

# Short Video & Movie Advertising: Opportunity or Restriction? A Case Study of “Lost in the Stars”

**Shu Wang**

Nanyang Model High School,  
Shanghai, China, 200032

Corresponding author: jiaomei@ldy.  
edu.rs

## Abstract:

This study department explores the dual impact of short video platforms on film marketing, and through an in-depth case study of the film *Lost in the Stars*, reveals the unique role of short video promotion in modern film marketing and its potential challenges. Short video platforms have become important for movie promotion due to their convenience and rapid dissemination. By utilizing the wide coverage and efficient dissemination of the short video platform, “*Lost in the Stars*” successfully combined the movie’s highlights with hot social events, significantly increasing audience attention and box office revenue. However, this promotional strategy also reveals a potential inconsistency between the movie’s content and the audience’s expectations, suggesting that the movie should avoid oversimplifying the content in short-video marketing to avoid affecting the audience’s overall moviegoing experience. This study not only illuminates the potential of short video platforms to enhance the competitiveness of the film market but also points to the need to balance innovation and content quality when utilizing these platforms to maximize long-term brand value and audience satisfaction.

**Keywords:** Short Video Advertising; Film Marketing; Consumer Behavior.

## 1. Introduction

With the development of science and technology, short video platforms play an increasingly important role in lives. As an emerging form of video, short videos are usually watched by viewers on the move [1]. These videos, generally less than five minutes in length, are widely disseminated on new Internet me-

dia and mainly through PC and mobile devices. The definition of the length of a short video is vague, and videos ranging from ten seconds to a few minutes can be considered short videos [2]. Short video platforms like TikTok and Xiaohongshu are two of the most representative platforms because of their unique video presentation [3, 4]. The video formats of these platforms can fill the device screen perfectly, and us-

ers can watch the next video with a simple swipe of their phone. Therefore, short video platforms are particularly suitable for people to watch on the move, rest, and during other fragmented times, providing great convenience and catering to the current trend of “fast food” and fragmented consumption.

Short video platforms are not only creating a buzz in the entertainment and socialization space, but they are also playing an increasingly important role in the marketing space [5, 6]. Marketing is the process of communicating the value of a product or service to customers to sell that product or service [7]. In the movie industry, the rise of short video platforms has brought new opportunities for movie promotion, which can quickly attract audience attention and enhance user engagement [8]. However, the fast and fragmented nature of these platforms also poses certain challenges to traditional movie marketing strategies, requiring more flexible and innovative promotional tools. Existing studies have extensively discussed the advantages that short video platforms bring to movie promotion, such as increasing the exposure and influence of a movie through wide distribution.

The impact of short video platforms on the movie industry is not only limited to advantages but also has some limitations [9, 10]. Therefore, this paper will explore the dual impacts of short video platforms on the film industry, including both the new opportunities they provide for film marketing and the limitations they may bring. Specifically, this paper will take the movie “Lost in the Stars” as an example to study its strategy of online promotion through short video platforms and its commercial success. Through this case study, the paper will explore the practical application of short video platforms in movie promotion and how these platforms influence the operation of the movie market and the consumption behavior of moviegoers.

## 2. Case Description

“Lost in the Stars” is a suspenseful movie with the theme of designing and exposing conspiracies. The movie tells the story of the main character He Fei, who plans and commits an elaborate crime because of a huge gambling debt. He plots to disguise his wife’s death as a disappearance on a vacation to evade the debt and make a profit. However, He Fei’s wife’s best friend Chen Mai becomes suspicious of his behavior. To uncover the truth, Chen Mai disguises himself as a lawyer and quickly rushes to the place of the incident, pretending to help He Fei look for his missing wife, but secretly investigating the real cause of her death. Under a series of skillful investigations and layouts, Chen Mai eventually succeeds in forcing He Fei

to confess and bringing him to justice. The movie attracted audiences not only for its tense plot and suspenseful storyline but also for its unique narrative structure and distribution strategy. Lost in the Stars sets up a huge reversal at the end of the story - the entire investigation is a scene directed by Chen Mai. This reversal not only surprised the audience but also enhanced the narrative depth and viewability of the movie.

