

# Analysis on Marketing Path of Classic Film Re-Screening Based on 4V Theory

Yansong Bai

College of Art, Anhui University of Finance and Economics, Bengbu 233031, Anhui, China

**Abstract:** The re-screening of classic films is an indispensable part of the mature film market. Many old films, restored and upgraded, can still ignite audiences' enthusiasm and reap remarkable box office results when they are re-released years after a lag. However, not every re-release of a classic film is a huge success. Some films have spent a lot of money to restore the re-release, only to be rushed out of theaters to lackluster reviews. How to achieve the maximum value of classic film re-screening? Based on the 4V marketing theory proposed by Professor Wu Jinming, this paper analyzes the marketing path of successful re-screening of classic films in the future from four aspects: differentiation, functionalization, added value and resonance.

**Keywords:** 4V theory, Reruns of old films, Film marketing, Development path.

## 1. Introduction

1. Re-Screening of Classic Film is an Indispensable Part of the Mature Film Market

The re-screening of classic film is to put classic films into commercial cinema for re-screening after technical restoration and upgrade, which ignite the audience's nostalgic enthusiasm and reap a box office again. It could be argued that re-screening of classic film is an indispensable part of the mature film market. The film market in developed countries such as Europe and the United States re-releases many old films almost every year, for example, in order to commemorate the 50th anniversary of the re-screening of "The Godfather", the 4K restored version of "The Godfather" were re-released on February 25, 2022, and "156 cinemas in the United States re-released it, and finally received \$900,000 weekend box office. Evidently, there is still success in many places where tickets were like gold dust. This once again proves that as long as it is a true classic that can go through the test of time, even if the audience has already watched it countless times through videotape, DVD, Blu-ray disc or streaming media, if there is another opportunity to learn the new by restudying the old on the big screen, it can still attract film fans to go to the cinema. "[1] Many countries in Asia also often carry out some classic film re-release activities, for example, the Hong Kong film "A Better Tomorrow" has been re-released in South Korea for many times, which is highly sought after by Korean audiences.

The earliest classic re-screening in the Chinese mainland film market began in 2002, the 20th anniversary edition of the American sci-fi film "E.T. the Extra-Terrestrial" was released in small areas in some big cities such as Beijing and Shanghai. The old film with large-scale re-release in commercial cinemas for the first time was the final version of "Ashes of Time" released in 2009, the re-screening box office of 25.805 million yuan was similar to the premiere's box office of 27.108 million yuan. [2] The remarkable commercial value and successful word-of-mouth affirmation quickly opened the curtain for the re-screening of classic films in the film market and inspired a number of classic Hong Kong-made old films to be re-released in the mainland. At the same time, a number of foreign classic films have also aimed at the mainland film market, 3D version of "Titanic", which was re-released in

2012, reaped 946 million yuan at the box office, which is quite stunning. Subsequently, 3D version of "Jurassic Park", "My Neighbor Totoro" and "Spirited Away" and other films were re-released one after another, and a number of "blockbusters" emerged, forming a particular market phenomenon of "re-screening of classic films".

There are two climaxes in the re-screening of classic films in the mainland market: one wave was around 2019, when the Chinese film market was at its peak, and many overseas old films took the opportunity to re-release, such as "My Neighbor Totoro", "Spirited Away" and other films have achieved great results; the other wave is the returning to work market after the epidemic in 2020, after the closure of the epidemic, the film market urgently needs a batch of old films to kick-start market and warm people's hearts. Thereupon, under the preheating of classic old films such as "Avatar" and "Interstellar", the film industry began to revive.

## 2. Marketing Review of Classic Film Re-Screening Based on 4V Theory

Entering a new era, with the rapid rise of high-tech industries and online consumption, new marketing and theories have begun to emerge. As early as 2001, Professor Wu Jinming made 4V marketing mix point. "The so-called 4V is the marketing mix theory of variation, versatility, value, and vibration. It is a unique new marketing concept that adapts to the requirements of the 21st century personalization era and meets the features of high-tech economy. "[3]

First, variation is to use various means for marketing to create the competitive advantage of product variation, so as to create a good value image that is different from that of competitors in the eyes of the audience. In order to be successful, in the final analysis, classic film re-screening still needs to be recognized and paid by the audience. In the competition with the release of a number of new films, it may be difficult to attract audiences to the cinema just by showing the original film, the first thing that film re-screening has to face is the variation from the original film. The most common is the upgrade of the released version, conversion from the normal 2D version to the 3D version, the IMAX version, the CINITY version or the 4K version.

