

# Study on the Defects and Development Ideas of Television Advertising in Mainland China

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**Abstract:** Starting with the current situation of television advertng in China, this paper firstly discusses the defects in the development of television advertng in China. Secondly, it analyses the main reasons for the low audience ratings of television advertng, and points out that the main reasons for its failure lying in the advertising creative strategies and finally puts forward the methods to change the current situation of advertising creative strategies. It is necessary to clarify the advertising creative ideas, popularize cognitive basis, maintain close contact with life and make honest advertisements.

## 1. Introduction

Since the reform and opening up, the television advertising in mainland China have matured and made great progress. China's advertising market ranks first in the world. However, through the analysis of television advertising in mainland, it is found that the total revenue of mainland television advertising is far from matching the powerful scale of powerful Chinese advertising market. This is also a major defect of the mainland television advertising, and the reasons for this result can be found in the phenomenon of low advertising ratings. How to change this defect of television advertisement in mainland China and improve the audience ratings is an important issue in television advertisement industry.

## 2. Defects of Television Advertising in Mainland China

Compared with traditional advertisements, television advertising has several outstanding advantages. First of all, television advertising often brings the audience a unique sensory feast with a strong impact. Secondly, television advertising transcends the boundaries of time and space with a broader coverage. Moreover, television advertising combines various artistic expression techniques such as sound, picture and color, and produces visual language, which is easy to be accepted. Finally, television advertising integrates artistry and ideology, breaks through the commerciality of advertisement, and has a certain aesthetic realm, which are precisely advantages of television advertising that make it develop rapidly all over the world and in China. From imitation to innovation, television advertising in mainland China is now in a relatively stable and independent development stage. However, when we see some achievements, it is also essential to find a series of problems with good results.

Firstly, in the competitive market environment, one of the problems faced by mainland television advertising is that the investment is tremendous but the return is small. When a huge amount of advertising investment can not be exchanged for the corresponding return, it is absolutely unpaid. For example, Sunrise Oriental's Four Seasons Muge brand, which has won the advertising resources in the golden period of CCTV's "Hear the World" for five consecutive years, is also the new energy photothermal enterprises that have invested the most in CCTV's advertising in the past years. However, Sunrise Oriental's performance growth rate was only 6.73%. Many brokerage researchers expressed it was "below expectations". Adequate investment does not necessarily guarantee that the output of television advertising will conform to the aesthetic taste of the public, but this does not mean that this marketing strategy can be totally denied. For example, since 2014, Coca-Cola's investment in television has yielded a return of \$2.13 per dollar. The ultimate goal of most

enterprises is to achieve the effect of small investment and high returns. However, due to a lack of preparation, enterprises neglect the amount of commercial information in the design of television advertising in order to compete for advertisements in prime time, so that audiences can not fully understand the product information, and therefore can not produce the desire to buy.

Secondly, driven by the “celebrity effect”, more and more enterprises use celebrities and stars as brand spokespersons of enterprises or enterprise products. However, with the progress of the times and development of economy, people’s lives have improved in both material and spiritual aspects. In the past, the mentality of blindly worshiping celebrities or stars has gradually weakened, and new products have been objectively and rationally understood, which also makes the use of “star effect” as a means of advertising and propaganda far less effective than before. In addition, some enterprises tend to choose hot celebrities and stars as image spokespersons in a certain period of time, which leads to too single choice of characters, and to a certain extent reduces the credibility of advertising content. More importantly, many celebrity spokespersons do not consume a product when they choose to endorse it, which greatly affects the authenticity of advertising, or even seriously results in suspicions of deceiving consumers. Therefore, for the “star effect”, enterprises should make good choices, give full play to the “star effect” and avoid negative effects.

Thirdly, the prominent problem of television advertising in mainland China is that many advertisements are too dull and lacking innovation. For example, the advertisement of a brand of reader-clicking machine “Click anywhere you can’t understand and Mom no longer has to worry about my study” has been appearing in television advertising for several years and months. This constant repetition can be deeply rooted in the memory of audience, but this mandatory way will also make the audience bored. Television advertising should pursue to bring sensory impact and aesthetic experience to the audience, so popular television advertising is expected to be innovative and graceful. Good advertising creativity will effectively hit the audience’s needs and increase their desire to buy.

Fourthly, the reason why enterprises choose to put in television advertising is that they hope to introduce their products to consumers, to impress consumers, to increase consumers’ trust, and to stimulate consumers’ desire for shopping. While nowadays, many enterprises’ advertisements have the problems of being fake, big and empty. For example, for Sharp’s advertisements that “from cataract to glare, shadow, ghost and blur of eyes. It seems that all ophthalmic problems can be treated with this eye drops”, experts say there is no scientific evidence that the eye drops can treat or delay cataract. Many advertisements are good at using propaganda techniques such as “suggesting the applicable crowd, describing symptoms in general, designing ambiguous advertisements” to arouse consumers’ desire to buy, which greatly reduces the authenticity of advertisements and will inevitably bring adverse consequences. The establishment of enterprises’ image is just like turning flat into a high-rise building. Every brick and stone is the solid foundation of image. while the launch of television advertising is the cornerstone of the establishment of enterprises’ image, and consumers are an important factor to stimulate the vitality of enterprises in buildings. Therefore, when enterprises put in television advertising, they should not only introduce their products to consumers, but also pay attention to the real needs of consumers, integrate the concept of consumers into the culture of enterprises, pursue scale effect, diversified operation and paying attention to capital and resource investment while improve efficiency, provide special services to consumers, and emphasize the development of information and knowledge resources.