In terms of promotion strategy, “Lost in the Stars” took full advantage of the short video platform. Before the release of the movie, the production team conducted a series of precise advertisements on short video platforms such as TikTok and Xiaohongshu, attracting the curiosity and attention of the audience by releasing short videos about the mysterious events of the movie and interactive trailers. Through these short video ads, viewers could not only learn about the suspenseful atmosphere of the movie in advance, but also participate in discussions and predictions about the plot development, and this interactivity further increased the movie’s exposure and topicality. This unique distribution strategy has undoubtedly achieved remarkable results. As of July 19, 2023, the box office of Lost in the Stars has reached RMB 3.4 billion after 28 days of release [7]. The commercial success of the movie not only proves the attractiveness of its content but also demonstrates the powerful influence of short video platforms as an emerging channel for movie marketing.

## 3. Case Analysis

### 3.1 Analysis of Short Video Advertising and Consumers’ Consideration Set

In the modern market, for a movie to be successful in attracting audiences, it must first enter its consideration set. Usually, there are several conditions for a movie to enter the initial consideration set, such as the participation of a famous director or the great success of the previous movie. Take the movie Lost in the Stars for example, which is directed by Chen Sicheng. Chen Sicheng is popular for his Detective China Town series, which is known for its humor and unexpected reversals, so his name has a place in the initial consideration set for domestic audiences. In this way, the movie’s initial attention is well assured. However, the key question became how to enhance the appeal of the movie in a competitive market and make it stand out in the active evaluation stage of the audience. Lost in the Stars successfully combines the movie content with the current social hotspots through short video promotion, which significantly increases the audience’s attention. The short video advertisement of the movie not only contains the suspenseful plot of the movie but also

skillfully combines the current hot social events to make the content more attractive.

By editing the movie's highlights into short videos and posting them on the platform, this strategy successfully combines the movie's main selling points with social topics that audiences care about. This approach not only increases the exposure of the movie on the short video platform but also establishes a connection with the social hotspots in the minds of the audience, which enhances the attractiveness and attention of the movie. The high efficiency of the short video platform enables *Lost in the Stars* to attract a large number of viewers in a short period, which makes the movie stand out among many competing movies.

Short video advertising not only helps the movie enter the audience's consideration set but also significantly enhances the movie's market competitiveness through the combination of innovative content presentation and hot topics. This strategy effectively enhances the movie's recognition in the audience's mind and gives it an edge in the fierce market.

### 3.2 Strengths and Restrictions

Short video platforms offer both new opportunities and challenges for movie marketing.

The movie "*Lost in the Stars*" successfully utilizes visually striking scenes, such as "luxury trip to Southeast Asian islands", "Transformation show" and "Van Gogh exhibition", which not only enhance the viewing experience of the movie but also attract widespread attention on short video platforms. These elements not only enhance the movie's viewability but also attract a lot of attention on short video platforms. These visual elements provide rich materials for short video production, enabling the movie to spread rapidly on social media and attract a large number of viewers. By amplifying the highlights and suspenseful elements of the film in this efficient and intuitive way, the short video platform took full advantage of the modern audience's preference for rapid consumption and high-intensity visual experiences, thus creating widespread online buzz in a short period. This strategy allowed the film to stand out in a competitive market and effectively drove exposure and audience engagement.

Despite the success of *Lost in the Stars*' visual presentation, the film's narrative depth and characterization are weak. The core themes of the film center around friendship and love, but the character relationships are portrayed flatly due to the overly direct narrative style. The movie tries to explore social issues such as gender relations and school bullying, but these issues are simplified in the movie as scars, tattoos, and emotional expressions, lacking

in-depth social criticism. Although this simplification is suitable for short videos, it also creates a gap between the audience's expectations and the experience of the movie. Some viewers provided feedback that the movie was less logical and the plot development failed to meet expectations, reflecting the fact that the short video advertising strategy may have neglected to convey the depth and complexity of the movie's content while attracting viewers' attention. Although the short video effectively aroused viewers' interest, viewers may have been disappointed with the content and structure of the movie after the actual viewing, thus affecting the overall viewing satisfaction.

