

Strategic Research on the Form of Implanted Advertising in Reality Shows

---Taking "Running" as an Example

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Abstract

A series of problems have come along with the growing variety of reality show programs. How to better and more scientifically place advertisements in reality shows and get better returns for sponsors is a problem that needs to be solved now. This paper analyzes the characteristics of embedded advertising forms, as well as existing problems, and proposes strategies to solve the spiritual needs of people, so that the advertising industry and enterprises can develop better.

Keywords

Reality show, implant form strategy, cultural identity.

1. Chapter 1 Overview of the Reality Show

1.1. The Meaning of the Reality Show

With the arrival of Industrial Design 4.0 and people's modern and fast-paced lifestyle, people's demand for a better life spirit is increasing, and reality TV shows are constantly being updated. "Running Brothers" is the pinnacle of reality shows, and fancy placement advertisements are also It is applied in it.

1.2. Features of the Reality Show

The reality show is an important type of TV program. It mainly refers to the real talents. In the real situation, through the completion of specific events, it shows the true personality emotions and drama conflicts. The main theme design, role play, character personality , the space environment, and the game links to form a program.

2. Chapter 2 Overview of Implanted Advertising Forms

2.1. The Concept of Implanted Advertising

Implanted advertising refers to an advertising method that integrates the representative audio-visual brand symbols of products and their services into film or stage works, leaving a considerable impression on the audience to achieve marketing purposes. "Implantable advertising" is a form of advertising that arises with the development of movies, television, games, etc. It refers to the deliberate insertion of products or services of merchants in film and television plots and games to achieve subtle publicity effects. This natural entertainment approach avoids the audience's resistance to hard advertising.

2.2. Characteristics of Implanted Advertisements

"Running Brothers" has been using product placement since the first season of 2014. After the "limited order", it culminated in the booming of implanted advertisements. In the program,

advertisements are implanted in various forms such as screen image implantation, product exit implantation, link transition, theater implantation, and chat implantation. The implantation method is ingenious and scientific compared with traditional advertisement. Can cause the curiosity of the audience to achieve the effect of increasing brand awareness.

3. Chapter 3 Analysis and Problems of the Forms of Reality Show Implanted Advertising

3.1. Form of Reality Show Placement Advertisement

3.1.1. Screen Screen Implantation

The screen is embedded. That is, when the program is broadcast, the product advertisement appears on the lower right side of the screen. For example, in the "Run", when the program is broadcast, there is a koala holding the dynamic picture of the "Netease Koala" brand in the lower right corner, and will be converted to "buy import, koala" in the next second, the content is concise. Generalization, making the audience easy to recognize the memory.

3.1.2. Product Exit Implant

Product exits are implanted. Each episode will have different themes. According to different themes, the program group will create scene props that match the theme. The products will also be placed in the scene, and there will be lens close-ups, which are typical products. Advertising method. In different aspects, the program group will design different products to avoid the aesthetic fatigue of the audience. When the guests are thirsty or tired, they will take a bottle of Anmush to drink. This is also a typical product appearance.

3.1.3. Link Transition

Link transition. "Run" starts playing around a theme at the beginning of each episode, and ads are placed between multiple links. For example, Zheng Zheng and the extras are working together in a multi-packed box to dance and say the ad.

3.1.4. Theater Implantation.

Theater implants. In the second period of the second season of "Running", a theater advertisement was inserted. Wang Zulan helped the friends in the imported stores at the airport. Due to too many purchases, he did not go to the boarding pass and finally sat in a pile. Next to the imported goods said: "Don't let me buy, Netease koala imports everything, but also saves tariffs." The plot is very attractive, and the practical slogan of provincial tariffs is also very touching.

3.1.5. Chat Implant

The guest chats on the spot and seamlessly connects the content of the program. In the process of recording the program in Vienna, I went to the United Nations to conduct an interview before the speech. One of the examiners asked Li Chen, "Enhanced Anmuxi, to make the gathering more concentrated." Through the perfect integration with the program, The advertisement is perfectly integrated into the program.

