

# Narrative and Communication Analysis of Advertising Placement in the Short Video Era

## -- Take the Blogger "Art Cauliflower" as an Example

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### ABSTRACT

In today's era, short videos appear more and more frequently in people's life. The focus of the development of the advertising industry is gradually getting closer to short video, and short video platforms are gradually replacing traditional media such as newspapers and TV as a new way of communication. Therefore, in order to achieve outstanding communication effect, it is necessary to change the content and form of the video to make it more close to the audience's preferences. In order to better develop the short video advertising, the article will take the short video blogger "Art Cauliflower" as an example to analyze the short video advertising from two aspects of narrative and communication, and put forward relevant suggestions for the current short video.

### KEYWORDS

Short Video Era; Short Video Advertising; Communication; Narrative.

## 1. INTRODUCTION

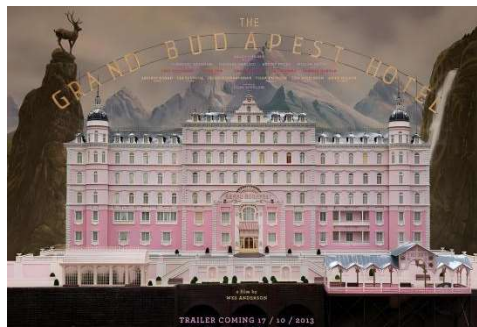
In today's era, short video APP has become an essential software in people's mobile phones. By December 2022, the number of short video users has reached 1.012 billion, with a year-on-year growth of 77.7 million, with a growth rate of 8.3%, accounting for 94.8% of the overall Internet users. In terms of usage time, short videos can spend more than 2.5 hours a day. Short video is no longer just entertainment, it has been superimposed with various fields, penetration, not only on the entire audio-visual industry, even on the national economy will have an impact. Compared with the advertising placement of traditional movies and TV dramas, the content and form of advertising placement of short videos are more straightforward. Compared with the "seamless connection" between the product advertising and the content of movies and TV dramas, the form of short video advertising "coming straight to the point" is easy to make people feel tired. Therefore, a different short video can make people shine, so as to achieve excellent communication effect.

In the usual seen short videos, almost all advertisements are implanted, but most of the implanted advertisements have little correlation with the video content. In the video of the blogger "Art Cauliflower", the whole video has almost no trace of advertising products, but the narrative content in the video is related to advertising. The blogger's videos can bring viewers into the scene and make people more impressed with the product. This article aims to explore how the style of advertising screen can impress the audience and make the audience pay for it, and what is the significance of such advertising style for the advertising placement form of short videos in the future.

## 2. A "WES ANDERSON" -STYLE COLOUR AND COMPOSITION

In the short video platform, various types of short video are uneven, and the video specifications are also different. Nowadays, a variety of template videos emerge in an endless stream, making its video style tends to be homogenized and vulgar. But in the case of the "Art Cauliflower" video, it can be clearly seen that its video is essentially very different from other short videos. In composition and color, "Art Cauliflower" always adopts the style of director Wes Anderson in her videos. Through the ultimate symmetrical composition and high saturation color, the visually tired audience was deeply impressed when watching such a short video.

The three primary colors, red, yellow and blue, are bright colors. These three colors widely used in wes Anderson films are only the basis. More high-contrast, bright and bright saturated colors are boldly matched in the film by Wes Anderson<sup>[1]</sup>. For example, in the Grand Budapest Hotel, the interior decoration scenery of the Grand Budapest Hotel is a luxurious and retro scene, presenting warm colors. As shown in Figure 1. The waiters in the hotel uniforms are purple, purple with a little red, and the red elevator collocation effect, thick and charming but not common. The appearance of the Grand Budapest Hotel is actually pale pink, and the combination of pink blue and pink also appears in the second half of the film. The dessert is always enjoyable, and the dessert box uses the two sweet colors of pink and pink blue. As shown in figure 2.



