

Research on Gender Reverse Promotion in Short Network Videos

-- Taking the Promotion of Female Cosmetics in Tik Tok as an Example

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Abstract: With the change of social consumption concept, women have gradually become the largest consumer group in the advertising audience. Based on this change in consumption concept, in the past two years, advertisements featuring men have been overwhelming. The Internet has brought about the interconnection of everything. Mobile terminals have made information spread faster and more widely. New media platforms such as Weibo, WeChat and Tiktok have developed rapidly and become an important way for users to obtain information. As a new media platform with the fastest growth rate of daily active users, short video has attracted a large influx of capital, and major brands and enterprises have adjusted their advertising media delivery strategies to layout short video. People's understanding of masculinity is also quietly changing. Masculinity is no longer rigid and single. With the diversified development of masculinity images, the endorsement images in male cosmetics advertisements are increasingly rich and diversified. Gender reverse advertising has developed rapidly, especially in the cosmetics industry. According to this hot phenomenon, this paper specifically analyzes the development history, reasons, development status, advantages and disadvantages of gender reverse advertising, points out a series of problems existing in gender reverse advertising, and then puts forward corresponding development countermeasures.

Keywords: Short network video, Gender reverse promotion, Marketing strategy, Female cosmetics promotion.

1. Introduction

With the rapid development of economy and society, people's consumption level has been continuously improved, and the atmosphere of consumer society has been formed. Advertising forms under the logic of capital have emerged as the times require. The ever-changing advertising forms and awareness communication for the pursuit of commodity sales have quickly become an important form of consumption concept communication in the era of mass communication [1]. Gender reverse advertising comes into being with the trend of the times, and its novel and unique features make advertisers more and more interested in it. Its arrival gives advertisers a turning point, making goods stand out in the homogenization competition. Gender reverse advertising is bound to become a new wave of advertising industry [2]. In 2019, short video showed explosive growth, becoming one of the fastest growing segments of DAU. With the continuous growth of users and the influx of capital, it is estimated that the market size of short video industry will exceed 150 billion yuan in 2020. With the support of national policies, with the increasing supervision, the short video industry will surely develop healthily [3]. Due to the popularity of short video platforms, many domestic brands have laid out short video platforms to maximize brand exposure. Short video has become a brand-new outlet, and the whole industry has entered short video, trying to achieve a win-win situation with huge traffic of short video. However, in recent decades, the boundaries between men and women in consumer goods have become increasingly blurred, and more and more exclusive products for women have gradually spread to the male market [4]. Among them, fashion products and cosmetics industry are the most significant. Skin care products, make-up and aromatherapy products, which were once generally considered by the public as exclusive products purchased by

women, are now attracting more and more attention from men. Taking the skin care market as an example, the demand of male consumers, mainly urban youth, for skin care and maintenance is increasing year by year [5]. In the past, the advertisements of women's products were all endorsed by women. However, with the public aesthetic gradually becoming neutral and the society beginning to enter the era of male consumption, the most important thing is to catch the attention of female consumers, and more and more male stars are invited to act as spokespersons for women's products. This form of advertising is called "gender reverse endorsement advertising" [6]. Gender reverse endorsement advertising refers to the advertising form in which women's goods are endorsed by men and men's goods are endorsed by women [7].

This paper takes cosmetics brand as the research object, analyzes the current situation and problems of its advertising communication on the Tiktok platform, and analyzes the cultural factors behind it, puts forward targeted methods and suggestions for cosmetics brand to launch short video ads, and realizes the optimization of product promotion and brand publicity, which is a useful reference for cosmetics brand to improve its market share. Its innovation lies in:

With the gender research theory as the main framework, this paper conducts a comparative study on the image of male cosmetic advertising endorsement in Europe and Asia from the perspective of image analysis. It will fill the gap for the comparative research on the construction of spokesmen's image in male cosmetics advertisements under different cultures. At the same time, through the comparative study of the main male product advertisements of 20 famous cosmetics brands in Europe and Asia in the past five years, it provides some reference for the design and planning of male cosmetics advertisements in terms of advertising communication.

