A Study on Integrated Marketing Strategies of Film and E-commerce Platforms from an O2O Perspective

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Abstract:

The proliferation of e-commerce platforms has led to an increasing number of sectors integrating with e-commerce. This paper will begin by examining the conventional communication in the film and television industry. It provides an understanding of the communication methods used in current movie marketing through e-commerce platforms online to offline (O2O), based on the specific features of these platforms. These strategies can be categorized into three main areas: e-commerce platform sales and marketing, derivatives development and sales, and live and short video marketing. Simultaneously, it is divided into segments for the e-commerce O2O marketing approaches that align with the movie production process. Taking Movie as a case study, this paper will examine the function and importance of e-commerce O2O platforms in film marketing. Additionally, this analysis will explore how other companies might develop more effective integration of O2O digital theory and film marketing strategies. This thesis aims to enhance people›s comprehension of how the film and television business might achieve its own brand marketing by harnessing e-commerce O2O characteristics, as well as exploring the possible correlation between film marketing and e-commerce.

Keywords: Film, e-commerce, movie marketing, O2O

1. Introduction

China's film industry has grown significantly in the last several years. The National Film Bureau of China reports that the box office receipts for national films in 2023 totaled 54.915 billion yuan. Additionally, the box office receipts for films produced domestically reached a record-breaking 46.005 billion yuan an-nually, or 83.77% of the total box office, surpassing the 41.175 billion yuan in 2019. The magnet effect brought about by box office growth has attracted the attention of the emerging e-commerce and Internet industries, which, with their substantial financial resources and potent information-processing capabilities, have fundamentally altered the organization and framework of China's film industry [1]. In response

to the expansion of e-commerce, service providers have begun to capitalize on the web traffic and attention generated by the film industry. In an effort to remain competitive in the market, these service providers have increased their investments in movie funding, ticketing, marketing and distribution, and movie screening. They have adeptly incorporated the fundamental components of O2O (online to offline) marketing for e-commerce platforms, thereby serving as a significant catalyst for the advancement of China's movie marketing.

Guevara Life, which was founded in 2009, was the first website in China to effectively introduce the concept of online ticketing to the general public. It also established a precedent for the country's O2O movie marketing platform's early success [2]. As O2O movie marketing expands to reach a wider audience, emerging star ------ Maoyan Movie has emerged as a leader in the industry and played a crucial part in the process. The combination of movie marketing attributes and e-commerce O2O not only enhances the efficacy and efficiency of marketing, but also infuses the industry with new vitality and prospects for growth.

The objective of this paper is to enhance the comprehension of the public regarding the manner in which the film and television industry can effectively leverage the O2O characteristics of e-commerce to promote their brands. It will also examine the potential interactive relationship between film marketing and e-commerce, as well as the methods by which the film's awareness, loyalty, and value dissemination can be improved through the digital platform of e-commerce. Additionally, it will investigate the integration and synergistic effects of various marketing channels and the methods by which the marketing effect can be achieved through the interaction of diverse channels. Parallel to this, It will analyze the cooperative and complementary nature of various marketing channels, the optimization of marketing impact through multi-channel interaction, and provide recommendations for the future development of multi-channel marketing theory. In considering the unique characteristics of the e-commerce platform O2O, this study will examine the following under the research methodologies of secondary data analysis, case study analysis, and comparative analysis: a comprehensive examination of the methods for fully utilizing the features of e-commerce O2O in movie marketing to expand its marketing channels, with a particular focus on the integration methods. The research also in-depth investigates the broad implications of the critical role that e-commerce O2O platforms play in movie marketing, using Maoyan Movie as a case study.

2. Literature Review

2.1 Definition of E-Commerce

E-commerce is the term used to describe transactions or transaction-related activities that are conducted by individuals through electronic media and the Internet. It entails the direct exchange of commodities or services between the consumer and an internet vendor's website through the platform [3]. The online platform facilitates the electronic, networked, and informatization of all traditional commercial activities, including purchase, sale, and payment, enabling buyers and merchants to conduct these transactions. Additional instructions are provided for: Electronic communications and digital information processing technologies are employed in e-commerce to establish, modify, and redefine connections between organizations or between organizations and individuals within the business world, thereby fostering innovation and value[4].

