

Short Video Platform Advertising Marketing Ideas and Logic

--Taking KANS as an Example

Cuowangmu Peng^{1,a,*}

¹English college, Sichuan International Studies University, Chongqing, 400000, China

a. 20202102020200@stu.sisu.edu.cn

*corresponding author

Abstract: With the rapid rise of mobile Internet, short video platforms have captured massive user attention. In 2023, short video users exceeded 750 million, shifting advertising revenue from traditional to new media. Short video marketing, with its rich content and immersive experiences, has become crucial for brand promotion. Young users' creativity is pivotal, and short video ads blend seamlessly with content to enhance brand recognition. However, challenges still exist. Content homogenization, low user participation may impact brand loyalty. Ad effectiveness should be evaluated properly. This paper examines KANS's short video marketing, highlighting strategies like "short drama + advertising," and addressing issues through creative planning and interactive engagement. KANS's success, aided by precise audience targeting and innovative tactics, demonstrates the potential of short video advertising. However, continuous improvement in content uniqueness, user engagement, and data-driven evaluation is necessary for sustained effectiveness. The study provides suggestions for brands to optimize their short video marketing strategies, ensuring alignment with user needs and market dynamics.

Keywords: KANS, Advertising, Short Video Platform

1. Introduction

With the rapid development of mobile Internet, short video platforms have attracted the attention and participation of a large number of users with their intuitive, vivid and fragmented content forms. In 2023, the number of short video uploading users has exceeded 750 million, and the traditional radio and television advertising revenue has declined, and the new media advertising revenue has increased. The national advertising revenue reached 343.536 billion yuan, up 2.78% year on year, among which the new media advertising revenue of radio and television and online audiovisual institutions through the Internet reached 269.834 billion yuan, up 12.09% year on year [1]. Short video platform has not only become an important place for users' leisure and entertainment, but also become a new position for brands and businesses to conduct advertising and marketing. Compared with traditional marketing, short video marketing is rich in content and diverse in forms. It creates fragmented and immersive marketing scenes through the visual sense of video, occupies the "short" fragmented time of the audience, attracts the attention of the audience in a smooth and silent way, and provides an experiential marketing for the audience [2] Short video advertising and marketing, with its

characteristics of efficient communication, accurate positioning and strong interaction, has gradually become an important means of brand publicity and product promotion.

Most of the users of short video platform are young people, so the creativity of young people is the breakthrough of short video advertising marketing [3]. In the existing research, scholars have discussed in-depth the effects, strategies and influencing factors of short video advertising marketing. On the one hand, short video advertisements integrate advertisements into short dramas, which can enhance consumers' recognition and goodwill of the brand through vivid story plot and visual presentation. On the other hand, the delivery of short video advertising needs to accurately locate the target audience, and formulate effective marketing strategies based on the characteristics of the platform and user behavior. At the same time, the theory of advertising creativity holds that creativity is the "soul" of advertising, and creativity plays an important role in the creative presentation of information and the attraction to consumers generated by the idea of advertising effect, which can attract the attention of users through unique visual presentation [4]. For example, the novel picture effect, interesting animation, bold color collocation, etc., give people a strong visual impact. Secondly, different story plots can be created in the content design. Finally, interactivity is also an important point in short video advertising. Users can directly interact with the advertising content through likes, comments, sharing and other ways. This interaction not only allows the audience to participate more deeply in the advertisement, enhancing their attention and memory to the advertisement, but also enables businesses to timely understand customer feedback and opinions. Some businesses will also set up interactive links, such as questions and answers, mini games, to further enhance the audience's participation and experience, and the communication effect of advertising has also been improved. The interactive stimulus variables of short video ads significantly and positively affect the users' purchase intention. That is, the higher the interactivity of short video ads, the stronger the users' willingness to buy [5].

