STRATEGIES FOR PROMOTING CHINESE MOVIES ON AMERICAN MARKET

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There are strategies for promoting Chinese movies on American market in this article. It analyzes the American film market, draws conclusions, gives estimates. Within the framework of this article, the author has developed a map of customer's journey.

Keywords: Chinese movies; Internet promotion; Marketing strategies; American film market.

The purpose of a promotion is to stimulate demand for a company's product or service, and to create awareness, get people to try the product, provide information, keep loyal customers, increase the use of the product, identify potential customers, and even each customer about potential services. The promotion strategy is designed to inform, persuade, or remind the target audience of the product.

As technology advanced, more marketing activities emerged to market goods and services via the Internet. Today, Internet marketing is defined as «the use of the Internet as a virtual storefront where products are sold directly to the customer» [1]. Bygoingdigital,productionstudiosexpandtheirrelationshipwith theiraudiencebymaking advertisementsmoreentertaining.

According to the Merriam-Webster dictionary, social media are forms of electronic communication (as websites for social networking and micro-blogging) through which users create online communities to share information, ideas, personal messages, and other content [2]. Social media consists of websites and cellular applications that connect people with one another. The main demographic of those who do participate in social media are users aged 18-29 making up 83% of Internet networking users [3].

Movies mainly show a specific emotion to be expressed through visual and auditory stimuli. It can be an expression of social dissatisfaction, a eulogy of love, a reflection of the growth of a country, or a compliment of a country's spiritual civilization. Movies mainly show a specific emotion to be expressed through visual and auditory stimuli. It can be an expression of social dissatisfaction, a eulogy of love, a reflection of the growth of a country, or a compliment of a country's spiritual civilization. Most American movies are about love, family, and friendship. From the development of these plots, we can see the ideas that the United States advertises and advocates. Another distinguishing feature of American films is that they are not only shot for a group of people, but to meet the tastes of the public. Genre is a creative

method unique to Hollywood films in their heyday and is essentially a norm for the standardization of artistic products.

From the analysis of the types of films that have continued to rise in US market profits during the six years from 2019 to 2021 we can see that the top ten films that are more popular with audiences are always adventure, action, comedy, drama, suspense, horror, musical, Western, Movies in the genre of romantic dramas and dark comedies (fig.).

Top Grossing of 2019

Rank	Genre	Movies	2019 Gross	Tickets	Share
1	Adventure	47	$3,824,655,753	417,538,823	33.98%
2	Action	55	$2,897,574,987	316,329,127	25.74%
3	Drama	229	$1,386,938,422	151,412,394	12.32%
4	Thriller/Suspense	53	$1,126,925,762	123,026,805	10.01%
5	Horror	41	$810,478,370	88,480,157	7.20%
6	Comedy	61	$691,772,942	75,521,038	6.15%
7	Romantic Comedy	17	$250,238,309	27,318,586	2.22%
8	Black Comedy	11	$111,631,009	12,186,788	0.99%
9	Documentary	141	$87,869,483	9,592,673	0.78%
10	Musical	7	$56,954,625	6,217,751	0.51%
11	Concert/Performance	9	$4,778,504	521,666	0.04%
12	Multiple Genres	2	$3,545,060	387,014	0.03%
13	Western	4	$2,024,635	221,028	0.02%

Top Grossing of 2020

Rank	Genre	Movies	2020 Gross	Tickets	Share
1	Adventure	32	$704,757,944	76,854,722	34.62%
2	Action	28	$429,641,958	46,852,981	21.10%
3	Thriller/Suspense	49	$263,542,875	28,739,655	12.95%
4	Horror	37	$246,951,000	26,930,298	12.13%
5	Drama	125	$240,532,879	26,230,346	11.82%
6	Comedy	42	$75,449,405	8,227,834	3.71%
7	Black Comedy	8	$43,294,447	4,721,310	2.13%
8	Musical	6	$10,965,822	1,195,835	0.54%
9	Romantic Comedy	10	$7,250,057	790,623	0.36%
10	Documentary	53	$4,033,428	439,820	0.20%
11	Western	1	$3,717,170	405,362	0.18%
12	Multiple Genres	2	$3,432,023	374,265	0.17%
13	Concert/Performance	4	$2,056,133	224,222	0.10%
14	Educational	1	$260	28	0.00%

Top Grossing of 2021

Rank	Genre	Movies	2021 Gross	Tickets	Share
1	Action	45	$2,340,503,601	255,234,837	51.25%
2	Adventure	27	$789,147,690	86,057,534	17.28%
3	Horror	49	$580,589,442	63,313,994	12.71%
4	Comedy	59	$360,877,351	39,354,106	7.90%
5	Drama	119	$234,225,998	25,542,589	5.13%
6	Thriller/Suspense	40	$140,862,689	15,361,241	3.08%
7	Musical	4	$73,147,684	7,976,846	1.60%
8	Documentary	48	$16,274,141	1,774,694	0.36%
9	Concert/Performance	3	$14,742,812	1,607,721	0.32%
10	Western	4	$9,161,627	999,086	0.20%
11	Black Comedy	1	$5,252,785	572,823	0.12%
12	Romantic Comedy	7	$1,358,954	148,193	0.03%
13	Multiple Genres	2	$455,295	49,650	0.01%

Market Share for Each Genre in 2019

The operating profit and market share of these types of films are also gradually decreasing from top to bottom, among which common films

such as adventure, action and comedy always occupy most of the market share, far exceeding other types of films. From this, it can be concluded that the types of films that American audience's movie types of habits have not changed much according to the development trend in recent years, which provides a good reference value for domestic film production.