2.2 Overview of the Online to Offline (O2O) Concept

The limited definition of O2O is the integration of offline business opportunities with the Internet, thereby transforming the Internet into the front end of offline transactions. O2O commerce, which incorporates the model of bringing consumers from online platforms to offline through online marketing and promotion, is generally defined as the combination of online and offline channels in "online-to-offline" (O2O) commerce [5]. This implies that the internet is being used to increase offline sales [6] and to attract online customers to "real-world" businesses [7]. For instance, a typical O2O model is the amalgamation of Huawei and Xiaomi's online sales and offline experience stores.

3. Conventional Film and Television Communication Methods

Table 1. Conventional Marketing Communications for Film and Television

Method of Propagation	Status	Particular	Manifestation
TV Broadcast	Core Channel	It is distinguished by a fixed viewing time and a substantial audience.	Comprises a diverse array of broadcast formats, including prime-time broadcasts, TV theaters, and cinema channels.
Cinema Screening	Core Channel	It is distinguished by a clear sense of social attributes, a positive movie-watching experience, and a strong sense of ceremony.	Screening through on-demand screenings, premieres, and theater scheduling.
Promote on the Radio	Supplementary Resources	It is particularly well-suited for the dissemination of information in mobile scenarios due to its wide coverage and convenient monitoring capabilities.	Through radio broadcasting, which may include movie recordings, movie introductions, or related talk programs.
Newspaper and Magazine	Conventional Media	It is distinguished by its in-depth interpretation ability and high authority, which enable audiences to access comprehensive information regarding film and television productions.	By means of the publication of movie reviews, trailers, posters, interviews, and other forms.
Offline Activity	Interactive Experience	It has the potential to improve the reputation and influence of film and television works, as well as to increase the audience's sense of participation and belonging.	Including film festivals, premieres, meet-and-greets, and other offline activities.
Outdoor Advertisement	Visual Communication	It is appropriate for publicity in areas with a high volume of traffic due to its wide dissemination range and eye-catching location.	Utilize billboards, posters, banners, and other promotional materials to disseminate information about the film in public areas.
Sales of Audio-Visual Products	Conventional Channel	Characterized by the tangible distribution of film and television works.	Content is disseminated through the sale of CDs of movie and television works when DVDs are widely available.

The e-commerce platform will function as a medium for the traditional means of communication, linking the various marketing and communication methods to form a more effective e-commerce film marketing means characterized by O2O, as indicated in Table 1. The traditional means of communication in the film and television industry provide a channel-based foundation for the current e-commerce platform and film marketing.

4. The characteristics of O2O Communication in E-Commerce

4.1 Characteristics of E-Commerce Dissemination

Table 2. Characteristics and Performance of E-Commerce Communication

Characteristic	Performance
Global	The traditional barriers of commerce in space and time can be broken down by e-commerce, which can expand its economic reach globally through the Internet environment.
Efficient	E-commerce facilitates the rapid and efficient transmission of information, thereby enhancing operational efficiency through automated systems and reducing the wastage of human resources. This results in the rapid completion of each transaction.

Low Cost	By collecting information about products over the Internet, e-commerce reduces a company's purchasing steps and costs. In the interim, merchants can bypass intermediary dealers and save a significant amount of money by directly engaging with consumers. This has a significant impact on the cost-savings of both enterprises and merchants [8].
Interactive	Seller-to-seller communication in e-commerce is a two-way street due to the inherent communicative nature of the Internet.
Specific Audience	In order to enhance the accuracy of marketing, e-commerce platforms can offer personalized recommendations and services that are based on a user's perusing behavior and purchase history.
Simple to Market and Advertise	Intelligent recommendation systems based on user interests for e-commerce platforms can enhance user experience, increase sales, and improve user retention and satisfaction [9].

Table 2. indicates that as technology advances, the transaction speed of e-commerce gains momentum, costs decrease gradually, the market size expands, and new technologies like artificial intelligence and big data will further augment the intelligence level of e-commerce.

