

Study on the Advertising Insertion Forms in the Creativity of Online Variety Programs: Taking "Back to Field" as an Example

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Abstract. With the arrival of the The Internet Age, the information dissemination environment and the needs of the audience have undergone tremendous changes. The advertising market in China has undergone significant changes from the 20th century to the 21st century, with significant changes in form, from traditional media advertising to new media and internet advertising. With the increase of media forms, the saturation of the current traditional advertising market is relatively high, and the choices of advertisers are limited. Therefore, various platforms and media embedded advertising have begun to be sought after by advertisers. The audience's tolerance for repetitive and vulgar placement advertisements is decreasing, and placement advertisements have emerged as the times require. Placement advertisements have the characteristics of diverse advertising forms, being able to leave a deep impression on the audience, and having a good impression on the audience. The emergence of slow variety shows has provided new opportunities for advertising placement and has been favored by many advertisers. Variety shows are in a rapid development stage, and advertising placement, as one of their development assistance, is also constantly developing, and in the process of development, more new advertising placement models are constantly being applied. This article takes "Back to Field" as an example to analyze the advertising insertion forms in the creativity of online variety shows.

Keywords: Online Variety Shows; Creative Advertisements; "Back to Field".

1. Introduction

In the context of globalization and technology, modern variety shows have broken the traditional situation of single variety shows, lack of innovation, and unclear audience positioning [1]. With the continuous rise and development of outdoor reality shows, variety shows have gradually become a favored destination for advertising brands. After the long-term development of the advertising industry, it has been found that it is better to make advertisements appear in a reasonable manner than to force them to cause audience dissatisfaction. Modern variety shows have diverse development concepts and tonality, and advertising placement is to use the diversity of modern variety shows to select variety shows that match their tonality and innovate advertising placement methods [2]. Implantable advertising not only enables brand owners to fulfill their wishes, but also provides relatively more guaranteed program ratings, thus establishing the advantages of implantable advertising compared to traditional advertising.

As a documentary program on life services, "Back to Field" records the people of He Jiong, Huang Lei, and others returning to the countryside together. As the owners of the 'Mushroom House', it brings the audience a life scene of 'self-reliance, self-sufficiency, warm hospitality, and perfect ecology' [3]. This series of programs, through continuous content optimization in the first three quarters, presents a natural and simple rural "slow" life scene to the audience, and uses this scene to implant advertisements to achieve the expected effect. In addition to advocating a return to life itself, "Back to Field" also integrates advertising with life. Although one can feel the traces of its advertising, it has done a good artistic treatment between advertising and life, allowing the audience to be in an environment where advertising is implanted while also feeling the enjoyment of life [4]. Variety embedded advertising has always been common, but early too rigid advertising placement not only fails to achieve good advertising marketing results, but also affects the audience's liking for program content, and even leads to a decrease in program ratings or word-of-mouth. In the era of new media, advertising placement in programs has also begun to explore many new ways. Implanted advertising,



as a common way of modern brand communication, has enhanced the pattern of the modern advertising market. Variety shows represented by "Back to Field" utilize the oral communication of hosts or guests to match the advertising content with the program atmosphere, achieving good marketing results. Sometimes guests or hosts reading advertisements can also form unexpected variety show burdens, which are loved by the audience. In the impetuous modern life, people bear heavy life pressure, and entertainment programs can to some extent alleviate people's pressure and emotions. The "slow variety show" with the theme of slow pace, non competitive, and staying away from the hustle and bustle of the city, satisfies consumers' need to relax and yearn for a leisurely life and emotional exchange, winning the favor of consumers [5].

In modern society, people reject advertising and cannot do without it. How to balance capital and content in variety shows is a topic that producers must face and solve directly [6]. Advertising, in the context of the fast-paced modern society, is more manifested as a relatively passive situation, which is the result of the development of the entire society. The development momentum of embedded advertising in China is rapid, and it is necessary to explore its development direction from the current situation.