### **3. Development of Television Advertising in Mainland China**

#### **3.1 Television Advertising should be based on Honesty and Credit**

Television advertising is an important bridge between enterprises and consumers, but some enterprises regard this bridge as a channel to deceive consumers. For the fatal weaknesses of false, big and empty advertisements in mainland China, the primary solution is the audience’s trust in the advertisements. If we only consider the temporary economic benefits and make false advertisements, it will often lead to huge difficulties for enterprises. In order to make a great progress, deception is

absolutely undesirable. For example, Hongmao Liquor, once hot discussed, occupies an important position in the pharmaceutical liquor market, which is closely related to the huge advertising fees. Data show that in 2016, Hongmao brand ranks first in the list of Chinese TV advertising, with more than 15 billion yuan. Its overwhelming advertising is bound to attract widespread attention that is why its exaggerated false propaganda has been fully exposed. But Hongmao medicinal liquor is just the tip of iceberg in the chaotic market of health products. There are also many over-the-counter drugs and health products boasting like a bombshell. The impact on the sales performance of enterprises is inevitable. Television advertising is required to appeal to consumers, take the long-term interests of consumers and enterprises as the starting point, and win the favor of consumers through sincere advertising strategies.

### **3.2 Focus on the Innovation of Television Advertising**

With the development of society and the prosperity of market economy, people's living standards are also improving. Therefore, their requirements for spiritual life are gradually improving, which will also make their requirements for television advertising constantly improve. Traditional and simple television advertising fail to satisfy the audiences' sensory experience, so television advertisers need to improve the innovation of television advertising and enhance their competitiveness. The design sometimes comes from the flash of inspiration, but more is to combine the connotation of products with different cultural elements, and then synthesize the tastes and needs of the audience, create advertisements that have impact and conform to the values of the audience, increase the trust of the audience in enterprises and enterprise products, and generate the desire to buy. Therefore, enterprises are required to firstly avoid the preaching nature of television advertising, pay attention to the role transformation, stand on the position of consumers, and introduce the effect and performance of enterprise products in a way that consumers can easily accept. Moreover, enterprises need to stress the connection with consumers' daily life in the choice of television advertising. Being separated from the daily life of consumers and disrespecting the value orientation of society and audiences will lead to estrangement between enterprises and consumers, which makes it difficult for consumers to have a sense of identity with enterprises, thus reducing the sense of trust and purchase desire.

### **3.3 Establish an Evaluation Mechanism for Television Advertising**

Establishing corresponding evaluation mechanism plays an indispensable role in the long-term development of television advertising. In today's era of rapid network development, slight errors in television advertising will bring unexpected harm, which also means that we need to keep a high degree of vigilance against television advertising. If television advertising develops blindly and falls into the dilemma of imitation, false manufacturing cost and so on, it will inevitably form a vicious circle, which is not conducive to the development of television advertising. Establishing the evaluation mechanism, supervising the development of television advertising and evaluating them accordingly can not only stimulate the innovation and development of television advertising, but also avoid falling into a vicious circle and create a good environment.

### **3.4 Integrate National Cultural Elements**

Our country has a long history and profound culture, which is not available in other Western countries, providing an opportunity for the further development of television advertising. Television advertising should pay more attention to the inheritance of traditional excellent culture, apply the strong feelings of national culture, and create unique television advertising with Chinese cultural connotations. The lack of individuality of television advertising is difficult to attract attention. Only by making full use of national pride and confidence, can we design the unique television advertising of Chinese nation, constantly surpass ourselves, improve their competitiveness, use unique film and television advertisements with national connotations to lead the world trend, and constantly improve the status of television advertising in the world.

### **3.5 Focus on the Training of Television Advertising Talents**

All the development of television advertising can not be separated from advertisers, so in order to promote its development in the mainland, the first thing is to cultivate advertising talents. At present, some colleges and universities in China have set up Advertising major, but few of them regard television advertising as an independent major. This means that our country pays less attention to the education of Television Advertising major, and the talent reserve is insufficient. The lag of advertising education is not conducive to the rapid development of television advertising in mainland China. Therefore, it is essential to pay attention to the education and training of television advertising talents. In the absence of talents, it is feasible to introduce foreign advanced teachers appropriately, but in this process, we should avoid over-quoting the factors of International television advertising, and pay attention to the education of combining local culture, so as to cultivate high-quality professionals with both international awareness and full understanding of local culture. In the continuous education and research, we should establish a perfect theory system of local advertising, develop and utilize rich connotation of local culture, and make “local advertising” belonging to Chinese nation.

### **4. Conclusion**

Compared with other countries, China is a country with profound historical background. Therefore, enterprises can make use of this feature and advantage in television advertising to develop the traditional culture with national characteristics and explore a line suitable for the aesthetic characteristics of Chinese people, which is conducive to surpassing themselves, finding their own competitiveness in international television advertising and enhancing their international status. In addition, while making full use of national culture, mainland television advertising is supposed to emphasize the creative design of television advertising, bring a unique sensory feast to the audience and more importantly, base on honesty and make trustworthy advertisements to achieve long-term development.

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