

Creative expression and communication strategy of film and television advertisement based on VR technology

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Abstract: 2016 is the first year of VR industrialization. VR technology has been widely used, VR tourism, VR real estate, VR education came into being. Nowadays, VR technology has penetrated into all fields. The combination of VR and content has brought brand-new changes to the development of all fields. At the same time, in the field of film and television, VR technology has also brought new changes to the creative expression and communication forms of film and television advertisements, gradually evolving from image to simulacra. Based on the introduction of virtual reality technology, this paper explores the creative performance of film and television advertising based on VR technology from multiple dimensions, and then excavates the communication strategy of VR film and television advertising in the new era.

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In the early 1980s, Jaron Lanier, the founder of American VPL Company, proposed VR (Virtual Reality). "VR" technology refers to the combination of computer graphics systems and real-life camera equipment to achieve the effect of virtual reality dissemination. That is a kind of immersive communication, will let the user have a kind of immersive, as if in person on the scene of the sense of participation. Although VR technology is still a new medium today. However, the application of VR technology in the production and dissemination of film and television advertising has been common. From McDonald's "Happy Land" VR experiential advertising, to the emergence of "Buy +" VR shopping products on Taobao, to the placement of advertisements in VR movies. The development of VR film and television advertising is overwhelming.

1. The advantages and characteristics of VR film and television advertising

The emergence of VR technology, namely virtual reality technology, makes the advertising industry have a huge development. With the help of high-tech means such as computer to create virtual environment, users can interact with each other in the real and virtual environment with the help of special equipment. Compared with the traditional audio-visual means of film and television advertising, it can only rely on the audience's association, so that they can feel the texture of the product, the brand tone, the advantages of the product. But with the rise of VR, there is no doubt that the experience and marketing communications have taken a step further, making users feel as if they were customized. Customers can reflect scenes and products in a virtual way, which can produce a richer experience. It

can not only effectively improve their favorable degree to the brand, but also encourage consumers to pay for the products, so as to give full play to the positive effect of VR film and television advertising.

(1) Immersive experience

With the emergence of VR technology, network technology and computer technology have achieved an unprecedented integration. Under the background of virtual reality constructed by VR technology, people can form a form of perceptual communication when using computers. Immersive experience, let the user feel completely in the virtual world, feel an almost lifelike feel, VR technology and the combination of film and television advertising, let people is not limited to the visual up to watch the appearance of the product, performance, but a truly "personally" to use this product, by VR technology, can put the product image into figurative sense of "object", So as to bring real immersive experience to consumers.

(2) Accurate scene

The scene is the scene, in the film and television advertising, will create a scene environment. For example, when selling a certain product, the merchant will use vivid language to describe a beautiful scene for the audience after using the product, so as to stimulate the desire of consumers to buy. Or build a scene environment of actual purchase. For example, in the drama version of the film and television advertisement of Alipay, the audience can feel the convenience advantage of online payment through the experience of the characters in the shopping mall to further promote the convenience feature of Alipay. In the era of

"Internet +", precise scenes can be more conducive to strengthening the connection between consumers and products, so that consumers can unconsciously receive the influence of information in these scenes. Therefore, film and television advertisements based on VR technology can provide consumers with more precise scenes. When consumers receive advertising information, the brand can make the audience feel immersive experience one-on-one. In February 2015, for example, a Samsung Gear VR commercial allowed three participants to experience natural scenery, in-game combat, and stage performances. When the audience sees this advertisement, it is like entering a simulated scene, which greatly enhances the communication effect of the advertisement.

(3) Image Vivid

In the traditional film and television advertisement, the audience can only obtain the planar image information, while the film and television advertisement based on VR technology presents the planar space three-dimensional and vividly. The three-dimensional spatial image information will enable the audience to obtain a strong audio-visual experience. Different from the traditional film and television advertisements that describe things in the way of images, people need to associate and imagine the received information according to their real experience after receiving the image information, so as to understand the function and brand of products. The film and television advertising works based on VR technology, with the support of technology, make 3D imaging into a reality. A movie and television advertisement of Chevrolet, with the help of VR technology, the brand product image has been the most intuitive shaping, three-dimensional image information, the impact of the video is more shocking, more conducive to the perception and acceptance of the audience.

