

Research on Market Positioning Strategy and Consumer Demand for Film and Television Works -- Take Full Circle as an Example

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Abstract: With the rapid development of the global film and television industry, market competition is becoming more and more fierce, and consumer demand is also increasingly diversified. The global film and television industry has entered a digital transition period, and the market competition has shifted from the content supply side to the demand side for accurate matching. The success of a film depends not only on its content quality, but also on its market position. This paper will focus on the market positioning strategy of film and television works and the study of consumer demand and analyze the importance of finding suitable market positioning that meets consumer demand. This paper will take the movie The Complete Circle as an example to analyze how they generate strategies to meet the audience's emotional resonance and social needs. The research results show that accurate market positioning can effectively enhance the competitiveness of movies and meet diversified consumer demand.

Keywords: market positioning, commercial value, market competition, requirements

1. Introduction

With the rapid development of the global film and television industry, the market competition is becoming increasingly fierce, and consumer demand is becoming more and more diversified. The successes of movies not only depend on their contents and qualities but also determined by the accuracy of market positioning. PwC analyzed that the revenue growth in the film and television industry is tightly relevant to the consumers' behaviors, and the market position is the key bridge connecting the artworks and the target audiences [1]. The topic of this essay is to explore the importance of market positioning in the process of attracting target audience and the strategies of precision marketing. It aims to explore the influence of market positioning on the commercial value of film and television works and its role in meeting diversified needs.

The research of this paper has far-reaching significance. First, accurate market positions can help the movies stand out in the competitive market and attract target audiences to enhance their business value. Secondly, there is enough previous research focused on a single dimension like content creation or marketing strategy, but there is lack of systematic analysis which explores the role of market positioning in film and television industry, I hope my study can fill this gap. Third, with the diversifications of consumer demands, studying how to satisfy different groups of people's requirements can force the film and television industry's sustainable development.

Previous scholars' research provides a reference. This study uses the STP theory, such as the theory of market segmentation and positioning provides the basic framework for the market positioning of film and television works [2]. Napoli explored the relationship between audience preference and media consumption behavior, but the specific strategy of market positioning is not deeply analyzed [3]. McDonald and Wasko's analyzed the business model of the film and television industry, but did not systematically study the role of market positioning [4]. In conclusion, the existing research does not have systematical study, especially on how to satisfy different consumers' requirements through positioning.

This study analyzes box office data, streaming platform metrics and audience demographics and identifies the correlation between market positioning and business success. Then, using qualitative analysis to deeply analyze some typical cases, this paper will discuss the market positioning strategy and its satisfaction with consumer demand. This paper will summarize the existing research results of market positioning and commercial value of film and television works to analyze a movie called Full Circle and then study the market positioning strategy and its effect on typical cases. In the end, this study will propose some strategies to optimize market positioning and the future research direction of this subject.

2. Theoretical basis

2.1. STP theories

STP theory is a core framework to analyze the market position strategies and consumers' requirements [5]. Through segmentation, targeting and positioning, Movies can accurately satisfy different groups of consumers' requirements, thereby raising their business values.

In the view of segmentation, we can divide the market to the following dimensions, demographic, such as age, sex, revenue, education level and so on; psychological need, such as entertainment needs, emotional resonance, cultural identity; and the viewing scene, such as cinema viewing, streaming platform viewing etc. In view of targeting, the companies should base it on market segmentation and select the most potential target market. For example, they can target young audiences by making youth work, target family audiences by family movies and develop skits or interactive content for streaming users. In view of positioning, they should create unique market positioning according to the needs of the target market. Attract a younger audience through visual effects and science fiction themes. Engage adult audiences through emotional resonance and social issues. Attract streaming users with convenience and personalized recommendations.

2.2. Consumer demand analysis

2.2.1. Individual dimension

Teenagers typically enjoy youth movies, science fiction, superhero films, and adventure movies, which are often energetic, visually striking, and feature straightforward plots. Examples of such films include the Spider-Man series, the Hunger Games series, and the Harry Potter series. Young adults, on the other hand, tend to prefer more complex narratives like those found in Inception, Interstellar, and Lala Land. Middle-aged individuals are more inclined towards dramas, historical films, family movies, and crime stories, valuing emotional depth and social significance. Notable examples include The Godfather, Manchester by the Sea, and Parasite. Older audiences often favor classic films, historical movies, art films, and light comedies, seeking emotional resonance and cultural value. Popular choices among this group include Titanic, Driving Miss Daisy, and Untouchable.

