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ANALYSIS GAME INDUSTRY PROMOTION TOOLS ON FESTIVAL MARKETING

Festival marketing refers to companies or brands taking advantage of specific festival occasions by planning and executing relevant marketing activities to attract consumers' attention, promote product sales, and strengthen the emotional connection and interaction with consumers. This kind of marketing means usually combines the theme, atmosphere and tradition of the festival to create promotional content and promotional activities with festival characteristics, so as to achieve the purpose of enhancing brand awareness, sales and consumer satisfaction [1].

Festivals are closely related to people's emotions and cultural traditions, which can trigger consumers' emotional resonance and enhance the emotional connection between brands and consumers. On the one hand, festival marketing can create a unique atmosphere and experience, attract more consumers to participate in and buy through promotional activities, and increase sales and market share. On the other hand, festival marketing activities can often arouse hot discussions in the society and become the focus of media and consumers, creating more exposure and topics for brands.

Genshin Impact Lantern Rite is a virtual festival created by the game Genshin Impact in 2022. Since then, every year, the Lantern Rite has been launched two days before the traditional Chinese Spring Festival. The festival is closely related to the customs and cultural traditions of a certain region in the game, and the game scenes and activity design during the festival are similar to the customs of the traditional Chinese Spring Festival. Usually, players and the characters in the game participate in opening new tasks to experience the atmosphere and fun of the festival.

The Genshin Impact Lantern Rite was first introduced shortly after the release of the game, and the content and form of the event are constantly evolving and improving as the version of the game is updated. Every year, the Lantern Rite brings new activities, missions and rewards, as well as content such as new characters and decorations related to the festival theme, to bring players a new gaming experience.

The marketing initiatives of the Genshin Impact Lantern Rite mainly include the following aspects:

Activity design and reward mechanism. Every year, game producers will attract players to participate in Lantern Rite activities through carefully designed different activities and rich rewards, such as completing tasks, participating in challenges, collecting festival items, etc., so as to increase the game's activity and user stickiness.

Promote the sale of virtual goods. The Lantern Rite period is usually accompanied by the sale of limited-time virtual goods such as festival-themed skins, character costumes, decorative items, etc. The uniqueness and scarcity of these goods attracts the desire of players to buy, generating additional revenue and profits for game makers.

Cooperate with other brands to co-organize activities related to the Lantern Rite, such as cross-border linkage, limited time cooperation, etc., to attract more players to participate and expand the influence of the event. According to the statistics from Genshin Impact's official Weibo social account, in 2024, Genshin Impact will jointly promote the Lantern Rite with Alipay, Didi, TikTok, Kuaishou and other platforms in China. As a short video social platform, on TikTok,

Genshin Impact initiated contribution activities, invited users to shoot activity videos with Genshin Impact special effects, encouraged users to create, and spread the videos containing Genshin Impact elements, which played a good role in expanding new users of the game, and also improved the game's favorable impression among target users and potential users. At the same time, cooperate with China's largest Online car hailing platform Didi, through the entrance of the exclusive activity drops travel app settings above, users who search for "Genshin Impact" can go to a special page, and there is a "Genshin Impact special car" in a specific city, where passengers can unlock different character voices and coupons, as well as offline exhibition activities. The Genshin Impact Chinese brand cooperation, user base is different field's largest platform, through the cooperation with these platforms, strengthens the scene of the marketing, improve the experience of old players to the game, but also expand the scope of target users, so that more people who do not know the game, have an interest in this game, which is one of the most successful games in game marketing in recent years.

The production of festival-related video "It's Another Year", the content is based on the real stories of three users, telling about the things happening around users during the Lantern Rite and related to the game. This kind of shooting method strengthens the emotional link, so that users can feel the empathy.

The transmission channels of the Genshin Impact Lantern Rite mainly include:

Official in-game channels: through in-game announcements, activity pages, player letters and other ways to promote the Lantern Rite activities and related information to players.

Social media platform: Through official social media accounts (such as Weibo, Twitter, Instagram, Redbook, etc.) release the news, event preview, participation guide and other graphic content of the Lantern Rite to interact with players, increase exposure, and expand the influence of the event. And add bonus mechanism to encourage users to participate in interaction and repost.

Short video platform: With the help of well-known short video platforms (such as YouTube, Bilibili, etc.), cooperate with well-known anchors or singers to release video programs, music songs and so on related to the Lantern Rite. By attracting more players' participation and attention.

