

# Study on the Impact of Music Marketing on Branding of Short Video Platforms

-- Take B Station as an Example

Jie Fu, Qiang Mao

School of Economics and Management, Southwest University of Science and Technology, Mianyang, China

**Abstract:** Music marketing is a way for companies to use the characteristics of music art to enhance communication and exchange with consumers, to better meet their needs, to better integrate music with the company's brand image and products, and then to maximize the benefits of business activities under the marketing strategy of music. Through an in-depth analysis of the specific role of "Wave Trilogy" in the branding of B station, this paper summarizes the various reasons for the success of "Wave Trilogy" and puts forward three suggestions and recommendations for short video platforms: music video promotion should focus on authenticity; music content should be healthy and give people beauty; appropriate advertising music should be chosen for target consumers.

**Keywords:** Music Marketing, Short Video Platforms.

## 1. Introduction

In 2020, on the May 4 Youth Day, B Station paid tribute to the youth of today with "The Back Wave", then encouraged the students with the song music video "Into the Sea" during the graduation season, and finally "Happy Together" blended the middle-aged and the younger generation to pay tribute to the 11th anniversary of B Station. The phenomenal marketing of "The Wave Trilogy" is a strong proof that music-based creativity still has an irreplaceable role in the Internet environment, and with "The Wave Trilogy", B Station has earned enough word of mouth and popularity to further enhance its brand image, and "The Wave Trilogy" is also known as the hottest music promo of the year. This successful music marketing case makes people can't help but applaud, and also makes people can't help but think about the powerful power of music marketing on brand image shaping of short video platforms. This paper hopes to analyze the successful music marketing case of "Wave Trilogy" of B station, deeply analyze the specific role of "Wave Trilogy" in brand shaping of B station, summarize the reasons for the success of "Wave Trilogy" in various aspects, and finally put forward relevant conclusions, which have certain significance for short video platforms to use music to shape brand image, marketing momentum and open awareness.

## 2. Short Video

As the name implies, short videos are short videos of instant length. Short video relies on social software to achieve rapid expansion, forming a huge user base, accurate information push, huge information resources to bring users an immersive experience, which makes users get spiritual satisfaction. At the same time, short video marketing has achieved an innovation of sales model. Some scholars found that short video sales model has better effect in brand promotion, customer attraction and knowledge payment, etc. Compared with traditional marketing model, short video sales model can break through the space barrier and effectively deliver product information to customers, so as to meet the

personalized needs of different customer groups.

## 3. Short Video Marketing

Building scenes is originally a form of drama, the purpose is to bring the audience an immersive experience. The purpose of building scenes in short video marketing is to quickly deliver product information to customers, to achieve effective communication between customers and brands, to provide personalized services, and to make customers have a better consumption experience. This paper argues that: short video marketing has 3 characteristics: first, it is centered on user experience; second, it relies on big data technology to achieve accurate service; third, it plays the role of social advantages and has strong interaction ability.

## 4. Research Related to Music Marketing on B Station

This paper, through a review of literature, concludes that the Wave Trilogy has been applied to B-site for branding mainly in the following ways:

### 4.1. Music - Target Users "One to One", Multi-Group Coverage

The core of B Station is to build an inclusive and diversified brand, and it has a general direction in the selection of target user groups; B Station initially appeared in the public eye as a ghost video and learning software, and later added food and beauty, so for B Station itself, the user group is relatively large and has a wide coverage, so the user group of "The Wave Trilogy" is naturally open to all social groups. The user group of "The Wave Trilogy" is also open to all age groups.

For "The Wave", it is a recognition, praise and message for young people, as the promo says, "You are fortunate to meet such an era, but the era is even more fortunate to meet such a you"; while "Into the Sea" is a good hope for graduating students and graduates entering the society. The purpose of "Into the Sea" is to stand in the perspective of young people,

the core users of B station, and to trigger the emotional resonance of people by telling a story of different people with different life encounters. The main characters of the final story "Happy Together" become an old grandfather and an old grandmother, but still keep a young heart, keep learning and always be positive. The purpose is to clearly tell the outside world what the core assets and soul of B station are and what kind of website B station is. At the end of the video, it says, "Everything you're interested in is on Station B." This is a straightforward way to show its brand positioning to the public and to tell consumers that the core brand image is that Station B is a diversified station.