2. The Development of Gender Reverse Advertising in Cosmetic Advertising

2.1. The current development of gender reverse advertising in cosmetics advertising is frequently used

In recent years, there has been a particularly interesting phenomenon in advertisements in some Asian countries, such as China, Japan and South Korea, that many female products are endorsed by male stars, such as Wu Zun's endorsement of "Pond's" whitening facial cleanser, Zhou Yumin's endorsement of "Lancome" Rose Morning Dew lipstick, Yu Wenle's endorsement of "Luhuanong" Live Water Shining lipstick, etc. In order to facilitate future research, some scholars define this form of advertising as "gender reverse endorsement advertising" [8]. The cosmetics industry was the first field involved in gender reverse endorsement advertising, and the period from 1995 to 2000 was the beginning of gender reverse endorsement advertising. Caribou Cosmetics Co., Ltd. of Japan was the first to use male star Takuya Kimura to speak for its lipstick. Once its two TV ads, "Temptation Attempt" and "Sleeping", were broadcast, they attracted great attention and caused a stir in the advertising field [9]. In the advertisement, Kimura's seductive eyes and delicate face painted with lipstick marks give a visual impact, which makes high school girls and even office men take away the plane

advertisements in the subway cars, which is enough to show the power of gender reverse advertising. After that, gender reverse endorsement ads began to appear in different cosmetics categories, such as cosmetics and facial cleansers, and achieved good results. The advertising form of male star's endorsement of cosmetics was introduced into mainland China, and gender reverse advertising was really developed. Major brands also tried to follow the trend of using gender reverse advertising [10]. In 2018, cosmetics endorsement with female consumption as the main body entered the "masculine era", and gender reverse advertising also developed into a crazy stage. In the first half of 2018 alone, 18 big cosmetics brands signed small fresh meat one after another. Nowadays, the frequency of gender reverse advertising is becoming more and more frequent, and the phenomenon of gender reverse endorsement advertising will become the norm in the future. 2020 Beauty Industry Segmentation User Insight Report shows that the two main categories in the cosmetic market in China are skin care products and cosmetics. In terms of market size, skin care products account for more than half, and the sum of the two accounts for more than 60%. Because there are many categories of cosmetics, in order to facilitate the discussion and consider the market share of each category, the cosmetics brands discussed in this paper are skin care products and cosmetics, which occupy 60% of the market size. As shown in Figure 1.

