The function and value of consumer insight in film and television advertisement

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Abstract: With the homogeneity of merchandise, every corporation is hard to beat the competitor simply by the lead of technology or the advantage of price, in such circumstance, the consumer percipience play a decisive role, this article illustrated The function and value of consumer insight in film and television advertisement.

Keywords: consumer Insight; film and television advertisement; big data

1. What is the consumer insight

1.1 The concept of consumer insight

Consumer insight is the use of human truth, provide new view, it is people-oriented, whether it is marketing or communication, our target is people; it is the truth, because it is not made out, there is no fact, it needs to pass through the investigation[1] system, the law was eventually personalized we are dedicated to the. It is relative to the consumer survey and the concept of the investigation is static, the respondents were doing or what they say. For example: Beijing City, 35.8% of the target customers have purchased one of our products, of which 60.7% of people said they continue to consume our products, etc.. Is there any use of this information? Useful, but its contribution is limited. The insight is different, it is a dynamic, is deeply dynamic tracking why consumers will buy our products, why would agree, why repeated consumption as well as a considerable proportion of consumers no longer buy our products such as a lot of problems. These are the consumer insight into the scope of the study, it is the bond between the brand and customers, in the market competition has played a decisive role.

1.2 Consumer insight research

Consumer insight is a dynamic, is deeply dynamic tracking why consumers will buy our products, why would agree, why repeated consumption as well as a considerable proportion of consumers no longer buy our products such as a lot of problems. The mining process is not simple, if not a pair of eye, it is likely to fall into the trap of a cloth under the consumer. A foreign brand of instant macaroni has done a consumer research, so they found that when consumers buy back their products when heated, will also add some onions, in order to better meet the needs of the consumers, enterprises in the new product immediately add more onions, and when again further research found consumers, consumers still continue to add onions in their pasta. What's going on here? In fact, this phenomenon is a hidden deep consumer insight: when a housewife in the preparation of instant macaroni for the family, there is a kind of not doing the housewife duties of guilt, in order to eliminate this guilt, add a little onion to prepare their own, is not only one of family members caring housewife expression way that is a kind of compensation due to the convenience of guilt, and whether the taste of onion macaroni with Never mind. Therefore, research on consumer insight should be a deep and lasting and systematic project[2], and it is not a simple question, as shown in Figure 1, is an ordinary consumer insight, need some basic understanding of the situation.

Figure 1 research areas of consumer insight
It is worth noting that, deep consumer insight not only on the surface but also consumer behavior, see the surface of the ability, it can get insight into the general public's sympathy, not to exaggerate one's perception. For example, in the liquor brand marketing, usually considered to show pride, a message of friendship China drinking consumers, or show off status and wealth. But the depth of consumer insight we found that consumers drink drinking the subconscious is actually childish, naive because can bring numerous benefits, safety testing each other can talk rubbish; vino Veritas can make candid atmosphere, close the distance with each other. To do a good job in brand marketing, the need to gain consumer insight, to a larger extent, the need for consumer practice and practical experience, the need to use a variety of disciplines of knowledge and tools. The past of sociology and social psychology as the analysis framework of consumer insight, now consumer insight has been developed to even the psychological analysis method of cultural studies, anthropology, and exploring the deep motivation of consumers and mind password. From discovery to pop, from pop to the final form of trend, brand building and product marketing development should always keep up with the market, this requires the consumer insight must keep pace with the times, and in the market transaction and market trend keep keen sense and judgment, so as to ensure the effectiveness of brand marketing.

1.3 Consumer insights consumer demand

About consumer demand, in accordance with the commonly used classification, divided into practical needs and enjoy the demand.Needs Utilitarian (utility demand) is the basic function and the material benefits of the need to contact. When consumers were driven by practical needs, the choice behavior is rational, demand preference can be relatively clearly defined, has practical value judgment of product standards, such as high quality, reliable, easy maintenance etc...