This paper takes the Chinese skin care product KANS as a case to analyze, and first restores and analyzes the short video advertisement. The short video advertising marketing strategy of "short drama + advertising" is analyzed, and the problems such as content homogenization, insufficient user participation, and difficult to measure the advertising effect are deeply discussed through case analysis and questionnaire survey. The main strategy of Korean short video marketing: popular short video platform, cooperation with KOL, setting topic challenges. After sorting out the marketing strategy of KANS brand short video, the study conduct an analysis of the promotion strategy using the Promotion in the marketing 4P theory.

This paper uses the literature review method to study the problems in the short video marketing strategy. The study found that the problems in short video marketing included content homogenization, low user participation and difficult to measure advertising effect. This paper will give some suggestions on these problems in the short video marketing of KANS, and put forward enlightenment for the short video marketing of domestic beauty industry.

However, although short video advertising marketing has many advantages, there are also some problems in practice, such as content homogenization, low user participation, and difficult to measure the advertising effect. Therefore, how to develop an effective short video advertising marketing strategy and improve the advertising effect has become the hot spot and difficulty of the current research.

2. Case Description of KANS Short Video Advertising

With the continuous development of "appearance level economy" and the rise of young people and female consumer groups, the beauty industry, as an important carrier of "appearance level economy", has enjoyed a strong development momentum in recent years, and China's beauty market has shown explosive growth. With the help of social media marketing, especially short video marketing,

domestic beauty brands have increased rapidly in market share, and both user awareness and goodwill have increased [6]. KANS had launched the "good to be misunderstood, is a higher praise" advertisement spoke the aspirations of a lot of girls, invited young flow star Gulinazar to leave the country, beautiful video picture, appropriate music collocation, through telling the world is how harsh to women, let the audience can have emotional resonance in the process of watching. Many viewers left messages in the comment area, having a good impression on the brand. They feel that KANS not only pays attention to the effect of the product, but also pays attention to the inner feelings of consumers. This delicate and sincere presentation greatly improves the user's good impression to KANS.

As a well-known skin care brand, KANS has achieved remarkable results in the advertising and marketing on short video platforms in recent years. Its short video advertisement takes the young, fashionable and dynamic brand image as the core, and attracts the attention and participation of a large number of users through the carefully planned story plot and visual presentation. In the short video advertising, the authors can observe the following characteristics: First, the advertising content is closely related to the brand image and product characteristics, through the vivid story and visual effects of the unique charm and efficacy of the product. In 2022, KANS brand is upgraded, positioning scientific anti-aging, and advocates "providing confidence for the young". In brand image, product research and development, marketing, comprehensive new multidimensional channel layout, especially paying attention to consumer communication, continuous attention to social topics, through the women's day "to their peers", mother's day "her fear and courage", 6.18 light blue heart, "you will be red", Chinese "meet" and a series of attitude content output, constantly explore the user psychological needs and emotional kernel, interpretation brand attitude values. And "So to the Peers" won the ADMEN International Practical Gold Case Award for its excellent innovative planning and extensive influence. By telling the story of women out of their age, this short film conveyed the KANS brand "provide a confidence for the young", which aroused the resonance of the majority of female consumers. Secondly, advertising positioning is accurate, with different marketing strategies formulated for different user groups to improve the touch rate and conversion rate of advertising. For young consumers, KANS's product positioning is younger, pay attention to fashion and trend, attracting a large number of consumers. And cooperate with one young celebrity to further improve the popularity among young consumers. For middle and high-end consumers, the brand conducts brand communication through some high-end channels and media, such as advertising in fashion magazines and participating in some high-end beauty exhibitions. Finally, the advertising is highly interactive. Through setting topic challenges, interactive questions and other forms, it attracts the active participation and sharing of users, and further expand the influence of the brand. KANS and TikTok talent "ginger seventeen" cooperation for a series of skits, each episode in the red waist box advertising, to fans Korean beam brand concept, brand exposure and increase sales, 2023 Korean beam brand with less than 50 million investment cost, and trill talent ginger 17 cooperation "heart more than a moment" "a bunch of sunshine a beam of love" and so on five micro drama, successfully leveraged the total amount of 5 billion, and TikTok 3.34 billion yuan [7].