## **4.2. Multiple musical expressions to further fit the users**

After the Wave" adopts the form of speech, inviting the famous actor He Bing to give a three-minute speech with deep emotion. The speech is already very provocative, plus the text itself, is also powerful enough, so it is hard not to let people's blood boil after listening to it. Even if so much time has passed, mentioning "The Wave Trilogy" will still be emotional and touching, and although there are mixed reviews online, it is undeniable that "The Wave Trilogy" has indeed brought high traffic and high conversation for the B station, and the heat is lasting.

The most touching part of "The Wave Trilogy" is "Into the Sea". Unlike the impassioned and grand narrative of "The Wave", "Into the Sea" is sung lightly and presents more of a warm aspect. In fact, the lyrics of "Into the Sea" have been changed a few times, in order to connect with the text of "After the Wave", because they are both part of the brand promotion plan of B website, so there is continuity in the core and tone. Although "Into the Sea" is not very controversial, everyone has their own interpretation. Some people are moved by it, while others say that it is too abrupt because of the deliberate sensationalism. But no matter what, for a marketing music film, it has already accomplished its mission if it can trigger some resonance or reflection in you at the moment you watch it.

The whole film tells an inspirational story about "old age UP" with a comedic approach, and deeply interprets the brand "B station, is a learning app". positioning. The best thing about "Happy Together" is that you know it's a music commercial, but you can't help but watch it and shed tears. The short film breaks away from the conventional story and tells a moving story in a "comedy + inspiration + brainwashing" way. The old grandfather in the film learns hard for love and eventually learns to shoot and edit, which also invariably conveys the brand function and brand attributes of B station.

## **4.3. Music release time is special, users produce multi-dimensional memory**

The success of the music release in reverse has an inseparable relationship with its release time, and choosing a specific time to release the corresponding music video can achieve twice the result with half the effort, while enhancing the consumers' memory point.

The main wave of "The Wave Trilogy" of Station B, "The Back Wave", was launched at the time of May Fourth Youth, a holiday that has special significance in our country. The May Fourth spirit of "patriotism, progress, democracy and science" is also the best quality in young people. The spirit of May Fourth is also integrated with the current situation,

despite the mixed reviews online, but whether flowers and applause or abuse and trolling are doing silent propaganda for the B station, and the B war is also destined to be the king of this wave of traffic.

For "Into the Sea", its choice to release on 520 is a romantic and realistic thing in itself. Because of the graduation season, some people are busy looking for jobs, some are busy falling in love, some love and career success, while many people are still nothing, so graduation is not necessarily full of joy, there may be melancholy and confusion. This is also the subtlety of "Into the Sea" released on 520, the most romantic day to show the most realistic side, triggering the resonance of the majority of graduating students. bilibili said that "graduation" is actually a symbol, a symbol of a person independently facing society, life and the future. Everyone will experience this moment, which is a common part of us.

With the two previous success stories, "Happy Together" is, on the surface, the light of the first two series. People have a hunting mentality, and the Chinese people seek for completion. The previous "Back Wave" and "Into the Sea" have already set the atmosphere to the extreme, and as the final part of the trilogy, it can be said that "Happy Together" itself was released under the attention of all kinds of people. Released on June 26th at the 11th anniversary speech of B Station, "Happy Together" clearly tells the outside world the brand positioning of B Station and shows the core soul of B Station - "All the videos you are interested in are at B Station". Now B Station has become a pop culture platform that aggregates multiple circles of people and multiple products/classes of content.