Needs Hedonic (enjoyment of demand) is derived from the consumer to obtain pleasure, respect and status and performance of self desire. To enjoy the demand associated with the purchase of decision-making has a certain subjective experience and emotional color. It is difficult for consumers to make an accurate definition of the order of preference, the stability of preferences is low, in the process of interaction with the manufacturers are vulnerable to the impact of manufacturers. In early 1970s, Reitz and K raises the important position of marketing theory. The theory is that, in the consumer's mind, the brand is filing, like a drawer, once consumers to solve specific problems or to meet specific needs, will directly thought in mind a "location" brand. Marketing staff's task is to establish a clear position in the minds of consumers to make consumers realize that our brand is different from the competitors. If the consumer's mind in the beachhead established, it is a successful positioning, there will be a good harvest, this is the era of a powerful competition oriented marketing theory.

1.4 Consumer insight in the big data environment

The true value of big data it is not big, but in the cross retrieval from different angles and dimensions on its multi-level information; continued to show the time dimension of the social organism with people or activities associated with information. Big data is not for any applications, big data analysis requirement we according to different goals, using statistical and mathematical model to extract data from multiple databases, in association and clustering analysis of data and data, find out the valuable information. As long as the rational use of these large, multi-dimensional data, can be in any place, from any point of view in order to understand the trend of charts and other popular, scientific and rational form of presentation. The more comprehensive analysis of the data, the more close to the real results of the analysis, which means that the company will be able to obtain a more keen insight from these new data, and its integration with the various details of the known business. If you have to master the big data standard, entrance, collection and integration process of the company, can get all these large, multi-dimensional data, can be in any place, from any point of view in order to understand the trend of charts and other popular.

2. Consumer insight in the role of film and television advertising

Consumer insight is not a panacea. But in the current market environment, not to do consumer insight, I am afraid it is absolutely not. It is the biggest contribution is the real reason behind the appearance can help enterprises to find and market opportunities, make enterprises more accurate and efficient out of the plight of the market, to create a more differentiated marketing strategy, so as to avoid the vicious competition among enterprises. So, you can quote a classic PHILPS advertising language to illustrate its benefits: let us do better.

In real estate advertising, with a pragmatic attitude to target consumers, can be separated from the architectural style, building standards, environmental planning, landscape design, service and other details, extract the "good house standards". In specific ideas, it is to focus on the real issues of the consumer in the collection phase of the data collection phase, decision-making stage and so on, so as to create the best advertising can resonate with the audience.

Insight to reverse the situation in Hong Kong "Haicheng Lake" residential area for example: what can allow consumers to wait, can not wait any longer? The planning team thought of the child. Children's childhood only a few years, it is not so, I believe that every parent, for this insight must have the same, because parents know that children grow up fast, a moment to grow up. Children will become what the future, no one can predict, parents can fully control is to give them a best childhood. Parents and children the most close period of time, only the childhood that only a few years, because people know that as a child in the middle school stage, and parents will naturally open their own life to carry out alienation. A few years of childhood should cherish, can not be missed. Parents also think that children's childhood is the most important period of growth, which gives them the most perfect environment and conditions for growth.

The consumer insight reflected the human truth, also provides for buying a house and the "DB Haicheng Lake" a fresh view. Because the child's childhood only a few years, may transport a little inconvenient, but it is still the best childhood to the children, the best growth environment. The "DB Haicheng Lake" advantage, naturally self-evident. On the definition of challenges and insights on the basis of how the combination of communication? What is the appeal? Planning team will spread into force and attract two parts,

The purpose of forcing the marketing campaign is to allow consumers to reflect on their current kind of "I do not know because, unlimited waiting" behavior. The point of the communication is: "childhood is short, and now we want to give the best".

In the TV ads, "father and son" seen most dads will shoot for the children's growth record, at the same time you hear a father for the child's letter, telling children face growing feelings and aspirations of their own, such as advertising 1:

60 seconds of "father and son"
Camera 1: This is a few years...... Just a couple of years...... Thank you, make me change;
Camera 2: A sudden, I think they are very important;
Camera 3: don't know when to start, I become very fond of laughing;
Camera 4: sometimes it's silly to think...... I really don't want you to grow up so fast. Don't know what will happen in the future......
Camera 5: I don't know what will happen in the future...... Only know...... Today, I want to give you one of the best childhood,
Scene 6: DB Siena one;
The results of the first phase of the housing in three weeks and sold out, at the time of the property market downturn under a miracle.