3. KANS Short Video Advertising Marketing Environment PEST Analysis

3.1. Political and Legal Environment (P)

For the problem of "skin care products quality unqualified" Chinese consumer choice of cosmetics ingredients more stringent. China consumers association also conducted the comprehensive observation of beauty makeup industry, and found a series of serious problems. The Chinese government regulation of the cosmetics industry gradually strengthened, and introduced a series of laws and regulations and policies, standardize the market order, safeguard the rights and interests of

consumers. But after the rectification it is found that, consumers are more willing to choose the well-known international brands rather than domestic brands. The Chinese government is also constantly adjusting its tax policy on the cosmetics industry. In 2016, the Chinese government cut the tax rate on cosmetics consumption from 30 percent to 15 percent, and this will help reduce the production cost of cosmetics companies such as KANS and improve the market competitiveness of the products [8]. With the development of the society, the increasing level of per capita income, and the improvement of the industry's image requirements, beauty makeup has become an important part of human life. Since the demand is increasing, the richness of the product also need to improve, so some companies will false advertising their products to attract consumers, so China made a series of regulations for some skin care products industry advertising. For example, requiring advertising from set out actually, prohibiting the exaggeration of the actual effect of false advertising, prohibiting deceive consumer deception. Therefore, the most important thing to gain the upper hand in the skin care industry is to speak with strength.

3.2. Economic Environment (E)

With the rapid development of China's economy and the continuous improvement of residents' income level, people's demand for skin care products is becoming increasingly strong. Currently, China has become the second largest consumer of skin care products in China. In 2022, the total export of Chinese cosmetics in China reached 5.59 billion US dollars, with a year-on-year growth of 15.2%. The United States is the largest market for China's cosmetics exports. In 2022, China's cosmetics exports to the United States reached 1.24 billion US dollars, with a year-on-year growth of 3.6%, accounting for 22.1% of China's total cosmetics exports [9]. The cosmetics industry is also expanding its market. In addition, the consumption concept of Chinese consumers is also constantly upgraded, and the quality and requirements of skin care products are constantly improved. The product quality and brand image of the cosmetics industry have become an important consideration point for consumers to choose. The development of the Internet industry has driven the vigorous development of e-commerce in China, providing a convenient channel for the network marketing of the cosmetics industry. KANS can sell on the e-commerce platform, reduce marketing costs and improve sales efficiency.

3.3. Sociocultural Environment (S)

China's skin care market has been growing steadily. There are many skin care consumers of all ages. White-collar workers aged 20 to 45 pursue fashion and youthful image and need to maintain good professional status and professionalism in the workplace, so they are willing to spend money to invest in their own image. Other Chinese consumers have also gradually changed from the pursuit of material enjoyment to the pursuit of quality of life, so the quality and efficacy of skin care products have become an important judgment point for people's choice. With the aging of China's population, the demand for skin care products among the middle-aged and elderly people is also gradually increasing. According to this group, KANS can develop suitable skin care products for them and expand its market share. Social media is also influencing the skin care industry, and the popularity of social media in China provides a platform for KANSs online marketing, interacting with consumers, and improving brand awareness and reputation.

3.4. Technical Environment (T)

The skin care industry needs to keep up with the pace of technological development, otherwise it may be eliminated by the market, which requires enterprises to have strong research and development ability and innovation consciousness. Product research and development innovation, green and low-

cost production technology research and development, packaging innovation are the skin care industry needs to innovate. The skincare industry is a highly knowledge-intensive industry, including the content research of more than a dozen disciplines. The research and development and application of new technologies often require a large amount of capital investment, which is a burden for some small and medium-sized enterprises. Skin care companies with large capital power have invested a huge amount of capital and resources to improve the production technology, and the technological progress of capital input into production has promoted the development of China's skin care industry.

Moreover, the success of KANS short video advertising cannot be separated from its precise advertising positioning and innovative marketing strategy. First of all, before the advertising placement, KANS made an in-depth analysis and positioning of the target audience, and identified the young, fashionable and self-expressing user groups as its main target audience. Then, according to the characteristics and preferences of this target audience, the corresponding marketing strategies were formulated, such as choosing the popular short video platform, cooperating with web celebrity KOL, setting topic challenges, which improved the exposure rate and communication effect of advertising.