In 2019, there is still not much difference compared to the box office revenue of the genre films in previous years, the rankings of adventure, action and drama films have been stable, in addition, the addition of suspense, horror and various types of comedy films will become an emerging genre for American moviegoers in the future.

Before analyzing the data in this table, based on the previous trends and summaries of the box office revenue of genre films, we will find that similarly in the statistical ranking of movie box office data in 2021, horror movies are more and more popular with audiences, not only the movies. The number continues to grow, and because of its low production costs and high return on profits, it has also attracted many filmmakers to join. Based on the above analysis, we can also know that action and adventure films will always be the main theme of Hollywood films, but horror and suspense films will also become the new stars of the American film market in the future. It is hoped that Chinese filmmakers can be effectively inspired by the results of their scientific statistical data and can produce high-quality films that are more in line with the tastes of American moviegoers.

The evolution of the distribution model has also allowed Hollywood to form a clear distribution hierarchy. Such a system not only evolves through continuous trials and tests in the long history of verticality, but also keeps the essentials behind; at the same time, the accumulation of history also enables Hollywood to develop a multi-level horizontal distribution system that surpasses the cinema. And according to study research, we found that all foreign language movies when they entered American movie market, they still follow the mainstream distribution models as following: theaters; home theaters, VOD, DVD, or BD; premium channels (such as iTunes and Netflix); ordinary TV channels.

According to the survey, one of the biggest problems facing Chinese-language films in the American film market is the limited audience [4]. Overseas audiences of Chinese-language films are mainly Chinese and overseas students, and American audiences account for about 15%. Many American audiences' cognition of Chinese-language films is still stuck in kung fu films with martial arts stars such as Bruce Lee, Jet Li, Jackie Chan, etc. At present, there are about 350,000 Chinese students in North America, aiming

at this market and establishing a Chinese-language film projection system for North American college students.

Through the analysis of the audience of Chinese-language films in the United States and the customer portraits produced, we will find that in addition to the majority of overseas Chinese and international students, the main audiences of Chinese-language films are also interested in Chinese culture or highly educated native American audiences, so we concluded that, in addition to strengthening the control of film quality and focusing on film publicity measures, Chinese film production companies should also cooperate more deeply with organizations and departments related to American local culture. The propaganda and infiltration of Chinese culture allows more American people to understand the real traditional Chinese culture, to achieve more cross-cultural information exchange through the film media.

In addition, first, Chinese films should strive to build their own brands and form films with brand advantages. And then, Chinese films should focus on post-film market development strategies. The post-movie market refers to non-movie box-office revenue, all industrial markets generated by and closely related to movies, including movie brands, toys, video games, theme parks and other derivative product markets, movie books, video tapes, DVDs, CDs, VCD and other markets.

Customer Journey Map

	Early awareness	Searching for information	Visiting the theatre	Watching tv or streaming	Post-visiting emotions
Motivition	Thinks about the channels to understand Chinese culture more	Find any methods to watch Chinese movies on internet	Search for the latest movies	Get the chance to play back favorite movies	Share the most authentic and intuitive feelings and opinions of movies with people who would like to watch as well
Client's actions	Search for information online or ask friends	Visit social networks	Find out the favorite movie and buy ticket	Find out the favorite movie and pay for it or to be VIP member of this stream platform with payment	Choose the best one photo and write down opinions, then post them on social networks
Contact	Banner ads E-mail marketing Contents marketing	Social-networks Website Blogs	Posters Banner ads	Social networks Contents marketing YouTube Website	Social networks Website Blogs

	Early awareness	Searching for information	Visiting the theatre	Watching tv or streaming	Post-visiting emotions
Expectatio	Lots of channels about knowing Chinese culture	Someone will hel me or get more ideas of watching Chinese movies	Get chance to watch the favorite and interesting Chinese movie	Get chance to play back the favorite movies	Learn about Chinese Culture from movies and get relax really
Pain points	Don't know is it difficult to achieve this	Lost's of info to read and it's hard to recognize the most voluble one	The movies chosen are not satisfied with	It charges a lot	Not so many friends like or interested in
Questions	Which channels are good to understand?	What information are useful to get methods of learning about Chinese culture?	Whether is it satisfied with my own expectations?	Whether is it worthy for paying?	How many friends will be interested in my opinions and these movies?
Barriers	Lots of banners or e-mails, hard to find us	Hard to find us in google or other social networks	Hard to take attention on banners or posters	Hard to find us in google and Instagram	Hard to make the interesting posts
Recommendations	Make more ads in social networks or video platforms	Coorperating with authoritative film distributors	Buy more theatrical release copyrights	Invest more o work with TV film and streaming companies	SEO

Finally, in order to better realize a certain position of Chinese-language films in the American film market, Chinese film producers can achieve this goal by cooperating with the resources of American well-known film distribution companies to achieve this goal, and exchange links, advertisements, content cooperation, and user resource cooperation through websites and other methods such as SEO, e-mail marketing, content marketing, and URL as most effective internet promotion strategies to achieve the purpose of mutual promotion between websites with similar targets.

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