

Integrated Marketing Communication Innovation of Tv Brand in the Era of Media Integration

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Abstract: Facing the Increasingly Prominent Advantages of the Internet, Traditional Media is in Danger. However, in Fact, New Media Has Not Yet Reached the Point of Completely Devouring and Eliminating the Traditional One. with the Emergence of New Media, the Competition between Media Began to Intensify. the Integration of the Traditional Media and New Media Has Inevitably Become a Trend. the Concept of “Tv Brand” Has Begun to Be Recognized and Valued, Which is of Important Practical Significance. It Can Be Said That for Tv Programs with Fierce Competition, Brand Means New Vitality and Broad Development Prospects. to Study the Brand of Tv Programs from the Perspective of Integrated Marketing is a Problem as Well as a Strategy Worthy of Attention in the Branding Process of Tv Programs.

1. Introduction

With the Deepening of Tv System Reform and the Continuous Development of Tv Media At All Levels, the Competition in the Media Market is Becoming Increasingly Fierce. There Are More Than 3000 Tv Channels in China. Ordinary Families Usually Watch 15 Tv Channels While the Urban Audiences Even Can Watch More Than 50. Moreover, in Recent Years, with the Rapid Development of Tv Signal Transmission Technology, the Relevant Data is Still Increasing. Due to the Increase of the Number of Tv Programs, the Available Choices Far Exceed the Actual Viewing Ability of the Audience. after All, Everyone Has Limited Energy and Time Allocated to Tv Every Day. It is Impossible for People to Watch Tv All the Time or Watch Only One Channel At a Time.

2. Tv Brand Marketing in the Era of Media Integration

2.1 Change of Communication Environment

According to the 2018 Global Internet Industry Development Report, the Total Number of Internet Users in the World Had Reached 4 Billion and the Number of Chinese Internet Users Was 0.8 Billion. At the Same Time, the Competition of New Media Arises from the Complex Phenomenon and the Process At All Levels of Media Competition Itself. the Richness of Media Competition Events Makes the Research More and More Difficult. However, No Matter What Level is Observed, It is Always an Important Idea to Think Based on the Perspective of Users and Audiences.

2.2 Change of Communication Model

The birth of new media technology also creates new ways of communication. The traditional communication model is usually divided into one-way and two-way modes. The one-way straight-line communication mode mainly includes newspapers, magazines and other printing media. The two-way communication mode involves traditional TV, radio and so on. However, with the emergence of the Internet, a new way of communication comes into being, which is not only two-way, but also one-way. The Internet has the same quality as radio and TV media in transcending physical space and time. It creates a new simulation space, that is, the two-way interactive electronic space, which covers more space than radio and TV.

2.3 Selection and Combination of Media

Based on the change of radio environment and communication mode, before the era of media integration, the traditional TV brand's coherent marketing must choose interpretation and other communication means, form and acceptance level at the same time, which can classify the differences of media. McLuhan called TV as the less popular media, while radio and newspaper as the popular media. Different media have different functions. However, in the era of media integration, the definitions of traditional media and new media are quite different from the original ones.

3. Winning Points of Tv Brand Marketing Communication

3.1 Clear Brand Structure and Brand Building

As far as Oriental TV is concerned, within eight years of growth experience, the uncertainty of positioning has always been the main factor affecting brand loyalty. In 2018, with the vision of "Realizing the Dream for the Chinese People" and the personality of "Fresh, City, Internation", Oriental Satellite TV puts forward "Dream, the Strength of You and Me Together", gathering young and middle-aged audiences with mature values. It highlights the main brand value of Oriental Satellite TV, its sub brand line (with content as the main body) and the product line assisted by media connection, creating a brand combination together. With the increasingly fierce competition in the media market, media integration has become a common phenomenon. Nowadays, in order to survive in the competition, TV programs must take a differentiated development path, seek the core competitiveness of columns, enhance the irreplaceable characteristic, and highlight the brand advantages of columns.

3.2 Marketing Tipping Point and Social Network

Design the tipping point of content marketing, strengthen the cohesion between program content and brand, expand the influence circle of social network by making use of the combination of various media, find more accurate contact points as much as possible, and provide more audience and customers with better experience. Therefore, it is necessary to formulate the strategic management of BOF media resources, expand the strategic expansion of its own media, publish hot articles on the purchased media, and formulate a strategic plan for acquiring media. Differentiation strategy is also called characteristic and individualized competition strategy. This is an economic term and is also an effective way to enhance the characteristics of an enterprise by establishing a brand image, providing characteristic services and advantageous technologies. In today's homogenized TV programs, this strategy is more important in the production of TV programs.

3.3 Reasonable Marketing Plan and Internal Organization Cooperation

Detailed analysis of the current situation, as well as formulation of clear marketing objectives, market research projects, strategic implementation projects, industry monitoring and evaluation process are necessary steps in the integrated marketing plan. It is essential to design a reasonable marketing plan according to the annual plan, especially the reasonable optimization of content marketing team and cooperation process.

