

# Research on the Optimization of Film Marketing Strategy by New Media

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## Abstract:

Combining new media and film marketing means has become an indispensable part of today's film industry. This study focuses on the influence of the popularity of new media on film marketing. With the popularity of the internet and the rise of new media, film marketing is facing unprecedented opportunities and challenges. New media platforms, such as social media and video-sharing websites, provide a wide range of communication channels for movies, making movie trailers, posters, and promotional activities spread to the audience quickly. Targeted advertising and precision marketing enable filmmakers to target audiences and improve marketing efficiency and return rate accurately. However, new media marketing is also information overload: fierce competition and user privacy. Combining the definition of new media and specific cases, this paper discusses the optimization function of new media on film marketing strategy. By exploring the relationship between new media and film marketing, this paper analyzes the characteristics of new media and its role in specific film marketing success cases and draws the reasons and strategies for using new media in film marketing to achieve good results at present.

**Keywords:** Film marketing; New media; Social media; Film publicity.

## 1. Introduction

This study focuses on the influence of the popularity of new media on film marketing. With the popularity of the internet and the rise of new media, film marketing is facing unprecedented opportunities and challenges. Traditional advertising and publicity have not attracted enough attention. Film production companies have developed into new media one after another, using their extensive and rapid communication power and strong interactivity to attract audiences. The communication mode, interactivity, and immediacy of new media have brought new ideas and means for film marketing and enhanced the box office and popularity of films. This change not only changed the way of film propaganda but also redefined the interactive relationship between audience and film. This research is of great significance to the optimization of film marketing strategy. Based on the characteristics of new media, this paper will use the literature analysis method to find and read relevant materials and documents. This method can well analyze the importance, innovation, and optimization of new media in film marketing, which is conducive to the research. The ultimate goal of this paper is to find out the reasons and strategies for the success of movies through new media marketing. To achieve this goal, several successful movies are analyzed with specific cases to get the

corresponding optimization strategies.

## 2. Conception

New media refers to the media spread through the internet and digital platforms, including social media, video-sharing websites, and online advertisements. Compared with internet advertising, the value of traditional media to consumers is often quite small for two reasons. First of all, because of the huge number of advertisements, the audience has almost no chance to pay attention to any one of them. Secondly, most of the time when people are exposed to advertisements, they don't need the advertised products [1]. Take Nigeria as an example. The Nigerian film industry has changed and developed over time to meet the needs of the times. The traditional DVD and VCD markets no longer meet the needs of typical Nigerian filmmakers, because their changes run counter to return on investment. Therefore, it is necessary to change the marketing strategy and platform to benefit investors with the grand goal of profit [2].

Traditional film marketing mainly relies on TV, radio, and print media, although these channels are still influential, with the development of the times and the change of audiences, especially young audiences, digital and media platforms are becoming more and more important. For

example, Facebook, Instagram, and X (Twitter) have become the main channels of publicity, and film companies attract the attention and participation of the audience by releasing trailers, behind-the-scenes tidbits, celebrity interviews, and interactive voting. The choice of movies, consumers will consider the marketing information, the public information source of the movie, the characteristics of the movie, the content of the movie, and the accessibility of the movie [3].

## 3. Conception

### 3.1 The Hangover

The film team released several trailers and posters through social media platforms such as Facebook and Twitter before the film was released. These contents not only show the story outline and main actors of the film but also use the communication effect of social media to quickly expand the exposure of the film. In addition to the official trailer, the team also shared behind-the-scenes tidbits, role introductions, and interesting things behind the filming through social media. These contents have attracted the audience's curiosity about the film production process and increased their attention and expectation for the film.

The virtual social media account of Alan, the character in the film, was used to participate in publicity activities. Through this account, the team released humorous content consistent with the character, which attracted the attention and interaction of fans. The virtual application of this role enhances the audience's cognition and emotional input to the movie role.

Interacting with fans on social media has given birth to new media marketing methods, namely "cross-media" and viral marketing. They emphasize that the audience plays a more or less positive role in the marketing process, and a more interactive relationship between filmmakers and audience users can be established by using social media [4]. Viral stealth marketing strategy aims to stimulate consumers' communication about brands or products, and consumer communication is the leading force in spreading the information created by advertisers [5]. The film team actively encourages fans to share homemade video content related to The Hangover on social media. These include watching movies, reading movie plots, or imitating class scenes in movies. This not only increases the social sharing and dissemination of the film but also expands the audience of the film.

