Construction and Evolution of Animation IP Based on Short Video Social Application

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Abstract: The rise and popularity of short video social applications has become a phenomenal event in today's society. With the development of short video content on the new media platform, the animation IP has ushered in the 2.0 development era. The animation IP represented by "stiff fish", "sprouting bear", "Tiger Dart" and "Pig Fart" stands out, attracting the majority through unique character construction, theme presentation, narrative style and marketing techniques. The attention of the audience and the favor of the business. The construction of animation IP and the reasons for its evolution in short video social applications have important theoretical guidance and practical value for the development of the animation IP industry in the new media era.

1. Introduction

In recent years, domestic short video social applications have ushered in a period of rapid development. According to statistics, the number of short video users in China reached 501 million in 2018. It is expected that the future will remain sTable and normal, while the number of vibrating and fast-acting users in the first echelon of the short video platform will remain at around 200 million. (1)

Short videos offer a wide variety of original content with a wide variety of styles, occupying a large amount of browsing time and traffic consumption. This emerging medium has a fast transmission speed and flexible methods. Its high heat, high traffic, high DAU (the number of daily active users, fully called Daily Active User) has been valued by various marketing activities. (2) With the development of new media, animation companies are welcoming the 2.0 era of animation IP development, and the animation IP represented by "stiff fish", "sprouting bear", "Tiger's little darts" and "pig fart" Stand out from the crowd, these virtual anime images attract the attention of many audiences and turn traffic into actual product consumption behaviors by means of short video "short, flat and fast" communication features and endless creative methods. Different from the past, the animation IP is developed by traditional media such as comics, TV, movies, etc. The animation IP based on short video social application not only has its unique construction method, but also becomes an important communication carrier of short video social.

2. The role of the presentation: virtual construction in the real environment

The short video social application is mainly presented as an audiovisual experience. For anime IP, defining the style of the core role is the key to creating content IP. Coincidentally, the current successful IP cases such as "stiff fish" and "sprout bear" have chosen three-dimensional characters as the main body. As we all know, 3D animation pursues shocking and realistic visual effects. These avatars are vivid, natural, and vivid, and together with the real-life images or the three-dimensional scenes that create a hypothetical real environment, form the core content of the animation IP.

2.1 Styling style "grounding gas"

Taking into account the public's value identity and aesthetic taste, in the creation of people, the

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designers of animation IP usually choose to compare the style of "grounding".

Take the "frozen fish" created by Xiamen Fengyu Animation as an example. The creative inspiration comes from the personal experience of the designer Xu Jiufeng – "two-point and one-line office workers, like walking zombies". The design is not limited to the traditional image of a horrible zombie with a pale complexion and worn out clothing, but a contrasting approach. The age of the child is set, the head to body ratio of 1:2, the big and innocent eyes, the dark circles of the eyes, the red lips of the heart and the pink blush, and the face is cute. The fish bones above the head are the whims of Xu Jiufeng's fishing. The sandals are intentional. The "frozen fish" wearing official uniforms and wearing official hats seems to be in a high position, but he has a higher age (more than 200). Years old, in fact, is still a member of the poor office workers. "Shoes" is given the meaning of "grassroots" here. The image of "stiff fish" is ordinary and cured, and the designer hopes to use this role to give the audience a warm and lovely feeling. With this little zombie, Fengyu Animation successfully attracted Tencent's tens of millions of A-round financing, and the whole network has 46 million fans (3), becoming the leader of the era of animation IP 2.0.

The germination of the "Bloody Bear" is more intimate. Succulents have been popular among young people in recent years and are very popular among ornamental plants. The prototype of the budding bear is taken from a succulent plant called "Bear Boy", which is named for its shape resembling the sole of the bear. The thick succulent succulent plants and the softly velvet bears are organically grafted, the pots are the house, the "green buds" on the top of the head represent the newborn, young and tender, the color setting is warm and the main, the most vivid and bright, and then Adding the same fat body as "Big White", the "Meng" and "Warm" temperament are all-rounded, which is in line with the current trend of young people's pursuit of "Meng Culture".

2.2 Implantation of cultural memory points

High-quality anime IP should be memorable, in addition to the difference in appearance, there must be hidden connotations that mark its characteristics. Deeply cultivating character and historical and cultural connotations is one of the effective ways to extend the vitality of animation IP. In the 1970s and 1980s, Hong Kong director Lin Zhengying opened the first place to integrate Western vampires and zombies with Chinese Maoshan zombies to create a classic Hong Kong zombie series. The "Zombie Fish" pays homage to the classics. It is sparked by the stiff fish and the vampire Loli (blood and mosquito). It blends Chinese classical zombie culture and vampire culture, transforming the "zombie" theme that was originally taboo in animation into a network. Explosion.

