok short video advertisements. For example, with the development of the TikTok short video platform, there is a short video advertising form of "vegetarian promotion", the TikTok platform should establish a standard audit process for this new form of advertising, and at the same time increase the punishment, and strive to maintain the green and harmonious environment of TikTok short video advertising.

## 4. Summary

The arrival of the era of we media has provided a fertile land for the development of short video advertising. In addition, the advantages of short video advertising, such as high arrival rate, diverse forms and flexible communication modes, are bound to contribute to the development of advertising in China. TikTok Platform, as a short video APP with a large user base, It also provides an invisible upward ladder for the development of short video advertising, But we must be soberly aware that things are spiral upward, TikTok Short video advertising in the development of advertising is bound to appear a series of problems, For example, the homogenization of content mentioned in this article is serious, uneven advertising quality, market supervision problems, misleading opinion leaders and so on, But the TikTok platforms should be corrected, apply medicine according to indications, Reduce the recommendation of homogenized short video advertising, strictly control the video quality, improve the novelty degree of video content, Improve the relevant advertising regulations, So as to promote the healthy development of TikTok short video advertising.

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