Through data analysis, the film team accurately placed advertisements on the social media pages and browsing websites of the target audience. This targeted advertising strategy ensures the efficient use of publicity funds and focuses the publicity of the film on the people who are most likely to have an effect.

Through the above analysis, The Hangover has successfully used the power of new media and effectively expanded the audience and influence of the film through the diversification and deep participation of social media platforms.

### 3.2 Avatar

Visual effects and themes, Avatar highlights its 3D visual effects and strong environmentalism theme as the core marketing point. This visual effect has been fully displayed in trailers and posters, attracting a wide audience, especially those who are interested in technological progress and film visual effects. By emphasizing technological innovation and visual wonders, the film successfully attracted a large number of audiences to go to the cinema to experience this visual feast during the release period. This strategy not only enhances the exposure of the film but also establishes its position as a benchmark for technological innovation and visual arts.

As movie lovers and good consumers become more and more refined and tasteful, it is no longer possible to satisfy them with analog media propaganda films and advertisements in traditional media, but with the emergence of new media platforms, their satisfaction and curiosity are being challenged by the application of virtual reality and augmented reality concepts in marketing [6]. Disney cooperated with Facebook videos with a 360-degree emphasis on the jungle world like Avatar. These viewers on Facebook completely control the video and can personally interact with the surrounding jungle [7].

Avatar: The Game, the film team cooperated with video game developers across borders and launched several games based on the movie world. These games not only extend the brand influence of movies but also deepen the audience's understanding and participation in the movie world through interactivity and visual expression. The launch of the game not only deepened the audience's interest and understanding of the film world on the eve of the film release but also added diversity and interactivity to the marketing strategy. This cross-border cooperation not only attracts movie audiences but also extends the brand influence of movies to gamers.

When the trailer was released, the film made full use of video-sharing platforms such as YouTube. By showing the visual effects of the film and the wonders of the film world, it has attracted the attention and heated discussion of the global audience. The use of video platforms enables the propaganda information of movies to spread rapidly, which has aroused the audience's high expectations and discussion on movies around the world. People usually value negative information more than positive information when using social media. In the context of word-of-mouth marketing, consumers are more concerned about ensuring

that they will not suffer from unwise product choices but will benefit from wise choices [8]. This intuitive and extensive publicity method has created a strong expected effect for the film and directly promoted its double success at the box office and word of mouth.

To sum up, Avatar successfully used the new media marketing strategy through revolutionary 3D visual effects, a profound expression of environmentalism theme, and cross-border cooperation with video games. These strategies not only enhance the audience's understanding and participation in the film world but lay a solid foundation for the long-term success of the film.

### 3.3 Zootopia

Disney released a series of special features and behind-the-scenes tidbits about the main characters in Zootopia on social media, such as special introductions of Judy and Nick. These contents not only show the unique character and background story of each character but also help the audience to establish an emotional connection and interest in the role. By digging deep into the characters' characteristics and stories, the film team successfully aroused the audience's curiosity and resonance, which made the audience have a strong expectation for the characters in the early stage.

Marketing with virtual technology, "Visit Zootopia" series. During the promotion period, Disney produced a well-designed virtual animal city tourism video. These videos show the unique charm and details of Zootopia, a fictional world, through animation, attracting more attention and participation from the audience. These videos not only show the environmental settings and worldview in the film but also effectively increase the audience's sense of expectation and curiosity, making them more willing to go to the cinema to watch and experience this imaginative and creative world.

In terms of social media interaction and participation, Disney interacts with audiences through social media platforms and encourages them to share and discuss film-related content. This interaction not only enhances the audience's sense of participation but also expands the social influence and spread of the film. The interaction and participation of social media increased the word-of-mouth communication and social sharing of the film, which gave Zootopia extensive exposure and discussion at the early stage of its release and laid a good foundation for its subsequent box office performance.

To sum up, Zootopia has successfully attracted the attention and participation of the audience through well-designed personalized role marketing, virtual animal city tourism videos, and social media interaction strategies and has become an animated film that has achieved success at the box office and word of mouth. These new media

marketing strategies not only enhance the popularity and influence of the film but also promote the interaction and emotional connection between the audience and the film world, making important contributions to the long-term performance and brand building of the film.