Second, versatility is to configure functions in accordance

with the personalized needs of the audience. The more functions the better, more functions are not better, the film needs to control the operating cost while adjusting the functions flexibly in accordance with the diverse needs of the audience. The distribution of the film re-screening multiple releases of trailers and poster materials, as well as road shows, preview, and doing activities on TV that take great pains, etc., pursue throwing a sprat to catch a herring. Meeting the differentiated needs of moviegoers is also one of the necessary conditions for the success of re-screening. Marketing re-screening of a classic film, it is very important to set what kind of "feeling concept".

Third, maximize the added value. The economic value brought by the re-screening of classic film is reflected in the box office, but its enduring added value of film IP cannot be ignored. The re-screening of a classic film often includes added values such as film screening, film communication, and film memory. Through the added value of IP marketing, the "star" effect of film directors, actors and IP has been highlighted, which has brought continuous output of diversified value except the movie box office.

Fourth, vibration is the emotional interaction between the audience and the film, the core of which is "feelings". The 2009 release date of the final version of "Ashes of Time" was the date of Leslie Cheung's death at the time, director Wong Kar-wai re-edited the scene, restored the image frame by frame, and record new soundtrack, the film triggered a nostalgic enthusiasm. It can be said that feelings have always been the main publicity stunt of re-released films.

### 3. Analysis on the Marketing Paths of Classic Movie Re-Screening

Classic movies are constantly being restored and re-released, but not every film can be a great success, some re-released films were not showing anymore in a hurry after only "few tours" in the cinema. Nowadays the network streaming media has acquired a large number of classic film copyrights, what should be the way to re-release classic films in the future? It is indeed necessary to carry out review and adjust to explore its development path.

First, the choice of schedule is crucial for the film. Reviewing the re-screening film market over the years, most of the re-released films the anniversary of the premiere time as scheduled, for example, "The Godfather" was re-released after the 50th anniversary of its premiere, and "A Better Tomorrow" was re-released on the 50th anniversary of director John Woo's filmmaking, etc. The schedule selections of some re-released films are generated through marketing "interesting points", For example, "A Chinese Odyssey Part Two-Cinderella" found a batch of unused film, which was then re-edited and re-released.

Second, accurate market positioning and target are also essential and effective marketing for the re-screening of old

films. Although the re-screening of classic films has a natural emotional advantage, not everyone "pays" for it. The core of the re-screening of old movies is to consider the acceptance of ordinary audiences, we can refer to the scores of the movies on more authoritative platforms such as Douban, Zhihu and Weibo, these scores reflect the current audience, especially the young people's recognition of the film from the side, and make clear the potential viewing groups. Only by truly accurately grasping the "pulse" of the audience, and putting in relevant materials and necessary publicity, can the best marketing effect be achieved.

Finally, strengthen new media marketing and interaction, popular new media promotion is essential for movies. The classic movies that are being re-released on a large scale need more types of publicity channels at the moment. With the help of all-media publicity and distribution channels in the current Internet era, through Weibo, WeChat, Douban, TikTok and other platforms, the re-released version of electronic posters, trailers, MV, specials and other forms of materials are launched. There are also some film re-screenings that will cooperate with some product brands and traffic stars, launch diversified online and offline IP products through new media promotion activities, increase the selling point of old film re-screening and more value-added output.

## 4. Conclusion

With the ongoing maturity of the Chinese film market, the re-screening of classic films has gradually gained the attention and recognition of the audience. It is the right time to build a film re-screening industry chain, supplement the film market volume, and achieve the commercial value of the film's secondary or even multiple profits; combining the variation, functionality, value, vibration of 4V marketing theory and seeking resonance with audience, there will be more and more topics around classic films, and the channels and scope of spread must be wider and wider.

## Acknowledgment

Fund Project: 2021 Postgraduate Project of Anhui University of Finance and Economics "Research on the Restoration and Re-screening of Classic Old Films" (ACYC2021589).

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