2. The Expression Form of Advertising Implanted in "Back to Field"

2.1. Performance Forms of On-Site Implantation

Embedded advertising is not a strange word. Almost all Almost all variety shows will have a large number of embedded advertising. However, how to express advertisements naturally without affectation, and how to maintain a good user experience while implanting them are all issues that headache directors. The manifestation of on-site implantation is the implantation advertisement that appears with the interpretation of variety show content, mainly including prop implantation, scene implantation, product use, physical placement, etc. [7]. Prop implantation refers to the appearance of a product as a prop that caters to the content of the program, usually containing relevant brand element information, presented in the form of a product or physical model. Oral broadcasting refers to allowing the host of a program to promote the brand in the form of language at different times of the program. It embeds product information into appropriate links and interprets it in different styles to attract target consumer groups and create topics for the brand. Scene implantation almost runs through the entire variety show. Here, scene implantation mainly refers to the brand as a background in the scene where the program story takes place, usually with only a few seconds of close-up shots, and sometimes even without them.



Figure 1. Advertising placement for "Back to Field"

Physical placement is generally the most common form of expression, often appearing in the form of brand products, usually for close-up or close-up shots. For example, "Jaingzhong Hougou rice gruel", red boxes can be seen everywhere in the house, as well as pillows, cups, Table tennis racket and decorations with the words "Monkey Gu in the River". The embedded advertising expression of product use refers to the application of product usage functions to corresponding program content,

mainly manifested as the use of product brands by program guests. All guests are recommended to drink rice gruel: rice gruel in the morning, rice gruel for stomach pain, rice gruel nourishing the stomach, rice gruel for hungry at night, and rice gruel for playing games, as shown in Figure 1.

2.2. Program Packaging and Audiovisual Expressions

The expression form of program packaging refers to some embedded advertisements that appear through the introduction of popular entertainment elements and the subsequent editing and secondary creation of program content, in order to improve the visibility and fun of the program, mainly including screen pressing bars, content prompts, corner markers, subtitles, etc. Corner markers are often dynamically hung at the bottom right of the screen in the form of product logos combined with program names. Screen pressing strips also have a platform called "Adhesive bandage", which refers to the precise combination of elements in the scene with the brand, and finally produce "bullet screen copy" that is very consistent with the brand positioning, often appearing below the screen in the form of strips. Content prompts refer to embedded advertisements that appear at a specific time, usually on game rules and knowledge popularization interfaces in variety shows. They are often presented in the form of QR codes or knowledge boxes, allowing viewers to scan the code to enter the brand activity page or notice the functional characteristics of a certain brand. Subtitles refer to the presentation of dialogue and other non visual content in film and television works in the form of text, and also generally refer to post processed text.

Audiovisual refers to both visual and auditory senses. Visual implantation refers to the exposure of brand logos or product service related information in the camera in conjunction with the plot of a program, and the absence of special sounds or effects on the corresponding sound track of the program to attract the attention of the audience [8]. Auditory implantation refers to guests verbally mentioning brand or product related information in a program. The integrated expression form of auditory and visual implantation is currently the most widely used form, emphasizing the close combination of script dialogue and visuals. In addition to displaying products in the visuals, it is also necessary to verbally mention brand names or related product information to deepen the audience's impression.

3. The Enlightenment and Value of Implanting Advertising

3.1. Enlightenment

The host's oral communication should be as easy to understand as possible, while also having a certain understanding of the audience's preferences and current popular words and events. Based on their quick response ability, successful advertising marketing can be achieved [9]. At least to ensure that the audience is not disgusted, the best effect is to not only stimulate the atmosphere, but also increase the audience's interest. The content should be easy and interesting, while also having substantive content that cannot be empty, so as not to have persuasive effects on the audience. With good content, an appropriate form of oral communication is also very important. According to the experience in "Back to Field", hosts can borrow corresponding external objects when communicating advertisements in oral communication. At the same time, the tacit cooperation between the host or guests can also be utilized to achieve a good oral communication effect. In "Back to Field", guests often naturally mention embedded advertisements in conversations or games.

3.2. Implanting Advertising Scenario Based Communication Value

The placement of advertisements in scenes in slow variety shows must comply with the art and beauty of the program itself, achieving an organic unity between the placement of advertisements and the content of the program. Keeping away from the hustle and bustle of the city and defending our simple and rustic selves has been a constant setting in "Back to Field" throughout the four seasons. In the natural and real life scenes of "Back to Field", the audience can experience the transmission of family culture, traditional culture, and social culture. The implantation of advertising based on the form of slow variety shows breaks the limitations of traditional advertising with the direct purpose of selling

products. It combines life aesthetics and cultural values to achieve the integration of advertising utilitarianism and art, achieving the unity of form beauty and content beauty. While disseminating advertising information, it also establishes correct values for the audience. Both natural scenes and creative scenes arranged in later stages are based on reality, providing inspiration for the placement of advertisements in slow variety shows. One of the innovative points of advertising scene based communication in slow variety shows is to use scene based communication to integrate advertising content into the program content, making implanted advertisements the focus of slow variety shows. Scenario based interactive communication connects users by creating specific application scenarios, and mobile internet and intelligent terminals connect enterprises and users, providing support for the creation of interactive scenarios [10].