4.2 Characteristics of O2O Dissemination

The O2O mode exhibits the attributes of diversification and personalization. The future implementation of artificial intelligence, Internet of Things, and other technologies will augment the capacity of intelligence and automation in the O2O mode, so establishing a more comprehensive industrial ecosystem and service chain (Table 3).

Table 3. Characteristics and Performance of O2O

Characteristic	Performance
Synthesizing Digital and Physical Resources	O2O aims to establish a seamless connection for customers between their online and offline engagements. Leveraging advancements like location-based services and mobile computing, O2O has strengthened the bond between customers and physical stores in recent times [10].
Optimize Customer Experience	The O2O model offers customers a service experience that is both convenient and tailored to their individual needs. Concurrently, merchants have the ability to promptly adapt their items and service plans in response to consumer feedback.
Strategic Marketing and Meticulous Data Analysis	The O2O model utilizes robust data analytics to delve further into consumer requirements and preferences, enabling merchants to consistently enhance their business strategies and service processes through data analysis.
Minimize Operational Expenses	The O2O architecture mitigates the reliance on the store's geographical position and minimizes fixed cost expenditures, such as rent.

5. Film Industry's Main O2O E-Commerce Communication Channels

5.1 Primary Modes

5.1.1 Sales and marketing services for e-commerce platforms

By leveraging online channels such as e-commerce platforms, in conjunction with film and television productions, marketing and promotion efforts can effectively draw offline participation. Big data analysis enables the correct identification of the target population, facilitating personalized advice and precise marketing.

(1) Employing e-commerce platforms for primary sales and marketing

Establish a legitimate e-commerce platform as the primary channel for the sale of the film and its derivative products. Personalize the theme page. The e-commerce platform generates distinctive page templates that correspond to the movie's theme, manner, or cast. Website design, reliability

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and trust are all important predictors of user satisfaction [11]. Discounts and special offers that are only valid for a limited time, such as "limited-time rush," "seconds," discounts, "buy one, get one free," and so forth, are employed to induce a sense of urgency and encourage consumers to make a purchase. Online incentives are established in this manner.

(2) Merchandise linkage and e-commerce platform collaboration

Film and television cooperatively promote their products by collaborating with e-commerce platforms to introduce exclusive promotions that correspond to the products featured in the drama. A QR code located at the bottom of the screen can be scanned by viewers to directly access the merchandise page while they are viewing the drama. This model effectively converts potential consumers by significantly shortening the path from interest to purchase. Commodity linkage, clothing, accessories, food, and other commodities in film and television productions can serve as marketing hotpots. The brand can collaborate with the personnel to introduce the same type of products in the drama to satisfy the audience's purchasing requirements.

5.1.2 Sales and development of derivatives

Develop related derivatives that are based on film and television works, such as apparel, toys, and stationery, and sell them on e-commerce platforms to ensure that viewers are exposed to film and television items in a physical setting. It has the potential to augment the commercial value of film and television productions and satisfy the collection and purchase requirements of enthusiasts.

5.1.3 Online retail platform with real-time video advertising

Combining film and television works for product promotion or live bandwagon, utilizing live broadcasting platforms or brief video platforms, attracts offline viewing and participation. A scenario-based marketing model, humanized hosting performance, and a flexible and intelligent supply chain are all features of live-streaming e-commerce [12]. Invite celebrities or Internet personalities to participate in live broadcasts during the broadcast of film and television productions in order to showcase and promote related products. The performance of internet celebrities has the potential to elicit emotions in consumers, which in turn increases their propensity to purchase the recommended products [13].

5.2 Relevant E-Commerce O2O Marketing Tools based on the Movie Production Lifecycle

5.2.1 Pre-production: Movie Tickets----online sales and offline participation

Promote movie tickets for online ticket sales through mainstream e-commerce platforms, including Taobao, Meituan, and Maoyan Movie, to ensure a seamless and convenient ticket purchasing experience. Diversify ticketing products, provide exclusive discounts or bundled offers for online ticket purchases, sell specialized ticket types, such as early show tickets and midnight show tickets, and offer discounts during holidays and specific events to appeal to audiences with varying consumption levels. Increase the frequency of movie viewing by offering discounts such as season tickets and packages (e.g., family packages and couple packages). Customize exclusive member offers, birthday privileges, and other incentives to foster a sense of loyalty and belonging among the audience.