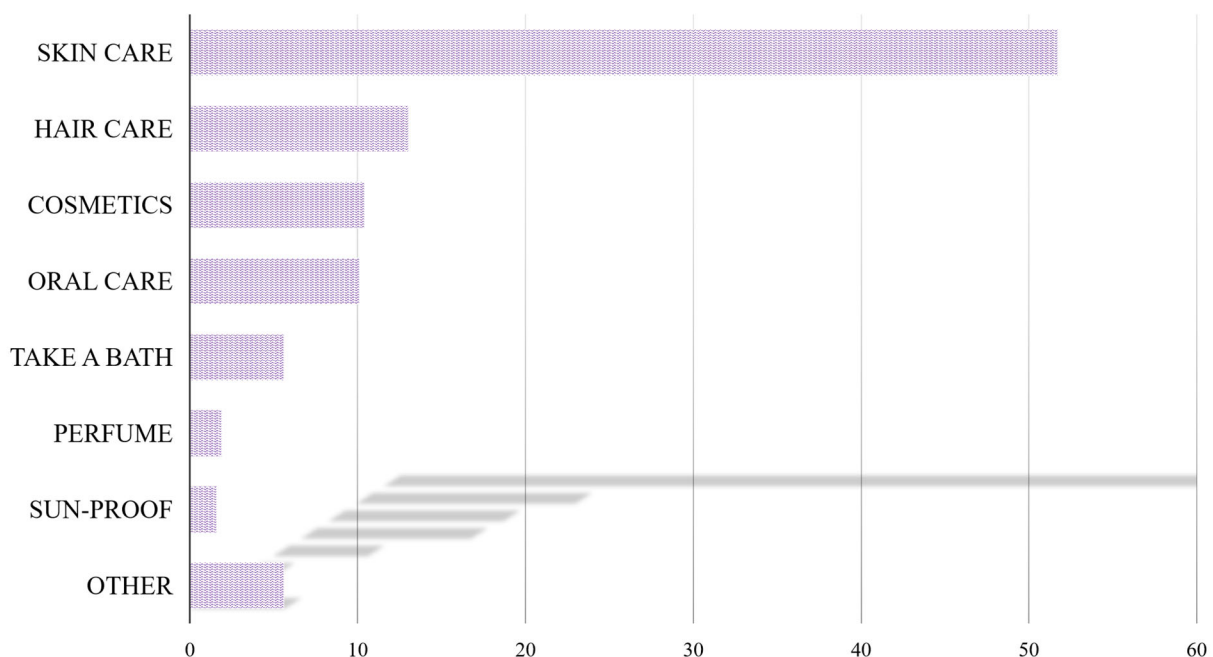


Figure 1. Proportion of cosmetic market segments in China in 2018

In 2019, the global cosmetic market reached USD 498.3 billion, with a year-on-year growth rate of 2.1%. In the global daily chemical market, skin care products, make-up and hair care products accounted for a relatively large proportion, of which skin care products accounted for 26.75%. With the improvement of China's economic development level and the rising beauty economy, China's cosmetics market is developing rapidly, and its consumption market is huge, second only to the United States.

2.2. Wide range of applications

Gender reverse advertising started from male stars' endorsement of female lipstick, and then it was applied to some brands of facial cleanser, lotion, facial mask and essence. With its good development trend, gender reverse advertising has also appeared in the cosmetics field, such as eye black, eyebrow pencil, powder blusher, liquid foundation, air cushion, etc., and gradually the application field of gender reverse advertising has expanded to the whole line of cosmetics products. As the marketing outlet of today's society, short video has great marketing value: the user base is large,

and the number of short video users today is 773 million, accounting for 85.6% of the total Internet users; Short video is different from text and picture content. It is more intuitive and can convey information more intuitively, giving people a strong sensory impact; It has the nature of entertainment and topic, and can obtain spiritual pleasure; The short video platform is not "self generated" by combining with other social media platforms for content distribution. It can forward the content to other new media platforms with one click to maximize the exposure of the content. With its own innovation, gender reverse endorsement ads skillfully capture the psychological needs of consumers, thus stimulating more consumers to have curiosity and concern. At the same time, gender reverse endorsements impress consumers by using emotional ways, so that consumers have a good feeling and a sense of trust in the product, and make gender reverse endorsements achieve their communication effects, and improve consumers' brand loyalty.

In the current era of "eyeball economy", how to catch consumers' eyeballs and attract consumers' attention has become a problem for many businesses to think about. At this time, if an enterprise allows men to endorse women's products or women to endorse men's products, it can quickly catch the attention of the audience, bring great visual impact to the audience and stimulate their desire to try products. Open-screen advertisement is the first page that users see when the app is started. The display effect can be divided into static and dynamic, with static lasting for 3 seconds and dynamic lasting for 4 or 5 seconds. Advertisers can choose different types according to product demand and budget. Take the 5-second advertisement form as an example. After the advertisement is played, it will automatically enter the page recommended by advertisers or businesses. With the help of big data and algorithm platform, users' preferences are accurately matched with advertising content, and they are intelligently pushed to users' social media information pages, which are consistent with the content and form of social media itself. Advertising information flow realizes the integration of advertising, media and content to the maximum extent, which can not only reduce users' resistance to advertising information, but also arouse users' enthusiasm, participate in interaction, comment and forwarding, and form secondary communication. It can be said that users' initial contact with Tik Tok and later love and addiction are all due to their specific needs. For content producers, it meets the needs of obtaining benefits and gains a sense of social identity; For content consumers, it meets their information acquisition, entertainment and leisure needs.