**Figure 1.** Poster of the Grand Budapest Hotel



**Figure 2.** A still photo from the Grand Budapest Hotel

In the "artistic cauliflower" video, "My Stage," the blogger uses the same color principle. As shown in picture 3, the opening scene is in a pink wall, with an open window right in the middle, and the people in the room are doing their things. In a single background color, the object in the center of the picture can be highlighted more. With the movement of the lens, the audience's attention also follows the lens to follow the video.



**Figure 3.** My Stage

In composition, Wes Anderson, as a practitioner of traditional shooting techniques, has all kinds of classic composition methods appearing in his films. However, the most iconic way of picture composition is symmetrical composition. In each frame, you can find at least one axis of symmetry, or the characters are in the center, and other objects on both sides correspond to the left and right, or with a symmetrical axis in the middle as the line, and the characters and things on the left and right sides form symmetry. Moreover, this way of composition became more mature in the later works, and the balanced and symmetrical picture composition became an important feature of Wes Anderson's film aesthetic style. Figure 4, for example, is a very standard symmetrical composition. In the video "South Wind under the Red Wall" by the blogger "Art Cauliflower", a woman with an umbrella stands in the center of the red wall at the beginning and tears off the advertising paper one by one to make the red wall clean. At this time, the woman is set off by the red wall, and the prominent center of gravity of the picture gives the picture a symmetrical beauty.



**Figure 4.** "The South Wind Under the Red Wall."

### 3. UNIQUE NARRATIVE STYLE IN THE SHORT VIDEO PLATFORM

With the advent of the era of "we media", the shooting records are no longer the patents of some big Internet celebrities, and the videos released by everyone may become popular. With the development of science and technology, it is common to record, edit and release them on mobile phones. Short videos have been deeply rooted in people's lives, but the videos shot by ordinary people are seriously template, which is easy to make people feel aesthetic fatigue. The way of advertising advertising is also to cut off the complete narrative and forcibly implant advertisements, which very affects the perception. The barrage often appears similar to "dare to advertise today, dare to hit fans tomorrow" copywriting has expressed dissatisfaction. Compared with other bloggers, the advertising placement method of "art cauliflower" is very natural and almost imperceptible.

When planting the same product advertisement, we can more intuitively see the difference in the way everyone creates, such as the advertisement of vivo x100 mobile phone. Blogger "wheat" on TikTok platform has 18.97 million fans, the video mainly in the family parent-child track, before the phone

advertising, she asked her family want to wear what type of ancient costume and want to take pictures, when the family change clothes ready to take pictures, bloggers began to interrupt narrative began to ads, very straightforward on the mobile phone photo function, and through the characteristics of the daughter smile emotion rise to affection level, the audience. In the video of the blogger "Art Cauliflower", "Only for the Old Friendship Garden Corridor", the blogger has introduced the product very well. At the beginning of the story, a staff member is sealing the house to be demolished. When he left, a girl suddenly appeared and tore off the seal and broke into the house, starting to pick up the wood scattered on the ground. When the staff found her, she ran around a wall and fled the staff. Every time the staff affixed a new seal, the girl would tear it off and go into the house to get something. When the last time the staff found it, she was brushing the wall of the house and restoring it into her memory. In order to keep the memory, she asked the staff to help take photos. This is where what the video really wanted to promote came in.



**Figure 5.** Product diagram of "Only for the old Hospital Middle Corridor"

The central idea of the video is "keep childhood memories", which is in line with vivo's slogan "use people like freeze beautiful". The blogger appeared in the product at the end of the video, which not only promotes the camera function of the phone, but also shows the emotional direction of the story, with no sense of violation, bringing an immersive viewing experience to the audience. When watching their works, the audience feels that they are no longer just regarded as a shopper, but a friend worth communicating and expressing their emotions. It puts the audience in the central position and conveys deep-seated values, thus narrowing the distance between the work and the audience<sup>[2]</sup>.