## 4. Discussion

Netflix is a classic example of personalized marketing driven by big data. Netflix uses big data to analyze users' viewing habits and interests to formulate accurate recommendation and promotion strategies. This practice includes several aspects. The first is user behavior data. Netflix tracks users' viewing history, ratings, search history, stay time, etc. These data help Netflix understand users' preferences and behavior patterns. Based on these data, Netflix uses machine learning algorithms to generate personalized content recommendations. These recommendations include not only movies that users may like but also similar movies or series.

Followed by content optimization. Analyzing users' feedback (such as click-through rate, viewing completion rate, etc.) can help Netflix adjust its content strategy and identify which content is popular and which content needs to be improved or no longer invested.

Netflix has improved the audience coverage and viewing rate of the film through personalized recommendations and publicity strategies, which are embodied in the customization of the system, publicity, and personalized posters. Netflix's recommendation system can push relevant content to users, making it easier for users to find movies that they may be interested in. Personalized recommendation not only improves users' viewing rate but also improves users' satisfaction and stickiness. At the same time, Netflix can customize promotional content according to users' interests and viewing history. For example, for users who like sci-fi movies, Netflix may push the upcoming sci-fi movie trailer, while for users who like comedy, it will push related comedy content. Netflix displays different posters and titles for different user groups. For example, the poster of the same movie may show different visual elements for different users to maximize their interest.

### 4.1 Advantages and Challenges

Netflix's precise marketing method has significantly improved the audience coverage and viewing rate of the film for the following reasons: through accurate recommendation, Netflix can ensure users see what they are interested in, thus improving the exposure of the film. Personalized recommendation enhances the user experience and reduces the frustration of users when looking for interesting content. It is easier for users to find movies that suit their tastes, thus improving the viewing rate. Personalized pub-

licity and recommendations increase the consumption frequency of content, making it easier for films to get a high viewing rate.

Although this method has obvious advantages, it also faces some challenges: accurate delivery and pertinence. By analyzing the user portraits of directional historical films, understanding the audience's indicators, and adding the feedback from the pre-screening meeting, the target audience of the film can be more carefully positioned, including gender, urban distribution, age, interest preferences, and so on [9]. Big data analysis involves a large amount of personal data, which may lead to privacy and data protection issues. Netflix needs to ensure the security of user data and comply with relevant laws and regulations. Recommendation algorithms may aggravate the information cocoon, causing users to only see what they are already interested in while ignoring other content that may be of interest. This may affect the diversity of content and the overall viewing experience of users. Over-reliance on data-driven recommendation systems may lead creators and content producers to ignore users' actual feedback, thus affecting the creativity and quality of content.

Netflix has successfully improved the audience coverage and viewing rate of movies through big data analysis and personalized recommendation strategy. This strategy not only improves the users' viewing experience but also effectively increases the frequency of content consumption. However, Netflix also needs to pay attention to privacy issues and algorithm bias to ensure its long-term success and user satisfaction.

When discussing the significance of new media to film marketing, international film and television marketing has achieved remarkable results through innovative digital marketing strategies. These successful experiences provide reference and enlightenment for the development of the Chinese film industry. At present, for the Chinese film market, films without stars are unlikely to get high economic returns, even if their artistic achievements are recognized by film awards. The star effect can only produce high economic returns when stars are introduced. The same is true of foreign films including Chinese dubbing [10].

## 5. Conclusion

The results of this study prove that new media play an increasingly important role in film marketing. It not only provides a global communication platform for film production but also effectively enhances the audience's sense of participation and the topicality of the film through innovative marketing strategies and interactive experiences. It further proves that to succeed in the new media era, marketers need to constantly innovate and adapt to the digital

environment. The quality and uniqueness of content are the keys to attracting audiences, and the participation of social media users is also an important part of film promotion. Successful cases such as *The Hangover*, *Avatar*, and *Zootopia* show that by adapting to the development trend of new media and combining creativity and technology, film production companies can stand out in the highly competitive market and achieve better marketing effects and commercial success. Therefore, by combining the technological advantages of new media and the interactive characteristics of audiences, film marketing can achieve more efficient brand building and marketing and lay the foundation for the box office and long-term influence of films. In the future, with the development of new media technology and the change in user behavior, the possibility and innovation space of film marketing technology will be broader, and the follow-up research should be conducted in the direction of intelligence, personalization, and user participation.

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