Official website and forums: Release event announcements, event details, player experiences and other information through the official website and game forums to have more in-depth communication and interaction with players.

Through the above marketing strategies and communication channels, Genshin Impact Lantern Rite activities have been widely spread and participated in, bringing good brand exposure, user engagement and community building to the game.

Genshin Impact Lantern Rite is a very attractive event. From the marketing point of view, it can be concluded that the virtual festival held by the Genshin Impact as a fixed marketing event carried out every year, is relatively successful. Consider it from the following perspective.

Brand exposure, the Lantern Rite brings a lot of exposure opportunities for the Genshin Impact game. Through social media, in-game events, and partner promotions, game makers are able to bring the game's brand to a wider audience, increasing awareness and recognition of the game. According to Google Trends' worldwide search popularity, searches for "Genshin Impact" and "Lantern Rite" both saw significant increases during the event. (Table 1)

User engagement, the Lantern Rite event attracted a large number of players who actively participated in various activities, tasks and challenges, resulting in increased user engagement and stickiness. Through the design of rewards and activities, players' interest and enthusiasm can be stimulated and their interaction with the game enhanced. On social media, users generate more comments and interactions.

Community building. The Lantern Rite provides a common activity platform for players and promotes the construction and development of the game community. Players can share their gaming

experiences, ideas and achievements on social media, enhancing the cohesion and vitality of the gaming community.

Brand image building, the Lantern Rite event not only brought commercial benefits to the Genshin Impact game, but also created a positive image for the game brand. Through colorful activities and well-planned content, game producers have demonstrated their commitment to player experience and game quality, enhancing the value and reputation of the game brand.

But festival marketing, as a better theme for brands in marketing activities, still needs to take into account the precautions involved.

There are multiple brands competing in the same time period. During the festival, each brand will launch relevant marketing activities, the competition is fierce, the brand needs to spend more energy and resources to plan marketing events that are different from other brands, in order to highlight the uniqueness and creativity of the brand, in order to seize the attention of users.

Festival marketing activities are often short-term promotion means, it is difficult to continue to have a long-term impact on the brand, need to combine with other marketing strategies to maintain a good image of the brand, stable development.

Over-reliance on festival marketing may lead to the brand image being too closely associated with specific festivals, affecting the brand's market performance in non-festival periods.

**Popularity of "Lantern Rite"
and "Genshin Impact" on Google Trends**

Day	Lantern Rite: (Worldwide)	Genshin Impact: (Worldwide)
16.1.2024	7	59
17.1.2024	9	56
18.1.2024	6	55
19.1.2024	24	100
20.1.2024	25	84
21.1.2024	20	76
22.1.2024	18	62
23.1.2024	17	57
24.1.2024	21	54
25.1.2024	16	59
26.1.2024	17	60
27.1.2024	19	67
28.1.2024	20	74
29.1.2024	20	62
30.1.2024	30	62
31.1.2024	99	84
01.2.2024	89	77
02.2.2024	97	78
03.2.2024	87	87
04.2.2024	73	85
05.2.2024	99	61

Ending of the table

Day	Lantern Rite: (Worldwide)	Genshin Impact: (Worldwide)
06.2.2024	52	59
07.2.2024	43	58
08.2.2024	32	63
09.2.2024	95	62
10.2.2024	97	76
11.2.2024	100	69
12.2.2024	58	56
13.2.2024	48	60
14.2.2024	36	56
15.2.2024	29	57

Experiential marketing in games may become more popular in the future amid the development of AI technology. Brands can leverage technologies such as virtual reality and augmented reality to create immersive experiences related to festival themes, boosting consumer engagement and brand interactivity.

To sum up, Genshin Impact Lantern Rite is an innovative marketing strategy. By creating virtual festivals, making festival videos, opening new interactive mechanisms and task challenges, spreading them through social media, video media, official websites, communities and other channels, and cooperating with other brands, it can stabilize and even strengthen the experience of old users at the same time. Attract the attention of the new target audience. This is different from other games that focus on promoting gameplay or competition and brings a lot of revenue and benefits in terms of brand exposure, user engagement, community building, virtual goods sales, and brand image building.

The number represents the search popularity relative to the highest point in the specified region and time in the chart. The most popular word gets 100 points, words that are half as hot score 50 points, words without sufficient data receive a score of 0.

References

1. Li Jiaqian. On Humanistic Care of brand in Festival Marketing / Jiaqian Li, Yuxin Zhong // China Journal of Commerce [J], 2018. – № 03 – P. 44–46.