## **5. Conclusion**

### **5.1. Music video publicity should focus on authenticity**

In the use of music for brand marketing division should focus on the user group, increase the authenticity of the content. Music is only a media tool used by enterprises as a brand promotion, as a tool, the media should not only assume the responsibility of the release channel, but also involves the carrying of economic interests, political interests, and propaganda role. Therefore, the release of content in the media must be after the basic gatekeeper, that is, information screening. The screened information should be consistent with the corporate brand concept, and the audience. Music propaganda is certainly with a strong purpose, because propaganda is subjective, exaggerated, variant, sensational, the purpose is to fully exploit the human nature. But focus on the propaganda effect and completely detached from the objective authenticity, will only be sanctioned by the law and the market public abandonment. Therefore, enterprises should pay attention to the authenticity of the content when conducting music publicity and marketing.

### **5.2. Music content should be healthy and upward, give people the enjoyment of beauty**

As a marketing promotional music film, the first content should be healthy and positive. Brands in the use of promotional films to promote their own ideas, to achieve a certain purpose of the enterprise, whether it is to develop the market or consolidate the concept of the product should strengthen the control of the promotional content. For the B station, most of the user groups of the B station are the young

generation, in addition to the "Generation Z" mentioned in this article, there are many minors who have just come into contact with the Internet. Although many of them have been in contact with the Internet for a long time, they still have a curiosity for new things and their self-control is still insufficient. The almost unrealistic play method spread by "Post Wave" is likely to convey incorrect values to the younger generation, and under the influence of factors such as the pursuit of trends by the herd, many of them may have a higher level of consumer desire, and in order to achieve the momentary desire impulse may even go to the road of harming society or breaking the law. Therefore, companies should fully consider all aspects when collecting promotional materials, and the content should be designed on the basis of a healthy and positive music film to achieve their goals.

In addition, most consumers in contact with music films and radio music in a relaxed and leisurely state, for example, many young people now bath to find the right music, dinner to play the next god drama, in fact, are to be able to make themselves more relaxed, enjoy it. Therefore, the brand needs to convey the brand message in a relaxed and cozy way, that is, to bring positive emotional feelings to consumers, so that they can get a healthy, happy, leisurely and comfortable spiritual experience from it, and then extend this positive emotional feeling to the brand's perception.

### 5.3. Select appropriate music for the target consumers

Music can quickly capture the user's mind, and ammunition focuses on the choice of release time node, so that users can form a lasting memory.

Each music advertisement has its own target audience. The audiences for the trilogy of "After the Wave", "Into the Sea" and "Happy Together" are all inconsistent. Precise positioning of the brand's target audience is conducive to quickly capturing the minds of the target customers and making them loyal to the brand. Therefore, music advertising must match the hobbies and interests of the target audience, i.e. select or produce music works according to the music appreciation ability and level of the target audience. A variety of classifications can be used to summarize a brand's target consumer groups, such as gender, age level, educational background, income level, occupation type, ethnicity, geography, etc. Brands often intersect different classification criteria for more detailed classification, and then the precise selection of music for advertising is even more important. For example, the music that children like is usually simple and smooth, with short and crisp syllables and a range within an octave, and the lyrics should be written in a childish, simple and vivid way, so that children can easily learn to sing them. Teenagers like the most popular forms of music in society, such as the popular pop, R&B style, as well as the representative works of popular pop stars. It is because of the trend of domestic pop music that "Milk Tea Yurami" became

famous at that time. The background music is "Dandelion's Promise" from Jay Chou's new album, which is melodious, warm and pure, depicting the first love, and with the interactive images and sweet confessions of men and women in first love in the advertisement, the warm and sweet image of Yollof milk tea is effectively conveyed to the target audience. It effectively conveys the warm and sweet image of Unami milk tea to the target audience of teenagers. For women between 20 and 30 years old, we can use music describing the sweetness of love, romance and warmth to render the theme of the advertisement; while married young women or middle-aged women should focus on the music to highlight and outline the harmony of family, the liveliness of children and the good interaction between husband and wife.

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