3.2. Problems in the Form of Advertisements for Reality Show Programs

3.2.1. Lack of Fit

Some are too blunt and can't fit better with the program. For example, when the red and blue teams score or win or lose in each game session of "Running Man", they will always insert irrelevant hard advertisements. A more consistent and seamless insertion will make the advertising more scientific and reasonable.

3.2.2. Lack of Creativity

The advertisements implanted during the link are excessively repeated, which is easy to cause disgusting to the audience. You can reduce the number of times and the rate of weight loss.

3.2.3. Lack of Artistry

Lack of new forms and excessive forms of repetition. There is a need to innovate and innovate, to increase and enrich the way in which implants are innovated. Make the audience curious or interested in watching the ads. Let the audience out of fatigue and aesthetics. Grab the audience's eye and achieve high ratings. Make the art of life and the life of art.

3.2.4. Lack of Culture

Strengthen the integration with culture and give it profound connotation and cultural value. It is not simply to find a star to advertise, but to convey the story and cultural value behind its brand products.

4. Strategy Analysis of 4 Chapters of Reality Shows Implanted Advertisements

4.1. Advertising Brand Positioning and Program Style Organic Combination

Advertising brand positioning and program style are organically combined. Implantable advertising is a kind of hidden advertisement. The invisible advertisements make the public accept it subtly. Therefore, when placing advertisements, it is necessary to match the theme, style and scene of the program, and it is not possible to insert advertisements and programs. Unrelated advertising, this will cause the audience to resent. For example, when you run halfway through each section of "Running", you will insert a lot of advertisements. "A lot of people fight, and 300 million people are fighting for the APP." At least three advertisements should be inserted in each issue. The audience is expected to see the next step in the development of the link. As a result, every time a critical moment, there will be a lot of advertisements, which will make the audience bored and produce impatience and instant play. . Will make viewers have a negative impact on the brand.

4.2. Adopting a Variety of Implant Methods

Using a variety of implants, the audience feels refreshed. White implants, props, music implants, etc. can be implanted in an appropriate manner to avoid aesthetic fatigue. You can use the same product in multiple forms to serialize the theme or plot, so that the audience will not be disgusted. Curious or interested psychology wants to know what happens next to the ad. Ensure that the overall structure of the program is even and smooth.

4.3. Combination of High Emotion and High Technology

High emotion combined with high technology. Create a commercial with manual editing and new creative methods. In the current development of high-tech advertising, people are more realistic, showing a retro nostalgic mood, satisfying the development of individuality, and paying attention to the needs of personal and emotional life. This requires sponsors and program technology groups to develop advertising together to find a high-sense and high-tech combination of advertising, so that people get a balance between material and spiritual needs.

4.4. Improve Cultural Identity.

Explore new ways of implanting. Improve cultural identity. Carrying forward the road of cultural self-confidence in China today, such as running a dragon boat race in the Dragon Boat Festival, then the embedded advertisement can also make it have profound connotation and significance. With the help of traditional Chinese festival culture, cultural traditions are the power of national cohesion, the basis of people's psychological identity, cultural identity, and

the sustenance of national spirit. When implanting advertisements, combined with the strong sense of identity of traditional culture, from the form of design to the core of the spirit, it will give the audience endless enlightenment and help. Recognize the products by a wide audience, thus increasing product visibility and higher sales. Cultural Implantation This is the highest level of implant marketing. It is not a product or a brand but a culture that promotes products in its cultural context through cultural infiltration.

5. Chapter 5: Conclusion

By analyzing the characteristics of several forms of implanted advertisements, this paper analyzes the problems existing in the current form of advertisements for real-life show programs, and proposes solutions to the strategies to make the implanted form more compatible, creative, artistic and cultural. While satisfying people's spiritual needs, it also promotes the better development of the advertising industry and enterprises.

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