## 4. Suggestions

As more and more films are using short videos to advertise movies, it is crucial to choose the right advertising tactic to win the audience's hearts. However, it is the convenience of social media that can create restrictions for movie advertisements. A good word of mouth is crucial to all the films during each stage. In the digital era, people tend to search the comments online first, then decide whether to go to see it or not. This leads to a decrease in the audience on the premium, which is negative for the film promotion. Also, people will get tired when the forms of all movie publicity are the same. So creativity in the form of movie advertising is what film producers need to work on.

### 4.1 Use the Platform Well

Producing short videos that suit the platform's size can provide users with a more immense and fluent experience, thus they can understand the content well and be more likely to be interested in purchasing the film. Also, more and more video platforms are being developed by huge movie production companies. Instead of sticking to lead the consumers into the cinema, leading them to the platform can also make a profit. By implanting a hyperlink inside the short video, the consumers can skip to the movie on the platform after finishing watching the video. This convenience can also encourage the likelihood of consumers' purchase.

### 4.2 Format Revolution

The methods of short video in movie production right now are a bit alike. Though the way a lot of movies have drawn some of the consumers' attention, the consumers are getting more and more familiar with them at the same time, which can decrease the effectiveness of the promotion. To surprise the audience, the producers should think more about the format of the video. Jumping out of the

beaten track is a crucial step to better use the short video platform. For example, integrating AI immersion with a short video platform can enhance the interaction between the audience and the movie to bind the audience quickly with the movie, which can lead them to the cinema or website to pay for the movie.

## 5. Conclusion

From the case, it can be seen short video platform can bring huge commercial profit by using the right tactic (connecting with huge social events), but once the context of the short video becomes in charge of the film's plot. The film will likely become shallow or not focused enough, which can frustrate the audience drawn by the appealing short video, and of course, this can do harm to the consumers' impression of the director or the film series in the initial consideration next time in their purchase circle. Thus, this can be a harm to the brand and the film in the long run. This study believes that social media is a huge opportunity for movie marketing, as it is still evolving, and the advertisement and publicity will be faster and cheaper. Producers should use it smartly by creating a new form of advertisement to attract an audience. For instance, combining social media with techniques such as Vision Pro can provide consumers with a more direct way to the context.

## References

[1] Xiao Y, Wang L, Wang P. Research on the influence of content features of short video marketing on consumer purchase intentions. 4th International conference on modern management, education technology, and social science (MMETSS 2019).

Atlantis Press, 2019: 415-422.

[2] Manasrah A, Masoud M, Jaradat Y. Short videos, or long videos? A study on the ideal video length in online learning. 2021 international conference on information technology (ICIT). IEEE, 2021: 366-370.

[3] Shi R, Wang M, Liu C, et al. The influence of short video platform characteristics on users' willingness to share marketing information: based on the SOR model. *Sustainability*, 2023, 15(3): 2448.

[4] Yuan L, Xia H, Ye Q. The effect of advertising strategies on a short video platform: evidence from TikTok. *Industrial Management & Data Systems*, 2022, 122(8): 1956-1974.

[5] Liu J, Liu Y. Research on user participation behavior of mobile short video APPs: Taking Xiaohongshu as an example. 2022.

[6] Qin M, Qiu S, Zhao Y, et al. Graphic or short video? The influence mechanism of UGC types on consumers' purchase intention-Take Xiaohongshu as an example. *Electronic Commerce Research and Applications*, 2024, 65: 101402.

[7] Kuruca Y, Akyol M. Movie promotion through social media. 12th International Symposium Communication in the Millennium, Anadolu University, Faculty of Communication Sciences, Eskişehir. 2014: 99-109.

[8] Xu J. Research on film short video marketing strategy from the perspective of the new marketing theory of 4C.SHS Web of Conferences. *EDP Sciences*, 2023, 155: 02004.

[9] Li W, Jiang M, Zhan W. Why advertise on short video platforms? Optimizing online advertising using advertisement quality. *Journal of Theoretical and Applied Electronic Commerce Research*, 2022, 17(3): 1057-1074.

[10] Song Y. Research on Urban Brand Promotion Based on Short Video Marketing in the New Media Environment. 2021 International Conference on Social Development and Media Communication (SDMC 2021). Atlantis Press, 2022: 1467-1472.