

Post-Print: Changes in the Dissemination of Publisher Promotional Videos

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Abstract

The development of commercialized society has engendered diverse transformations in marketing methodologies, and video promotional films, as a significant marketing instrument, have now become an essential tool for publishing institutions to conduct product promotion and establish brand image. In the course of modernization, the application scope of Internet technology continues to expand, while the utilization of mobile devices and other technologies is becoming increasingly pervasive. These enriched conditions have precipitated notable changes in the content, modes of expression, and dissemination channels of video promotional films. In essence, the application of modern technologies and devices has furnished more advantageous conditions for the video promotional films of publishing institutions, and the critical issue for these institutions to contemplate is how to leverage these conditions to maximize promotional effectiveness. This paper analyzes and investigates the communication transformations in publishing institutions' video promotional films, aiming to enable publishing institutions to recognize these communication changes and thereby capitalize on the advantages of such transformations for their own publicity.

Full Text

Preamble

Abstract: With the development of commercial society, marketing methods have undergone diverse transformations. As an important marketing tool, video promotional films have become a crucial instrument for publishing institutions to promote products and establish brand image. In modern development, the application scope of Internet technology continues to expand, and the use of mobile devices is becoming increasingly widespread. These enriched conditions have brought significant changes to the content, expression methods, and communication channels of video promotional films. In short, the application of

modern technology and devices provides more favorable conditions for publishing institutions' video promotional films, and how to utilize these conditions to maximize promotional effectiveness is a key consideration for publishing institutions. This paper analyzes and explores the communication evolution of publishing institutions' video promotional films, aiming to help publishing institutions recognize these changes and leverage their advantages for self-promotion.

Keywords: publishing institutions; video promotional films; communication evolution

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Introduction

Video promotional films offer notable advantages in comprehensively displaying product information. Consequently, with current technological advancements, an increasing number of publishing institutions are utilizing video promotional films for product display and brand image building. From past to present, technology continues to improve, concepts constantly update, and equipment applications are continuously upgraded and renewed, leading to ongoing evolution in the communication of publishing institutions' video promotional films. Mastering this evolution helps grasp its patterns, thereby enabling control over promotional costs and other factors. To understand these patterns, detailed analysis of the changing content and direction is necessary. Based on this, researching and discussing the communication evolution of publishing institutions' video promotional films holds significant practical importance.

1.1 Concept

A promotional film refers to a video short that utilizes television and film production techniques to systematically plan, shoot, record, edit, dub, score, and composite output focused and targeted coverage of various aspects within an enterprise. It vividly highlights the enterprise's unique style and strength, enabling people from different social strata to develop positive and favorable impressions, thereby establishing goodwill and trust in the enterprise and confidence in its products or services. Promotional films represent one of the best methods for corporate image promotion today. They can effectively elevate corporate image to a new level, better showcase enterprise products and services to the public, provide detailed explanations of product functions, uses, and advantages, and interpret corporate cultural philosophy. Consequently, promotional films have become an essential tool for corporate image promotion. Based on current analysis of promotional films, they can be categorized by purpose and promotional method into corporate promotional films, product promotional films, public wel-

fare promotional films, television promotional films, and investment attraction promotional films.

1.2 Production Process

The production process for promotional films is relatively complex. According to current production practices, completing a promotional film requires six fundamental stages. First is business communication, which primarily involves internal exchanges with clients based on relevant market information, including project positioning, content, requirements, production precision, scheduling, and budget. Second is project planning, which involves developing detailed proposals based on client requirements, covering shooting schedules, content, plans, and potential difficulties. Third is finalizing the overall plan, which entails presenting the detailed proposal to the client for discussion and revision according to client feedback, and finally confirming project positioning, content, requirements, production precision, scheduling, and budget. Fourth is on-site filming. Fifth is post-production packaging and compositing, including rough cutting, voice-over, special effects, and fine editing. The final stage is review and delivery.

2. The Role of Video Promotional Films for Publishing Institutions

2.1 Brand Image Development

The prominent role of video promotional films for publishing institutions lies in brand image development. China has a traditional marketing theory, “good wine needs no bush,” suggesting that quality products will naturally become known. While this theory held significant value in the past, its applicability has become very limited in today’s commercialized era. Currently, product homogenization is increasingly severe, and to stand out among similar products, a compelling image is needed to attract audiences. Video promotional films serve precisely as such an outward-facing window. Enterprises display their image through video, audiences learn about the enterprise through video, and consequently form impressions. Therefore, while product quality sustains brand image in the long term, promotion is essential in the initial stages.