In addition, KANS's short video advertising also focuses on creativity and interactivity. Through the carefully planned story plot and visual effects, the unique charm and efficacy of the product are shown, and at the same time, various interactive links are set up to attract the active participation and sharing of users. This combination of creativity and interactivity not only improves the attraction and communication effect of advertising, but also enhances the emotional connection and identity between users and brands.

4. Solution to Possible Marketing Problems in the Case of KANS

Although KANS's short video advertising has achieved remarkable results, there may still be some problems in practice, such as content homogenization, low user participation, and difficult to measure the advertising effect. To solve these problems, KANS can take the following measures to solve them:

In view of the problem of content homogenization, KANS can strengthen creative planning and differentiated marketing, and create unique advertising content to attract the attention and interest of users. At the same time, KANS can regularly update the content and form of advertising, to keep the advertising fresh and attractive.

To address the problem of low user engagement, KANS can increase interactive links and social functions to improve user engagement and engagement. For example, more interesting topic challenges, interactive questions and answer sessions can be set up to encourage users to actively participate and share, and social media platforms can be used to build brand communities for deeper interaction and communication with users.

In view of the problem that the advertising effect is difficult to measure, KANS can use big data analysis and user behavior tracking and other technical means to quantitatively evaluate and optimize the advertising effect. By collecting and analyzing user data and behavioral information, users can understand the feedback and attitudes towards advertising, so as to timely adjust and optimize the advertising strategy, and improve the advertising effect and conversion rate.

5. Conclusion

The success stories of short-form video advertising provide useful insights and Reference for brands and researchers. In the short video advertising marketing, accurate advertising positioning, innovative marketing strategy, creative content presentation and the improvement of interactivity are the key factors. At the same time, the brands also need to pay attention to the possible marketing problems, and take corresponding measures to solve them. Through the continuous optimization and innovation

of short video advertising marketing strategy, related brands can better meet the needs of users and market changes, and realize the long-term development of the brand.

References

- [1] China Newswire (CNN). (2024). In 2023, new media advertising revenue increased by 12% and short video upload users exceeded 750 million. Available online at: <https://baijiahao.baidu.com/s?id=1798458175182457653&wfr=spider&for=pc>
- [2] Xu, J. (2023). Research on film short video marketing strategy from the perspective of the new marketing theory of 4C. In SHS Web of Conferences (Vol.155, p.02004). EDP Sciences.
- [3] Xia Wen. (2022). Research on the Marketing Strategy Selection Based on E-commerce Live Streaming - Take TikTok as an Example. *Time-honored Brand Marketing* (20), 15-17.
- [4] Demsar, V., Sands, S., Rosengren, S., & Campbell, C. (2022). Ad creativity in a negative context: How a thanking message frame enhances purchase intention in times of crisis. *Journal of Retailing and Consumer Services*, 64, 102825.
- [5] Chang J.Q., Li J.Q. & Yan S. (2022). The effect of short video advertising features on the purchase intention of college students—based on SOR model. *National circulation economy* (12), 4-8. doi:10.16834/j.cnki.issn1009-5292.2022.12.002.
- [6] Li R.Y. & Li Z.W. (2023). TikTok APP video advertising marketing strategy research. *The Media Forum* (23), 33-35.
- [7] Titanium Media App. (2024). 45 million cost leverage 3.3 billion sales, micro short drama into the beauty brand with goods weapon. Available online at: <https://baijiahao.baidu.com/s?id=1794852662176565162&wfr=spider&for=pc>
- [8] Anonymous. (2016). Cosmetic consumption tax policy adjustment. *China Finance* (20), 1.
- [9] China Industrial Economic Information Network. (2023). China has become the world's second largest cosmetics consumer market. Available online at: <http://www.cinic.org.cn/hy/xf/1504702.html>