Application of personalized recommendation marketing and large data. Data support for movie production and distribution can be provided by e-commerce platforms that aggregate users' ticket purchase data and utilize big data technology to make box office predictions, audience preference analysis, and other analyses. Personalized movie recommendations should be provided to enhance the conversion rate of ticket purchases, taking into account the user's viewing history, interest preferences, and other relevant information.

Joint marketing and cross-border collaboration. Collaborate with brand merchants to introduce co-branded discount vouchers or coupons for sale on online e-commerce platforms. These products are designed to replicate the offline "1+N" model, thereby broadening marketing channels. Collaborate with movie producers to implement promotional activities on the platform, including the dissemination of movie trailers and movie-themed events, in order to increase the visibility and relevance of the film.

5.2.2 Mid-production: Movie Peripherals, Derivatives----online sales and offline coverage

Established official flagship stores on major e-commerce platforms as the primary method of selling peripheral products. The top movie peripheral product advertisements are simultaneously promoted and sold by purchasing advertising space, such as SP (Sponsored Production),

SB (Sponsored Brands), SBV (Sponsored Brands Video), and SD (Sponsored Display), which enhances the ranking of the products and perfects the keywords.

The e-commerce platform organizes promotional activities, sends coupons, and promotes advertisements by employing the user data and behavior analysis function. Simultaneously, it establishes a recommendation function that recommends peripheral products that are relevant to the consumer's perusing habits and purchasing history with respect to related movies.

Cross-border cooperation and joint marketing. Collaborate with renowned brands in the apparel, toy, and stationery industries to introduce co-branded peripheral products that will increase the value and sales of the products. Coordinate with other popular movie projects to jointly introduce limited or special edition peripheral products, thereby increasing the products' audience and sales channels.

5.2.3 Post-production: Distribution of Movie Content----online attraction and offline drive

Implement streaming services associated with e-commerce platforms to expand the distribution of movies. For example, Amazon Prime's streaming service, Prime Video, provides Prime members with a plethora of movie-watching options, including HBO and Amazon's exclusive content. Amazon utilizes the revenue generated from Prime mem-

ber subscriptions to acquire and produce additional movie content in order to attract and retain subscribers. The application of online sales and marketing strategies is employed to augment the sales of movie and television derivatives and movie sales targets, which in turn stimulate the sales of other marketing products in the offline market.

6. A Maoyan Movie Analysis of E-commerce O2O's Movie Marketing Impact

6.1 The Introduction and Features of Maoyan Movie

Maoyan Movie is a comprehensive movie Internet platform that combines media content, online reservations, user interaction and socialization, and the sale of movie derivatives and other services. It is operated by Meituan.

6.2 Maoyan Movie's O2O Implementation Methods

Fig. 1 shows the overall flowchart of Maoyan Movie industry chain. The objective of Maoyan Movie is to establish a movie ecosystem by combining over-the-top precision marketing with the exchange and cooperation between online platforms and offline movie theaters.
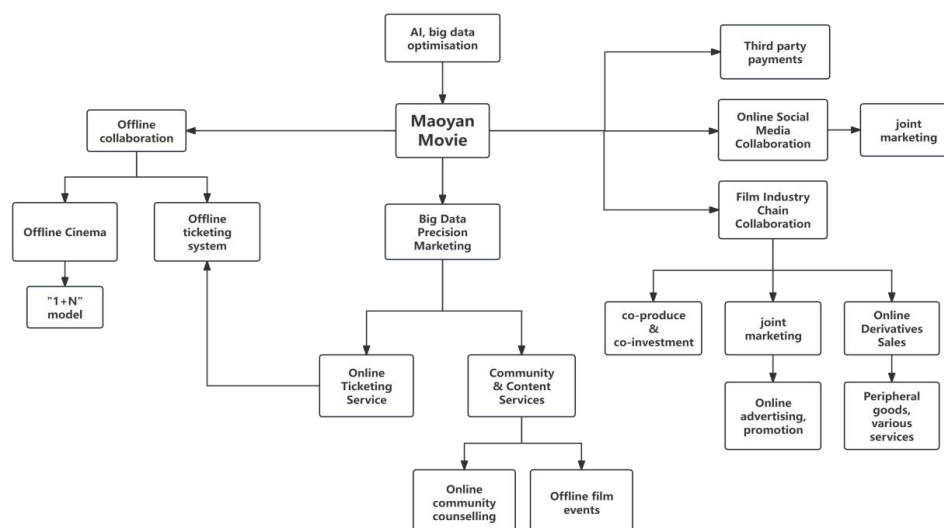