"Tiger's Little Dart Master" draws on China's unique "Education Culture". The small dartsman wears a modified version of the red short brown Chinese dress, a leather vest with animal teeth, and a tiger that is worn by Chinese folk children. The headgear, through the occasional naughty, sometimes stupid and sturdy action design, a tiger head, healthy and powerful, full of local style anime children came into being.

In order to make the animation IP quickly get the memory point, especially the favor of the Chinese people, it is a general principle to implant the symbolic design with the local cultural connotation.

2.3 Construction of the real environment

In 1988, Robert Zemigis directed the film "Who Framed Rabbit Roger" in the 2D animation technology + real shot scenes in the successful attempt, won the 61st Academy Awards for the best visual effects award. After more than 30 years, the 3D animation + real shot scene is once again popular on the network platform. The "small fish" and "pig fart" and other explosion IPs all use the creative design of the anthropomorphic image into the real environment. The "stiff fish" can "real-time interaction" with the real father. The scene brought by this technology Substitute and fun are incomparable for purely filmed or purely animated films.

Traditional 3D animations deliberately create a sense of non-reality in character design and scene design. This unrealistic art texture will bring the audience into an imaginary world that is completely different from the real space, thus gaining an aesthetic experience.

The animation IP of the short video platform is devoted to the perfect and tacit combination of animation technology and real-time shooting. Even if the scene is generated by 3D software, it will deliberately create the realistic texture of light and shadow, making people immersive. feel. The real world and the imaginary space are seamlessly connected and intimately intertwined, which not only satisfies the audience's singularity, but also brings the audience into the wonderful audio-visual world across the dimension, and makes the audience's childlike vision reflect the unique expressive power of the audio-visual language and the change of creative techniques. Realized in the middle. For example, "My friend/pet is a cartoon character living in the real world", here from dream to "reality."

3. The theme presents: the love and hope of the apartment

The father of humanistic psychology and the famous American psychologist Maslow put forward the famous "level of demand theory" in the book "Motivation and Personality", which divides human needs into five types from low to high. "Love and belonging needs" is at the third level and is the need of human emotions and belongings, such as the need for friendship, love and affiliation. (4)

The rapid development of short-video social applications is another manifestation of human "social demand" in the new media era. Short videos with hot topics, humorous phrases, funny videos, emotional chapters, and fresh hunts can all attract the audience. But the long life cycle, high satisfaction and loyalty are just short videos that satisfy the emotional needs of the audience.

The pace of modern urban life is fast, and the working mode of "996" is overwhelming. The young people in the city have long lost their sense of self-identity. They generally have no energy and no time to care for others. The animation IPs such as "Sprout Bear" and "Zombie Fish" focus on the short video theme. They focus on the hearts and minds of the urban crowd, giving love and hope to the urban crowd, and triggering strong emotional resonance.

For example, the core of the story of "Frozen Fish" mainly revolves around the sitcom between him and the "human father". Through the bits and pieces in daily life, the audience gradually takes the small fish as the real existence around him, for his experience. Touched, happy, sad. The innocent and romantic quotes of the stiff fish are throughout the theme, such as asking Dad to "don't get old", and preferring "don't grow up"; for example, "If one day I am separated, then I will go to Phuket." Because that is where I can find me." These topics evoke memories and yearnings for family after 80 to 00. The data shows that the "stiff fish" audience accounts for over 70% of users aged 25-30, and women account for 73%. (3) This maps the group that is most eager to care and care in the city.

One episode of "Sprout Bear" is the story of a budding bear and a rose. The budding bear rescued the dying rose, letting the rose have a moment of warmth before dying, and issued a "thank you, no longer so painful" voice. This desire for friendship, and even the warmth of strangers, is the truest feeling of a lonely and injured urban crowd. Most of the short videos of the budding bears are creating the warm atmosphere of this "the world still has someone who loves you."

The long tail effect of emotional short videos is also that the audience is willing to show their concern to others, and only one forwarding can achieve the effect. The short video social application of the animation IP with the eternal topic of family, love, friendship can be broken, mutual transmission, fully arouse the contemporary urban young people under the pressure of life to return to the original, close to nature, revealing the true feelings of longing, to escape from reality, extroverted Autistic patients provide a short and warm soul harbor.

4. The plot presents: fragmented narrative

With the advent of the era of information resources explosion, the popularity of "fragmented reading" is getting higher and higher. From the reading of words-reading pictures-viewing information acquisition process, the quality requirements of the audience for fragmented content are getting higher and higher. Compared with traditional content, short video needs to attract the audience quickly and well. Have a higher traffic. Therefore, the short video narrative style has to be slanted to be short, intermittent, and fragmented.