Male audiences are often drawn to themes of heroism, adventure, and teamwork, making hero characters and grand scenes particularly appealing to them. Female audiences, on the other hand, tend

to focus more on emotional resonance, relationships, and self-growth, which makes romantic and heartwarming genres more attractive. Neutral films, which emphasize humor, imagination, and universal values, are suitable for family viewing and cater to a broad audience.

2.2.2. Psychological needs

Audiences want to gain relaxing and entertaining experiences through watching movies. Plantinger's "cognitive-perception" theory combines cognitivism with psychoanalysis and distinguishes seven types of movie-audience emotions. It not only emphasizes the consciousness level of emotion but also explores the synesthetic track of emotion operation and the audience's excitement mode from the automaticity and unconscious level [6]. Everyone's inner mind is different, so psychological needs are various, the movies can bring diverse emotions to audiences.

Teenagers, who are in a stage of growth, often resonate with themes of self-exploration, dreams, and friendship, making coming-of-age stories and campus narratives particularly appealing to them. Young adults tend to focus more on personal development, love, social issues, and future aspirations, which is why realistic and science fiction genres are popular among this age group. Middle-aged individuals are more concerned with family responsibilities, job pressures, and the meaning of life, leading them to connect with family ethics and social reality themes. Older audiences, on the other hand, value memories, family connections, and reflections on life, making nostalgic and sentimental stories more popular among them.

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2.2.3. Viewing scene difference

The genre and the requirement of viewing experience determine what movie suits the cinema, which movie suits streaming. The movies suited for cinema also have strong visuals, grand scenes or the need for an immersive experience, such as science fiction movie (like Avatar), action movies (like The Fast and the Furious), the fantasy movie (like The Lord of the Rings), the superhero movies (like The Avengers), the war movies (like Dunkirk) and horrible movies (like The Conjuring). These movies provide breathtaking visual audio experience through the cinemas' large screens and high-quality sound systems. And the movies suited for the streaming are more focused on the content, story, emotion and information transmitted, such as story movies (like Manchester by the Sea), comedy movies (like Love Actually), documentary movies (like Our planet), the independent movies (like Moonlight) and series movies (like The Harry Potter series). These movies are suitable for quietly watching at home, the flexibility of streaming platform also provides audience the chances to pause the movie to consider about the contents at any time. With the arising of streaming platforms, many low-middle budget movies and experimental artworks can choose to release on streaming platforms, although the large budget movies still tend to premiere in cinemas. These two kinds of showing ways can satisfy the different requirements of audiences.

3. Case study

3.1. Movie review

"Full Circle" is a comedy movie, which tells a group of old people living in the old people's home determined to escape from the old people's home and embark on a journey full of adventure and

warmth. The main character of the story is Mr. Chou; he was sent to the old people's home by his son because he was suffering from terminal cancer. In the old people's home, he met a group of friends who had various personalities. Although they were getting on in years, they are still full of zest for life. To join in a TV program to realize their dreams, they organized an escape operation. They drove a beat-up bus and took on a journey filled with laughter and tears. On the way, they not only found back the interest of life, but also untangled the knots between each other. Finally, they reached the destination and accomplished their wishes. Meanwhile, they raised the awareness of families and society to re-examine the life and value of the elderly.

3.2. Using STP theory for marketing

As for the segmentation, the main target audiences are the middle-old-aged groups, especially those have resonations with families, family affections and old age lives. The secondary target audiences are the young audiences, especially those who focus on family relationships and intergenerational communication. This movie satisfies the mental requirements of different groups, such as middle-old-aged audiences who want to find emotional resonance from this movie, reflecting on their old age lives and current social situation. For the young audiences, they hope to understand their elders' inner world and improve family relations.

The concept of targeting is also used in marketing. The core target market is the middle-aged and elderly audience, while attracting the young audience through emotional resonance, and adopting differentiated marketing strategies [5]. Finally, do market positioning. With the core theme of "elders chasing dreams" "family relationships", highlighting the affection and encouragement part. And through the differentiated positioning, the positive attitude "age is not a limitation" can be emphasized.

Using STP theory, Full Circle can accurately develop effective marketing strategies, attract the target audiences, and then increase the box office and renowned.