Aesthetics of life empowers culture by understanding family culture, traditional culture, social culture, and social values in real-life scenarios; Real scenes empower the brand and have a positive impact on the image promotion and marketing of brand advertisers; The interactive mechanism empowers user communication, strengthens user dominance, enhances user identity, and enhances the value of programs and embedded advertisements. Finally, summarize and summarize the scenario based communication of slow variety show advertising, as shown in Figure 2.

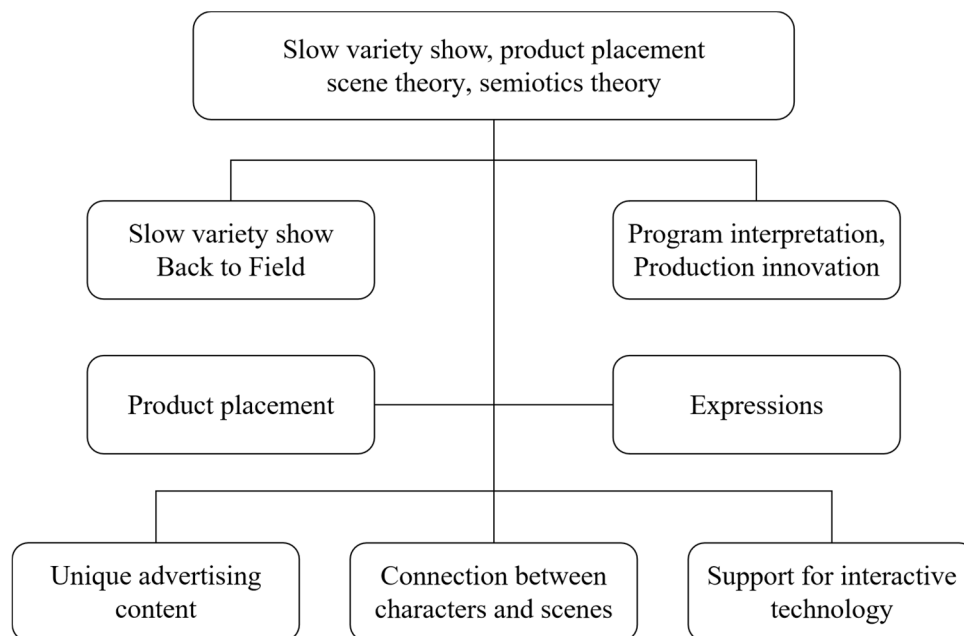


Figure 2. Summary of scenarioized advertising for slow variety implantation

4. Conclusion

Advertising placement in programs is now common, and after experiencing stiff advertising placement, programs now adopt a smarter and more effective advertising placement method. Advertising placement in variety shows needs to integrate various aspects of communication elements with the program itself, taking into account the compatibility between the implant and product characteristics, the integration and development of implant channels, the compatibility between brand audience and program audience, and the most important integration of brand personality and program philosophy. Attention should also be paid to innovation in advertising placement, as only continuous innovation can meet the needs of the public. At present, the arrival of the mobile The Internet Age has ushered in a new media technology innovation, namely scene communication. Especially the life experience slow variety show represented by "Back to Field" is the best place to resonate emotionally with the audience in the same scene. With a life scene oriented and scene oriented approach, the product is naturally brought into the daily lives of guests, improving the effective delivery rate of advertisements. The existing variety shows need to further develop the integration of audience and audience, as well as brand personality and program philosophy, so that advertising brands and

program brands coexist harmoniously and reach a depth of "flesh and blood". As the most effective way to establish emotional connection with the audience, the cultural and value values embedded in the scenario based dissemination of embedded advertisements are more important. Only on this basis can a long-term and stable communication relationship be established with the audience.

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