Fig. 1 Flowchart of Maoyan Movie Industry Chain

Maoyan Movie has established itself as a critical intermediary between movie producers, distributors, and audiences by comprehensively addressing the entire movie industry chain. Maoyan Movie is capable of developing more precise marketing strategies during the film's promotion and distribution phase and implementing customized promotions for various audience segments by utilizing big data-driven precision marketing. It offers film producers and distributors reference data to assist them in the execution of precise marketing strategies and the prevention of

overselling. The user's sense of participation and retention is improved by the establishment of a movie community, which includes community information, movie reviews, interaction, and other features. This type of community-based operation not only improves the movie-watching experience of users but also facilitates the exchange and dissemination of movie culture. The platform's profit model can be enhanced, and the diversified requirements of users can be met by selling the peripheral products of the movie through online derivatives sales. The platform's intelligence is improved through the implementation of AI, big data, and other advanced technologies. It also actively broadens collaboration in other domains, such as docking and collaborating with theater management systems and ticketing systems to accomplish resource sharing and complementary.

6.3 The Impact of E-Commerce O2O on Maoyan Movies

Maoyan Entertainment's total revenue in 2023 was 4.757 billion yuan, a 105.1% increase from the same period in 2022, and its net profit was 908 million yuan, a 766.2% increase from the same period in the previous year, under the model of continuously optimizing the e-commerce O2O platform [14]. The e-commerce O2O platform enabled Maoyan Movie to broaden its online-offline integration business model, thereby enhancing the convenience of the movie ticket booking and purchasing process. This, in turn, stimulated the actual viewing traffic in offline theaters, thereby providing substantial support for the company's profitability and earnings growth.

6.3.1 Basis of large-scale data sampling

In terms of the extraction of big data samples, Maoyan O2O stands out for its exceptional accuracy, utility, and broad range. The 2023 annual national movie box office for Maoyan Movie was 54.915 billion yuan, while the domestic movie box office was as high as 46.005-billion-yuan, accounting for 83.77% of the total box office. These data are not only sourced from genuine offline movie-viewing users, but also from Maoyan, the nation's largest O2O website, which is supported by Meituan's entire platform resources. This guarantees the representativeness and practicability of the data and provides the industry with a dependable reference base.

Maoyan is capable of offering more precise ratings and evaluations by employing a substantial data sample, thereby enabling users to make more informed movie selections.

6.3.2 Collecting user feedback prior to and following movie screening

Maoyan O2O is characterized by its extensive behavioral capture of large data, with a particular emphasis on uncovering the complete process of users' movie viewing. Based on the "2023 China Movie Market Data Insight" report published by Maoyan Research Institute, there were 73 films surpassing 100 million yuan in box office revenue in 2023, with 50 of them being local productions. Evidence indicates that in contemporary Chinese society, the movie industry is undergoing a shift in the market structure where domestic films are now the dominant force. This shift is a result of the notable enhancements in the quality, market reception, and content variety of domestic movies. It also reflects the change in the audience's aesthetic preferences and the market's strong affinity with local culture. By acquiring a more profound comprehension of customers' feedback and behaviors during movie viewing, Maoyan Big Data enhances its ability to offer creators more precise marketing techniques. The investigation extends beyond movie viewing to encompass users' concerns both prior to and following the selection of a film, thereby offering a more comprehensive perspective on the film business.