2.2 Market Share Enhancement

Market share enhancement represents another crucial function of video promotional films for publishing institutions. To capture market share, publishing institutions require detailed public awareness of their products. Through product promotional videos, the public can understand the specific production and processing procedures. With comprehensive understanding, consumers can make informed judgments about publishing institutions’ products, which significantly impacts product market penetration. For example, when a publishing institution conducted large-scale promotional activities before launching a new

product, including a product promotional video, the public's enhanced understanding led to active purchasing upon product release, thereby helping the enterprise achieve market share growth.

2.3 Enterprise Development Promotion

The third important role of video promotional films for publishing institutions is promoting enterprise development. Enterprise development requires both internal improvement and progress and external environmental support. With the widespread development of electronic technology, traditional publishing institutions' business has been significantly reduced. Therefore, to develop, enterprises need strong external partnerships. By producing investment attraction promotional films, publishing institutions can effectively demonstrate their image and value, as well as their determination and potential for self-development, thereby attracting more foreign investment. Increased capital reduces development obstacles, demonstrating how promotional films facilitate enterprise development.

3. Evolution of Communication Strategies for Publishing Institution Video Promotional Films

Driven by continuous technological advancement and changing times, publishing institutions' video promotional films have undergone notable transformations, primarily manifested in three aspects.

3.1 Content Evolution

Content evolution represents one of the most significant changes in publishing institutions' video promotional films. Current analysis reveals that content has shifted from singular to multi-angle development. In the past, publishing institutions' video promotional films contained limited content with shorter durations. However, with technological improvements and reduced production costs, contemporary publishing institutions have significantly increased video durations and expanded content scope. For instance, in 2012, a publishing institution's video promotional films included only product and corporate promotional videos, typically controlled to 8-10 minutes. By the end of 2016, with the flourishing of China's public welfare sector, the enterprise actively produced public welfare and television promotional videos, both approximately 15 minutes long. This demonstrates that publishing institutions' video promotional film content continues to enrich while durations increase.

3.2 Expression Method Evolution

Expression method evolution constitutes another significant change in publishing institutions' video promotional films. Analysis of currently collected materials shows that promotional films' expression methods continue to diversify, with increasingly robust overall structure. For example, when a publishing institution

produced a corporate promotional film in 2011, it employed a straightforward narrative approach, directly presenting the publishing institution's development history. While the content was relatively rich, the hierarchical progression was clearly insufficient. In 2016, when the enterprise reproduced its corporate promotional film, it adopted a structural framework and reverse chronology technique. The video began by fully presenting the enterprise's image, then explored three aspects of the reasons for its success before introducing the enterprise's history. This approach creates greater sensory impact and stronger visual appeal compared to straightforward narration. In essence, diversified expression methods have significantly enhanced the 感染力 (appeal) and impact of publishing institutions' video promotional films.

3.3 Communication Channel Evolution

The third significant change in publishing institutions' video promotional films is communication channel evolution, which directly affects promotional effectiveness. In the past, limited media channels restricted promotional film distribution, with most relying on television and some on online promotion. With Internet 普及 (popularization) and the rise of social media platforms like WeChat and Weibo, publishing institutions' video promotional films now have more diverse channels, markedly improving promotional effectiveness. For example, when promotional films could only use television channels, viewership might reach 300,000, with promotional effects limited to that audience. With diversified channels, the same film might achieve 200,000 television viewers, 150,000 online clicks, 70,000 Weibo views, and 40,000 WeChat reads—significantly expanding reach across just these four channels, not including Weibo and WeChat forwards. This illustrates the tremendous impact of communication channel evolution on viewership for publishing institutions' video promotional films.

4. Conclusion

Video promotional films significantly impact publishing institutions' image promotion, product marketing, and further development. Therefore, thoroughly analyzing the evolution of video promotional communication and understanding its internal development patterns is crucial for grasping the essence of video promotion and strengthening technological utilization.

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

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