In plot content close to the audience cultural environment at the same time, in order to catch the attention of the audience in a short time, a short video plot advertising will create multiple conflicts, through the common scene and plot to attract the audience, reuse the intense conflict of the audience, and the stimulus cleverly connected with product information, the product culture into the thinking of the audience's mind, this is "art cauliflower" video shooting, operation mode.

#### **4. ACCURATE PRODUCT POSITIONING AND AUDIENCE GROUP**

In the short video platform, the style of the account itself is difficult to ignore. It is precisely because the audience chooses to watch the published content of the account because they are loyal to the account style. However, the product information of the advertising information cannot always conform to the account style. If the product information fusion account content is forced into the video, it will not attract the audience, but may cause the audience aversion due to the conflict between the product information and the account style<sup>[3]</sup>. Therefore, when carrying out short video marketing, the brand needs to find a balance point, which can not only effectively spread the product information, but also not destroy the original style of the account and the viewing experience of the audience.

Through the video cover of the blogger "Art Cauliflower", it can be seen that most of its advertising products are cosmetics, with accurate positioning and targeted at women. In her videos, the main characters are mostly female, and the plot reveals the style of female independence and self-improvement everywhere<sup>[4]</sup>. For example, in the video "The Taste of Gardenia", the female manager in the video blocked the water from the customers in order to protect the staff from the customers. At the end of the video, the female manager cut her long hair short and donated it, and the main character changed the title of the manager's back photo to "Gardenia Taste" in the photo exhibition. At the end, the blogger not only introduces the product, but also sublimated the emotion of the whole video. The manager in the advertisement is self-reliant, independent and responsible, which set a female example and aroused the resonance of the female group.



**Figure 6.** The Taste of Gardenia

Italian art critic in base, bonito, mentioned in the basic orientation of art " advertising is the prerequisite of life is not perfect, that unfortunately can be through a kind of production to repair, the nature of the repair and accurately confirmed the production, this assumption is for advertising to provide an absolutely correct authority<sup>[4]</sup>. In the video, women are treated unfairly, and those who struggle all the way are stimulated and called on by advertising. Advertising language creates people's "sense of absence" of a certain product from many aspects, and promotes the consumption desire of consumers to have more new products, and the premise of this desire is the reasonable expression of advertising language.

In the production process of women, short video advertising creators use symbolic visual language to make women's viewing full of their own identity and find their own shadow, thus generating group resonance. Different from many advertising bloggers, "Art Cauliflower" does not explicitly force the products, but gives perfume, lipstick, face cream, milk and other brand categories with different stories to attract the audience.

Many of the touching advertisements are not rich flashy skills and unrestrained, but extracted from the real details of life. It is difficult for viewers to pay for made-up emotions because they are unpersuasive. Good creation is to "not let go" of details and truth<sup>[6]</sup>. It is precisely because of the "art cauliflower" will put the small things in life on the screen, made their own account style, it has made her now "advertising ceiling" position.

## 5. EPILOGUE

With the continuous development of Internet technology, short video advertising has become an important way for advertisers to promote products. The rise of short video platform has continuously expanded the scope of advertising. However, the problem of homogenization and vulgarization of short videos is also very serious, and the audience has long been disgusted with the advertisements appearing in the video. In this case, creators should improve their professional quality, enhance the



fit of advertising products and video content, and understand the relevant information of the products while the audience obtains an immersive experience. The creation of short videos requires creativity, high quality, appropriate length and rhythm, and social communication and audience positioning, so order to obtain better results and response. Creators should pay attention to the interaction and communication with the audience, actively respond to the feedback, and make creative adjustments according to the needs and preferences of the audience, so as to improve the click rate and conversion rate of advertisements. Secondly, the creators should pay attention to the visual effect and music coordination of the video, so as to make it more attractive and appealing, so as to attract more audiences and fans, and create more creative and personalized works. Only by considering multiple factors can we create truly touching advertising works. The video of "art cauliflower" has set a benchmark for the majority of creators in the fast food era today, and is of great reference significance for the creation of short videos in the future.

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