6.3.3 Proactively identify potential moviegoers

By leveraging O2O big data, Maoyan can precisely identify the pre-screening attention groups for various commercial films and examine the demographic characteristics of ticket-buying consumers. As an illustration, the "Movie Consumption Insights in the Era of Big Data" report published by Maoyan Movie in 2015 reveals that the box office of S.P.L.2 saw significant growth in third- and fourth-tier cities, which are the primary target demographic of the movie. In order to enhance the pre-sale rate and word-of-mouth of the film, the production team skillfully employed Maoyan's data to precisely target prospective consumers and pinpoint crucial promotion regions.

Through meticulous crowd placement and portrait analysis, the film business gains a deeper understanding of the distinct requirements and preferences of various movie audiences, so establishing a more efficient foundation for movie promotion and publicity.

6.4 Future Movie Marketing Techniques based on O2O Analytics

6.4.1 Pre-Box Office Film Market Development

(1) Deep commitment to the film program

By forging exclusive alliances with renowned film projects and seamlessly combining online and offline resources, we facilitate the organization of premieres and celebrity meet-and-greets in collaboration with physical theaters. Additionally, we engage in live streaming and interaction

with online platforms, offering pre-sale tickets and on-demand screenings simultaneously with live streaming on online platforms.

(2) Online promotion and pre-sale

Proactively initiate ticket pre-sale, offer discounted ticket prices, restrict peripheral items, and employ other strategies to encourage the audience to buy tickets in advance, and captivate the public's interest through hunger marketing. Simultaneously, it disseminates movie trailers, highlights, actor interviews, and other information on social media, short video platforms, and digital channels to access the pre-ticket opinion market. With the extensive data of the e-commerce platform, the aforementioned system examines the movie viewing history and preferences of the audience. It then recommends movie variants and movie watching coupons based on the user's purchase records and behavioral data, enabling precise marketing strategies.

(3) Upgraded infrastructure and service efficiency

Establish a rapid response customer service system, optimize the APP interface and ticketing process, provide multi-channel customer service, and resolve issues with user ticketing.

6.4.2 Post-Box Office Film Market Development

(1) Cross-border collaboration and assimilation

Movie IPs collaborate with theater, games, and other industries to create their derivative works, including stage plays and hand games. They also collaborate in other fields, such as cultural tourism and catering, to jointly create diversified consumption scenarios and experiences and to broaden the post-film box office market. This collaboration happens across borders. In order to provide the audience with a more comprehensive comprehension of the relevant IP, it is possible to create interactive experience activities that combine online and offline elements, such as themed exhibitions that showcase game scenes, character designs, and other content, by integrating VR, AR, and other technologies.

(2) Improvement of the film archives for distribution

The objective is to enhance the availability of superior material, create a comprehensive collection of films that have not achieved commercial success, encourage the entry of additional high-quality small- and medium-budget films into distribution channels, and offer them online platforms for film sales. Actively engage in the development and refinement of distribution regulations for subline distribution to guarantee compliance with market laws, while considering the interests of film distributors and cinemas.

(3) Exploration of international markets and new growth points

To improve the brand's influence in the region and to develop localized marketing strategies and service solutions that are tailored to the market characteristics of Macau and Hong Kong. Actively pursue opportunities in the international market to promote Chinese movie IPs globally, while consolidating the domestic market.

7. Conclusion

This study identifies the integrated marketing strategies of movie and e-commerce from an O2O perspective as e-commerce platform sales and marketing, derivatives development and sales, live broadcasting, short video marketing, and the current e-commerce marketing corresponding to the combination of the movie production process. The internal relationship between these strategies is investigated using Maoyan Movie as a case study. Furthermore, this paper explores additional opportunities and areas for growth in movie marketing from the O2O viewpoint. It applies O2O to various business sectors, enhances the vertically integrated interactive connection between digital platforms and the movie industry, and contributes to the advancement of future e-commerce marketing in the movie commercial sector. The present research primarily focuses on the film industry to examine the marketing function of the e-commerce platform and strategies for maximizing marketing advantages. In the future, it is anticipated that the e-commerce platform will be the primary focus to further investigate the function and financial benefits of film marketing on the e-commerce platform. This will help uncover the underlying principles of the internal relationship and ecological network of the ongoing integration of the two, as well as the key areas of focus for the sustainable development of both.

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