First of all, short videos need to be straightforward, without too much bedding. The single-set short video plot adopts a narrative technique similar to four-character comics and jokes. It pursues exquisite structural design, and it takes the initiative to keep the interest and excitement of the audience online. Similarly, short video lengths are too short and there are certain disadvantages. For example, it often appears in the form of an independent unit drama, and it is difficult to form a series of dramas, and it is difficult to carry the volume of a big story.

In the "Pig Little Fart", "Looking for Mom", based on the funny section of "Mom asking me to do my homework is not my mother", I adapted it into the melody of "seeking friends" and made the plot in the last second. Turning, I received millions of praises, fully reflecting the narrative features of the short video episodes.

The "one Zen monk" is a prose-style life sentiment. The "spirit chicken soup" is presented more naturally and more interestingly in the daily life of a young monk. Sometimes the dialogue is a question and answer, sometimes muttering to himself. Cooperating with the changes of spring, summer, autumn and winter, people feel the passage of time and the simple philosophy of life.

In order to amplify the IP effect, whether it is exquisite plot conversion or prose expression, short videos put forward higher requirements for storytelling. How to use the shortest time to maximize the character and complete the plot expression is for the designer. High difficulty test.

5. Marketing presentation: the marketing advantage of IP brand

The short video application platform provides a new opportunity for brand marketing. Through the advantages of "scenario + plot + emotion + creativity" content of the original short video, high-quality animation IP has harvested a lot of traffic and heat, and gradually won the favor of major advertisers. What are the core advantages of these animation IP brand marketing?

5.1 Cost control is more effective

As we all know, the animation technology has high threshold and high cost, and the cost of traditional three-dimensional animation is hundreds of thousands/set (about 10 minutes). The new media-based animation company has chosen a short video of instant noodles and even a dozen seconds, which greatly reduces development costs and becomes the most effective story-telling method. Short-video social applications have low barriers to entry, and the speed of dissemination is fast, which in turn reduces the cost of publicity. It is undoubtedly the best playback platform for studio-type animation companies in the early stage.

5.2 Big data analysis and accurate positioning

The traditional film and television production industry relies heavily on industrial production processes. The market experience and positioning judgment of planning, directing and filmmaking are the key factors determining the success or failure of the film. However, even with reliable front-end research data support, the final box office (or ratings, click-through rate) is still half of luck. The film and television creation of the social media platform is completely different. There is a large amount of user data to support it. It can clearly find the elements that resonate with the audience, and guide the pre-planning to avoid the waste of time and cost.

In addition, short video is highly mobile and can be accurately positioned to reach the target population. Through the back-end data feedback of the application platform, it is easy to understand the age, preferences and evaluation of the audience, and respond quickly to these user needs, making timely changes in various designs and layouts such as people, stories, etc. These are anime. A rare boost in the IP incubation process.

5.3 Cross-border marketing in the 2.0 era

The animation IP finally realized in a variety of ways. In addition to pay-per-view, derivative product development, and IP licensing, the 2.0-era anime IP can also be promoted and packaged in the MCN way through the short-lived social application. , the brand cross-border and other forms of

profit, to achieve effective realization of traffic. The expansion of the distribution channel and the shortening of the business path have all made the virtual animation image avoid the second-hand exploitation of the "intermediate business to make a difference" and move toward the copyright self-employment stage in the new media era.

In the Children's Day of 2018, "Pig Fart" cooperated with Guangzhou Changlong Group to open a short video creative shooting event of "3D avatar + Changlong Real Scene Shooting" with the keyword "IP Travel". During the event, Pig Fart as a virtual tour guide led everyone to experience a full range of special services at the Chimelong Panda Hotel, from booking a hotel to a restaurant, from room to early service, virtual characters broke the barriers of time and space, brought to consumers The thrill of a cross-border experience. Within 24 hours of the launch of the marketing campaign, the entire network broadcast volume exceeded 5 million, and finally achieved a win-win effect of "flow + sales", which can be described as a classic marketing case of animation IP + short video.

6. Conclusion

In the era of information explosion, short video social applications, as a "new position" for content product marketing, have shown great potential in terms of freedom, diversity and immediacy. The animation IP short video expression is vivid and diverse, the emotions are delicate and deep, and the spontaneous communication effect is generated. It is an effective attempt to optimize the original content products in aesthetics and creative techniques. How to further tap the potential of animation IP in short video social applications, and generate more "explosive products" with more word-of-mouth and effect win-win, requiring designers to carefully complete theme selection, creative design, brand integration and audience research. These attempts will provide more inspiring examples of the development of the animation IP industry in the new media era.

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