3. Prospect of Gender Reverse Endorsement Advertisement

3.1. The frequency of gender reverse endorsement advertising will be higher and higher

Nowadays, with the increasingly fierce market competition, all kinds of enterprises have adopted the form of advertising endorsement to promote their products. Compared with traditional endorsement advertisements, although the proportion of gender reverse endorsement advertisements has increased, it is still far less than that of traditional endorsement advertisements. Therefore, gender reverse endorsement advertisements have great development space, and their proportion will gradually increase in the future. With

the popularity of words such as "Little Fresh Meat", "Warm Man", "Goddess" and "Uncle" in the Internet, people are becoming more and more enthusiastic about this kind of star, which makes more and more enterprises choose these popular stars such as Goddess and Little Fresh Meat as spokesmen for their own products or brands. At present, not only male audiences want to see beautiful women in advertisements, but more and more female consumers also want to see the tender and attractive "beautiful boys" in advertisements to endorse women's products. This trend means that more and more businesses will use gender reverse endorsement advertisements to attract consumers' attention, so that consumers can pay more attention to advertisements, thus making a deep impression on products or brands, and increasing product sales. Based on the research of short video advertisements under the interactive awareness chain theory, it is believed that the use of interactive ceremonies can strengthen the brand groups of fans, achieve the effect of viral transmission, and thus convey the connotation behind advertisements. Therefore, brands should avoid one-way dissemination of information when transmitting short videos, but should pay attention to interaction with users and balance the number of advertisements.

As a music APP, Tiktok is naturally indispensable. The sound of Tiktok short video ads consists of background music and voice. The background music is used to set off the atmosphere, while the voice is the voice of the characters in the advertisement, including lines, narration and subtitles, to attract consumers' attention. Simply using background music instead of voice can easily distract consumers' attention and lead to advertising confusion; The simple use of voice rather than background music can easily make consumers feel boring. If the two are used together, it can not only accurately convey advertising information, but also increase the interest of content. The advertising language directly indicates the unique attribute of the essence of Anping facial mask, which directly attracts consumers' attention through celebrity voice and interesting advertising pictures. If only subtitles are added, the advertising lacks communication, which may cause consumers to miss information points; If only the way of narration is used, the way of voice production is single and without characteristics, and the humanized characteristics of advertising are weakened, it will not achieve good results.

With the rapid development of market economy, all kinds of new products emerge in endlessly, and the competition between new and old brands will become increasingly fierce. As a new means to win over consumers, gender reverse endorsement advertising will expand its development space in the future, and its proportion will gradually increase. At the same time, it will also encourage advertising creatives to come up with better and newer ideas to cater to the development of gender reverse endorsement advertising, so that it can go further.

3.2. Advertising combined with traditional endorsement forms will gradually increase

As the gender reverse endorsement advertisement is easy to arouse the audience's doubts about the product effect, with the increasing frequency of the use of the gender reverse endorsement advertisement, more and more brand owners will combine it with the traditional endorsement form in the future to reduce the consumers' doubts, so as to maximize the advertising efforts. When male stars endorse female products, they can add female roles in advertisements as users of the

products, instead of only male participants, so that consumers will not have too much psychological leap in accepting advertisements, and they can trust the quality of the products. In this way, on the one hand, enterprises don't have to bear exorbitant endorsement costs, on the other hand, they won't let male spokespersons take away their elegant demeanor from female spokespersons. Consumers' eyes still stay on male spokespersons, and at the same time, they can see the functional utility of products, and finally achieve unexpected results. The same is true for advertisements where actresses endorse men's products. It is worth noting that when some enterprises that produce underwear, sanitary napkins and other private products adopt gender reverse endorsement advertisements, adding female spokespersons in the advertisements can alleviate the embarrassment of consumers when they see such advertisements, and also make them more confident in product quality.

With the development of gender reverse endorsement advertising in the future, its use frequency will be higher and higher, but this also means that consumers will see more and more similar advertisements, and the consequence may be that the innovation of gender reverse endorsement advertising no longer exists, and it becomes the same as traditional endorsement advertising in people's minds. At the same time, the images of men and women in advertisements are likely to

form new gender stereotypes in consumers' minds. People will think that men should be full of tenderness and consideration, while women should be rational and handsome. In the application of cosmetic creative strategies, celebrity endorsement is no longer a decisive factor. According to a survey on celebrity endorsement of cosmetics, more than 80% of consumers do not believe in celebrity endorsement products. IM consumers have gone from idolizing stars to rational consumption. In addition to the serious phenomenon of celebrity endorsement "rollover", it also reflects the change of consumption concept in today's society. Only buy the right, not the expensive. Forwarding volume is the number of times users forward a short video advertisement. Forwarding behavior is the second information dissemination of users, which is based on user satisfaction or interest. Forwarding volume is often used to measure the interaction between users and advertisements. Among the advertising creative strategies, the highest proportion is product display, accounting for 87%, followed by trial, accounting for 53%, and celebrity endorsement, accounting for 27%. Among them, the number of combination strategies of product display+trial category is the largest, with 16, followed by product display+celebrity endorsement with 5; 56.67% of short videos have no characters, 27% are celebrities and 17% are ordinary people. As shown in Figure 2.