3.4 Negotiation of Multi-Win Strategy

The brand marketing of Oriental Satellite TV strives to create its own value and improve satisfaction through various ways. The composition of investment and customer group as well as the extensive media strategic alliance are intangible chips, which are applicable to long-term media relations, reasonable organizational structure, management concept, value and advanced media strategies.

4. Measures for Brand Extension of Tv Programs

4.1 Brand Column Can Participate in the Linkage of Relevant Markets

Brand column can participate in the connection of relevant markets in various forms. For example, develop the outdoor base existing in columns as a tourist attraction. In addition, it can also enter into the culture and performance market, so as to realize mutual connection, achieve benefit and seek common development with relevant industries. However, such cooperation will not damage the ontology of brand column, including the management of broadcasting rights of major events.

In the past, the domestic TV media purchased the broadcasting right of major events for their own use. Now, after buying the broadcasting right, they also consider selling it to other TV media to expand the operation of broadcasting right of the column. On September 12, 2018, Shanghai Media Group acquired the broadcasting right of China Football Super League with 180 million RMB and broadcast it on Oriental TV and Shanghai TV Sports channel, challenging the traditional position of CCTV Sports Broadcasting for the first time. After acquiring the broadcasting rights, Shanghai Media Group signed broadcasting contracts with other provincial, municipal or even CCTV stations to realize sales revenue. Prior to this, most TV media's broadcasting rights were determined through direct consultation with the organizers of the event, while Shanghai Culture Television Group created a business model of "buying first and selling later".

4.2 Brand Column Can Develop Relevant Products

TV media column or TV media itself has become an important part of the intangible assets of TV media after forming a brand. Therefore, brand columns can use this intangible asset to develop and manage column derivatives and related products, such as column making, VCD, introduction of books related to column hosts, trivia related to journalists, stories, etc. Now CCTV's "Art Life", "Dialogue", "Oriental Time and Space", "Telling the Truth" and other brand columns have published books related to the column contents, which has become the new "selling point". In foreign countries, TV media has always attached great importance to the development of derivative products. Once an excellent film and TV work comes out, it will not give up the development of all related derivatives, from dolls and clothing to hotels and resorts. For example, make use of the popularity of Disney film and television works to develop Disneyland, hotels, books, toys, audio-visual products, and clothing.

4.3 Hold Large-Scale Activities

Planning and holding large-scale social activities based on TV programs is a common form of column brand expansion. Because this not only expands the influence of the column and improve its popularity, but also increases the business income, so as to improve social and economic benefits at the same time. CCTV has set a good example for us in this respect. The Same Song, Passion Square, Chinese Dream and other columns are successful practitioners. Hunan Satellite TV is also "wild goose" in this respect with "Super Girl" as the "representative work". In recent years, various TV stations have launched a variety of special programs, based on which, many large-scale events have been planned and held, achieving satisfactory results. For example, according to the TV real estate column, you are suggested to plan and hold "XX Real Estate Fair", or "Real Estate Model Competition of XX Cup", or "Real Estate Photography Competition of XX Cup". You can take the market-oriented means to organize real estate, building materials and decorations, decoration, models, photographers and other industries or individuals to participate in the competitions, make use of live broadcast or video broadcast, carry out real estate publicity, enhance actual effect of real estate marketing, and achieve the "win-win" goal. For example, depending on TV auto column, it is possible to plan and hold "XX Auto Show" or "Auto Model Competition of XX Cup" to applaud for auto exhibitors, create greater benefits, and achieve "double harvest". Moreover, it is feasible to plan and hold some large-scale social public welfare activities and invite people from all walks of life, in order to improve its visibility and reputation.

5. Conclusion

Today's scholars are still exploring the discussion and practice of the whole media. For the traditional TV media, the decline of the first broadcast revenue and the rate of opening up make the media practitioners feel pressure and begin to find a way out. In this study, it can be found that the traditional media is incomparable to the new media due to advantages of flexible operation mode and dispersing the masses, but the former still dominates the latter. As a carrier of communication, new media has both form and voice, and goes deep into family. It enjoys high penetration, strong reputation and great influence. The content of advertisement is rich in forms with a compulsory effect. In the long-term development process, a very complete industrial chain has been formed. Assessment and monitoring tools are complete and perfect. Over the years, the influence of brand accumulation is still unable to be offset by new media. Therefore, this paper attempts to find some ways for traditional TV media to "embed" new media and integrate their respective advantages.

Media integration should be the complete integration of media form, structure, process and communication mode. The functional integration and mutual penetration between media should be realized through complementary advantages. It is this multi-level and multi-dimensional trend of media integration that provides traditional TV media with the opportunity to change itself and seek new development. They have abandoned the existing marketing methods based on a single industry, and begun to explore new profit models and marketing strategies to get more market space.

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