

Short Video Advertising Communication Strategies in the New Media Communication Context (Postprint)

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Abstract

[Purpose] New media and short videos have witnessed explosive growth in China, with platforms such as Kuaishou and Douyin gaining widespread popularity, particularly among young demographics who increasingly devote time and attention to these media. The foregoing discussion underscores the significance of short video advertising communication within the new media communication paradigm.

[Method] This study primarily utilizes theoretical research and literature review methodologies to enrich the theoretical framework of short video advertising communication.

[Results] The findings indicate that traditional television programs must adopt short video formats and integrate with new media platforms to optimize their communication effectiveness.

[Conclusion] By explicating the overview of new media communication, characteristics of short video advertising communication, and the challenges confronting short video advertising communication within the new media context, this paper proposes scientifically-grounded strategies for short video advertising communication for reference.

Full Text

Short Video Advertising Strategies in the New Media Communication Landscape

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Short Video Advertising Communication Strategies from the Perspective of New Media Communication

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Abstract

[Objective] New media and short videos have experienced explosive growth in China, with platforms like Kuaishou and Douyin gaining widespread popularity, particularly among young people who devote substantial time and energy to these platforms. This demonstrates the critical importance of short video advertising within the new media communication landscape. **[Method]** This study employs theoretical research and literature review methods to enrich the theoretical foundation of short video advertising communication. **[Result]** The findings suggest that traditional television programs must adopt short video formats and integrate with new media platforms to achieve effective communication. **[Conclusion]** By outlining the overview of new media communication, characteristics of short video advertising, and the dilemmas facing short video advertising in the new media environment, this paper proposes scientific strategies for short video advertising communication to serve as a reference.

Keywords: new media communication; short videos; advertising communication; Kuaishou; Douyin; scientific strategies

With technological advancement, channels for accessing information have become increasingly diversified, and obtaining instant information through short videos has emerged as a significant trend. In the new media environment, the rise of short videos has not only transformed cultural transmission methods but also enabled more direct delivery of cultural information to the public. For instance, short videos allow audiences to grasp cultural content more quickly, thereby promoting cultural development. Furthermore, short videos help viewers better understand social culture and historical contexts, making them more receptive to new information. Widespread user participation and active promotion have transformed short videos from mere scaled-down versions of video websites into dynamic social networks. These networks provide convenient ways for users to create and share information while offering a relaxed and engaging form of online participation [2].

3. Dilemmas of Short Video Advertising in the New Media Landscape

3.1 Serious Content Homogenization

Content homogenization in short video advertising refers to the high degree of similarity and lack of innovation in advertising content. This stems from the proliferation of similar advertisements for the same brands and even the same celebrities across short video platforms, inevitably leading to homogenization in content production. However, because short video platforms themselves generate high traffic, they require minimal financial investment for promotion and publicity, whereas advertising content production demands substantial capital. Consequently, many businesses opt to purchase identical types of short video

advertisements to reduce costs, resulting in severe content homogenization.

3.2 Lack of User Interaction and Participation

In short video advertising, the relationship between advertisers and platforms is a simple one-way communication model where users merely watch videos to obtain product information, lacking direct interaction with advertisers. On one hand, this one-way communication prevents users from directly understanding product information, leading to low product comprehension [3]. On the other hand, it inhibits brand perception and memory formation during video viewing, which would otherwise translate into purchase intentions. Currently, most short video platforms adopt this one-way communication model, similar to live streaming platforms. Therefore, interactive participation constitutes a crucial factor in attracting users to short video advertisements. While advertising content must quickly capture user attention within seconds and disseminate through multiple channels, its inherent limitations fail to provide satisfactory user experiences, leading to inadequate platform supervision and rampant false advertising.

3.3 Lack of Creative Innovation

Creativity is the soul of short video advertising, and innovation drives its development. Currently, China's short video advertising suffers from innovation deficiencies in several aspects. First, creativity lacks differentiation and fails to distinguish itself from other products. Most short video advertisements rely on celebrity endorsements, influencer marketing, and product placement, which essentially amount to celebrities and influencers "selling products" without forming unique differentiation to attract consumer attention [4]. Second, creativity lacks 趣味性 and entertainment value. Video content remains relatively monotonous with poor user interactivity. Third, creative concepts often mismatch actual products. According to China Advertising Association data, 70% of advertisements on short video platforms are e-commerce ads, with food, beauty, health, emotion, travel, and education categories receiving the most placements. On some platforms, food advertisements account for over 50% of all short video ads, while beauty, health, emotion, and travel categories exceed 70% [5]. Since e-commerce platforms offer relatively low prices, consumers perceive their products as authentic and prefer shopping there. To increase product exposure and sales, merchants often produce short video advertisements that misrepresent actual products. Incomplete regulatory mechanisms for short video advertising allow such "advertising information" to proliferate on internet platforms.

4. Scientific Strategies for Short Video Advertising in the New Media Landscape

4.1 Innovate Content and Creativity to Enhance Appeal

In short video advertising communication, creativity is paramount. High-quality creative concepts can capture audience attention and rescue them from the im-

mersive scenarios created by advertisements. For example, Douyin's "Don't Watch Me" campaign for the show *The Rap of China* integrated hip-hop culture as a cultural symbol into brand culture. Recognizing hip-hop as a youth expression of individuality, Douyin incorporated "Don't Watch Me" as a theme across music, dance, characters, costumes, and props, creating a refreshing experience. When releasing short video advertisements, creative videos can leverage this "Don't Watch Me" theme against a hip-hop backdrop, using different music and dance movements to convey product features and functions. Such creative videos are highly popular on Douyin, which successfully combines hip-hop culture with brands to significantly enhance advertising appeal [6].