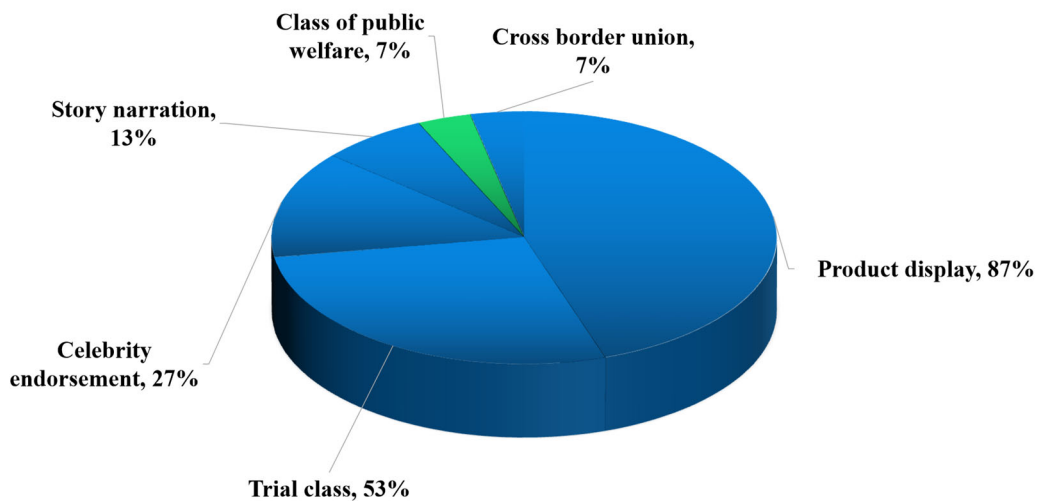


Figure 2. Proportion of advertising creativity forwarding

According to the data, product display advertisements have the highest forwarding volume. The basic function of advertisements is to convey information, and forwarding realizes the second dissemination of information, which reflects the success of products to some extent. Take Perfect Diary brand make-up as an example. The color test videos of lipstick and eye shadow, shot with the original Apple camera, have no beauty and no filter, and show the truest makeup effect. This kind of color test videos get a high forwarding volume by virtue of authenticity and scene, and realize the interaction between brands and users.

Therefore, in the future, when enterprises use gender reverse endorsement advertising, they can grasp the degree of advertising to avoid the audience forming a new gender stereotype. Advertising workers pay more attention to enhancing the innovation of advertising content, which can

not only attract the attention of the audience, make it bright, but also leave a deeper impression on the audience, so as to improve the advertising effect.

4. Conclusions

In the past two years, a large number of famous cosmetic brands have launched popular male celebrities to represent women's cosmetics. The essential reason is driven by the power of capital. That is, in the consumer society, the brand side has chosen to cater to the demands of women consumers who have more and more purchasing power in order to obtain the maximum economic benefits, and has promoted the consumption of men's roles by taking men as objects of materialization and consumption. As an innovative form of endorsement advertising, male reverse endorsement advertising not only aims to capture the attention of

consumers and attract the attention of target audiences, but also makes the brands and products appearing in these gender reverse endorsement advertisements impress consumers deeply, connects the spokesperson with the product, and can associate the products they endorse when they see the spokesperson, Instead of just focusing on the spokesmen, they put brands and products behind them. However, because the rise of gender reverse endorsement advertising is not long, the research on related papers has certain limitations, and the data are mostly from the Internet and journals, and the author's theoretical level is limited. Therefore, although this paper analyzes gender reverse endorsement advertising through a large number of advertising examples, its theoretical analysis is not very deep and thorough, and there are still some shortcomings and limitations.

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