3. Consumer insight in the value of film and television advertising

It is a powerful competition oriented marketing theory.
3.1 Consumer insight is an important means to obtain consumer perceptual information

Advertising is not pure natural science, it has a lot of social, psychological, emotional value in it. To gain insight into the inner world of consumers and potential demand hit consumers, this demand is not only the material, it also includes the psychological and emotional needs, value. Through big data platform, to obtain accurate data of the consumer insight, including the living habits of different aspects of the basic necessities of life, enterprises can screening related commodity information from the data, accurate delivery of advertising, hit the target population. For example: "Vanke building infinite life" advertising language is from advertising, residential environment, online virtual communities, to internal communication, industry image, full contact, making communication and interaction deeply, standing in the new height, bring added value for enterprise brand, consolidate the "first brand" China to the advantage of industry.[3]

McDonald's attempts to establish a localization image in the Chinese market, which is demonstrated by the value and culture of its advertising. The following kinds of ads from China's sharp insight into the changes since 90s twentieth Century, as well as a profound understanding of the Chinese traditional culture and value, showing a McDonald's full insight into the hearts of Chinese consumers.

Advertising 2: noisy crowded streets, a man is tying up a newspaper, a worker is pushing a car of mineral water, some people in a hurry, some people take the old small bus. The clamon, we can clearly hear a woman in poetry. When the lens is pulled back, the voice is more and more clear, a dress neat elegant lady sat in, with the golden logo of McDonald "M window". She suddenly stopped smiling face, then appear in the front is a dish of food. At this time, the screen a subtitle "wonderful morning from McDonald's," Song Rang "gather laughter every moment".

Successful white-collar workers to pursue a distinctive modern way of life, the social status of the article to meet their needs. In the ad 2, one side is gathered in the noisy streets dressed ordinary plain, while enjoying leisure and dress formal professional clean quiet McDonald's restaurant, phase contrast. Since 90s twentieth Century people have a new understanding of personality, which produced the pursuit of differences. In the early 80s, China was a country that advocates collectivism morality, seeking personal interests is regarded as selfish or immoral. The same people's way of life: everyone is wearing a simple, enjoy the same music, study for the national prosperity of this common ideals and work. Since the middle of 80s, especially in 1992, Deng Xiaoping put forward the development of the economy as the country's first priority, the personal wealth for everyone to be recognized, and the development of a standard for evaluation of personal achievement. With the increasing purchasing power, the success of professionals to show off their status began to seek a different way of life. McDonald's to capture the people of this awareness, very strategic position to be able to let the white-collar workers do fashion.

3.2 Use big data mining consumer's perceptual information, cultivate people's consumption habits

Research on consumer insight into current limited use of consumer interest data, match up the sale, here, we put forward by mining the emotional needs of consumers, actively cultivate people's consumption habits, so that the consumer is not only a kind of trend, but has become a kind of spiritual pursuit, even is a kind of dependence. For example: the popularity of mobile intelligent terminal equipment, is a typical new behavior, is based on the large data platform of consumer insight and developed new products. Big data is not for any applications, big data analysis requirement we according to different goals, using statistical and mathematical model to extract data from multiple databases, in association and clustering analysis of data and data, find out the valuable information.

As long as the rational use of these large, multi-dimensional data, can be in any place, from any point of view in order to understand the trend of charts and other popular, scientific and rational form of presentation. The more comprehensive analysis of the data, the more close to the real results of the analysis, which means that the company will be able to obtain a more keen insight from these new data, and its integration with the various details of the known business.

If you have to master the big data standard, entrance, collection and integration process of the company, can get all network users and network service providers of all network behavior, cross site, cross product, cross terminal, cross platform to manage large data generated on the basis of the data of insight, will undoubtedly have a new value experience for advertising the Lord brought.

4. Conclusion

Now, in the fierce market environment, how to make your products in the tens of thousands of kinds of talent shows itself similar products, this is the biggest problem, every enterprise faces so can do deep insight into consumer is very important, it is the key factor for enterprises to win the hearts of the. In the film and television advertising, it is showing its importance.

Reference