Creativity in short video advertising extends beyond showcasing brand images and product functions to attracting audiences through creative storytelling. The "Who Am I" series shaped the image of a young person without social status to demonstrate brand core values and connotations. Through dramatic conflict and tension, this novel advertising concept generates strong curiosity and interest in the brand.

4.2 Build Diverse Communication Subjects for "One-to-Many" Dissemination

Establishing cooperative relationships between official and self-media platforms improves advertising efficiency. Official platform-led collaboration integrates traditional advertisers, brand owners, and communication media from conventional advertising, leveraging their respective authority and influence to attract more audience attention. In the new media era, short video advertising can unite traditional advertisers, brand owners, and communication media, thereby improving dissemination efficiency while reducing costs [7].

4.3 Leverage Platform Strengths to Promote Two-Way Information Exchange

Major short video platforms feature information publishing functions, primarily in video format, providing advertisers and platforms with channels for advertising release and exchange that facilitate two-way communication. For instance, Douyin and Kuaishou allow users to comment on videos and receive replies, building a bridge for advertiser-audience interaction [8].

4.4 Harness the Power of Online Opinion Leaders

Short video platforms can disseminate information through online opinion leaders. Douyin hosts numerous influential opinion leaders who post topics and content related to short video advertising, driving public attention and discussion while facilitating information propagation [9].

4.5 Expand Platforms for Omnimedia Integration

Different short video platforms produce varying presentation methods and communication effects. Kuaishou's "Kuaishou Account" and "Kuaishou Video" serve different purposes—display versus entertainment. Analysis of Kuaishou advertisements reveals extensive use of "live streaming + e-commerce" and "live streaming + education" models [9]. These short video advertisements primarily present three forms: live streaming + e-commerce, live streaming + education, and live streaming + entertainment. Structurally, they consist of two parts: host product introduction and user experience sharing.

Analysis shows that Kuaishou's live streaming and video advertisements primarily spread through user interaction, whereas Douyin short videos exhibit more one-way communication, indicating relative singularity in both content and form across these two types [10]. Furthermore, significant differences exist in their business models.

4.6 Enrich Communication Forms to Enhance Creative Transformation

In the new media era, short video advertising offers unparalleled advantages, but creating compelling content remains challenging. To strengthen appeal and creativity, several principles should guide production. First, customize content according to audience interests—the most effective approach allowing users to select preferred content, such as food preparation videos for food enthusiasts or movie-related advertisements for film fans. Tailoring content to audience preferences makes advertisements more attractive [11].

Second, diversify communication forms. While traditional short video advertisements mostly presented static images, modern techniques like recording and editing can make them more dynamic and engaging. Technologies such as 3D modeling and virtual reality can create vivid three-dimensional visuals with simple operations for real-time character expressions, movements, and scene changes. Production can directly showcase product features while incorporating interactive elements.

Third, emphasize creative transformation. Whereas traditional advertising focused on product promotion, new media consumers seek brand stories, characteristics, and cultural values. Short video advertisements can leverage this by enhancing memorability and favorability. For automotive advertisements, combine character interviews with creative games to demonstrate brand culture, or use dynamic demonstrations to present product features through animation.

4.7 Strengthen Regulation to Prevent False Advertising

First, during the initial development stage of short video platforms, the state and relevant departments must intensify supervision, improve enforcement capabilities, and increase penalties to strictly regulate false advertising information

at its source [12].

Second, regulatory departments should review short video advertising content and enhance technical supervision capabilities. Using big data and artificial intelligence, regulators can screen and review platform advertising information to identify false claims while improving professional review standards.

Third, governments must enact laws and regulations to combat false advertising and standardize platform development. Legislation should define false advertising on short video platforms and establish corresponding regulatory mechanisms and penalty systems to severely crack down on violations [13].

Fourth, authorities must increase penalties and raise violation costs. Platforms publishing false information, disrupting social order, or spreading unhealthy cultural values should face strict supervision and punishment, with timely exposure and prohibition. Non-compliant platforms must be resolutely banned while establishing comprehensive review and evaluation mechanisms.

Fifth, platforms must assume social and legal responsibilities by reviewing and managing content, improving quality, and preventing false advertising spread. They should strictly examine published content, promptly delete false information, and strengthen supervision to prevent problem escalation. Government agencies like the State Administration for Industry and Commerce and the Cyberspace Administration should regulate content according to laws, intensify crackdowns, and establish cooperation mechanisms with platforms for regular or irregular inspections.

Sixth, authorities must properly guide consumers to enhance their rights protection and legal awareness, enabling informed consumption choices and avoiding rights defense dilemmas. Strengthening market supervision and establishing industry standards can further improve consumer protection.

Finally, short video creators must adhere to objective truthfulness principles and refrain from fabricating or exaggerating information.

In the context of short video advertising's mainstream ascendancy, innovation and optimization of communication strategies are indispensable. To maximize communication impact, short video advertising must prioritize quality improvement, continuous innovation, and user-centered creative expression. This paper analyzes current status and development trends, proposing innovative strategies from perspectives of user psychology, product characteristics, content production, and marketing. Future development requires continuous adaptation to new media trends and market demands, upholding integrity while innovating, and constantly 挖掘自身优势并优化策略.

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Note: Figure translations are in progress. See original paper for figures.

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