4. Film and television works market positioning strategy

4.1. Targeted publicity strategies and innovations

From analyzing, there are two main kinds of measures to market a movie. The first one is called broadcast marketing, which means the advertisement before release, the second method is to advertise the movie through the reviews of people who have watched the movie. The analysis also points out that low-budget movies and huge-budget movies both depend on these two kinds of marketing methods, but low-budget movies depend more on the second method [7]. Precise content promotion, in the publicity to highlight the film's warmth and humor elements, emphasizing its profound discussion of family relations and old life. For example, released a trailer and poster with the theme "Dreams and Freedom of the Elderly" to attract target audiences' resonance. And then, cooperates with cinemas to release "Family Package" or "Intergenerational Viewing Activities", encouraging children to accompany their parents to watch movies, enhance the relationship and communication in families. They also have some innovations in marketing. In the new media period, marketing strategies and publicized activities should be designed according to audiences' requirements and fully use the various information and new technologies to achieve the best marketing effect [8]. The company encouraged audiences to post their own stories about their family on social platforms such as Weibo and Douban with the hashtag #Full Circle# #Parnets' dreams#, which forms the topic propagation effect. Screening activities are held before the official release, inviting media, film critics and general audiences to watch in advance to accumulate word-of-mouth. The distributors of movies should widely publicize the movie on social platforms before releasing and focus more on the reviews and ratings on social platforms after releasing [7]. Besides, they also establish cross-border cooperation. They cooperate with elders caring for commonweal organizations, donating some box

office revenues to these organizations to enhance the social responsibility of films. Data-driven personalized strategies optimize precise audience targeting by leveraging big data and machine learning [9].

4.2. Propaganda positioning KOL interaction

Well-known film critics, senior experts and other Kols (key opinion leaders) are invited to recommend films to enhance the authority and influence of films. Interpret and recommend movies through KOL's short video platforms (such as Douyin, Kuaishou) to expand the exposure of movies. KOL marketing uses the fans' trust and enthusiasm to build the emotional connections between the movie and audiences, which will significantly enhance the densitometry and box office [9].

4.3. Scheduling location schedule selection (spring festival/summer holiday)

It's more important to focus on content promotions and choose the appropriate release time, and develop promotional strategies that matches different audience groups [10]. The spring festival is an important festival for Chinese families gathering, it is suitable for releasing movies focusing on family relationships and generational communication. Full Circle was released in the spring festival, and it attracted large amounts of family audiences to watch the movie together, enhancing the emotional resonance of the movie. It is not very suitable to release in summer season, because in summer season, people are more likely to watch some movies which have strong entertainment and visual impact, suitable for watching with friends. For example, animations, science fiction movies, superhero movies, comedy movies, adventure movies and horrible movies are suitable for summer release.

As for the place choosing, holding premieres and screenings in first-tier cities like (Beijing, Shanghai and Guangzhou) to attract the attention of media and film critics, accumulating a reputation. To reach the target audiences directly, they also held movie screening activities at communities where the elderly gather, and nursing homes.

5. Conclusion

Through the case analysis of the movie Full Circle, this paper concludes that the market positioning strategy of the movie and the demand of consumers have an important influence. Accurately market positioning can help companies to target their audiences, create a unique brand image and enhance market competitiveness. Besides, deeply understanding consumers requirements can guide the contents creating and marketing strategies adjusting to enhance the audiences' engagement. Through the organic integration of consumers' requirements and market positioning, movies can succeed in the competitive market and maximize their business value.

Full Circle uses its warmful and humorous narrating styles, accurate market positioning and innovative marketing strategies, to successfully attract many middle-old-aged audiences, and gain a positive reputation in the market. The key points of their success are the deep content themes and emotional resonance, Kol interactions, precise schedule selection and location promotion, the strong cast and social value. This movie is not only a successful business artwork but also gives precious experience of how the film and television industry meet different consumer needs through market positioning.

The current problem is the market positions cannot balance localization and globalization, the cultures, audiences' preferences, market environment and producing goals still have big differences and gaps. To solve this problem, producers can choose topics which can resonate with global audiences and retain local characteristics such as unique artistic style or regional customs in the form of expressions. Besides, through international cooperation, international distribution and multi-language version production, movies can balance the spread of globally and locally, which can realize

economic goals and cultural communications and exchanges. Successful localize strategies should find the balance points of contents creation narrating styles, language choosing and marketing strategies, at the same time, deeply research the needs of the target audience and market environment, to realize the dual goals of economic benefit and cultural influence, which can promote the sustainable development in film-television industry.

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