2. Creative performance of VR film and television advertisement

(1) Holographic image, strengthen brand recognition

Different from traditional film and television advertising, film and television advertising based on VR technology has incomparable advantages over traditional film and television advertising. It uses holographic camera to record the spatial audio and picture information of products and holographic presentation of the brand concept. In traditional products, film and television advertising, with the camera's point of view, even if the use of multiple perspectives, multiple cameras can change, much JingBie expression content of their products, although contains many abundant commodity information, but can't complete, comprehensive comprehensive show in front of consumers, the brand information information load quantity is subject to the amount of the lens. On the other hand, film and

television advertisements based on VR technology are different. They are recorded by using panoramic cameras, which can not only present in all directions, but also be more real. It provides consumers with more abundant information sources and more diversified perspectives. Deepen the brand effect, more conducive to the improvement of brand recognition.

(2) Participatory experience to enhance brand perception

As an excellent film and television advertising works. Its creativity is very important, how to let the audience in a short time to remember the brand concept, understand the product performance, attract the attention of the audience is very worth thinking about the problem. Excessive perceptual marketing and blindly peddling publicity will make consumers feel repelled, which is not conducive to brand publicity. And the film and television advertisement based on VR technology will undoubtedly achieve the extreme of participatory experience. Through virtual simulation technology, from the perception of the audience, the scene setting, background music, interactive environment and other real environmental feelings are seamlessly connected, providing consumers with a sense of reality beyond the virtual, and enhancing the perception of the brand. For example, the "Buy +" products launched by Taobao enable consumers to truly feel the performance and texture of the products and enhance the sense of participatory experience. It narrates the relationship between the audience and the brand and makes the brand information feel real.

(3) Immersive interaction to promote brand promotion

Many advertisers are eager to make their brand concepts and product performance accessible to consumers. As the main purpose of advertising communication is also to deepen the brand image. Strengthen the loyalty of the audience. Traditional film and television advertising can only achieve a simple display experience, unable to let consumers have an immersive feeling, customers do not experience the feeling, it is difficult to achieve the effect of brand promotion. So "display + interaction" is very important. VR technology enables the audience to see the Angle of view can expand to 360 degrees, and gives them more freedom. It has realized the right of audience to choose when and where to watch. It has achieved the organic combination of audience interaction and immersive experience, and achieved the perfect combination of "display + interaction". As can be seen from the case of "Buy +" on Taobao, the film and television advertising based on VR technology has a strong promotional effect, which is the biggest change brought by new media to the film and television advertising industry.

3. The communication strategy of VR film and television advertisement

(1) Based on the content level, create explosive content

VR, film and television advertisement with super experience, no doubt, but it can't only depend on experience, experience, after all, has a number of limitations, also will not be able to have very good promotion effect, VR, film and television advertisement, also need with the aid of social hot topic, in order to improve the subject degree, attract more resources, achieve the spread of more extensive and profound effect. Meet the audience's psychology of curiosity. VR film and television advertising itself has unique advantages that are incomparable to traditional film and television advertising. It can easily become the focus and attract the attention of the public. If the empathy touch point between the target audience of the brand and the brand can be found. Then use the form of "experience + interaction". Relying on the unique advantages of VR technology, it will get twice the result with half the effort. For example, in the Tencent Cloud Browsing VR advertisement, people will be impressed by the cloud browsing. In the "Open Sky Chevrolet" VR commercials, people will get an intuitive sense of Chevrolet's performance. If on this basis, combined with social hot topics, in the advertising content level to give new social characteristics of events and topics. Will make the advertising content more deeply rooted in the hearts of the people, will produce the traditional film and television advertising is difficult to match the "qualitative leap". For example, Pokemon Go, which is popular around the world, launched a series of mobile game advertisements for pets to develop fighting RPG, and made a lot of exposure and publicity on social platforms, making it "the mobile game with the highest revenue in one month" and "the mobile game with the fastest revenue of \$100 million". It can be seen that, based on the content level, creating explosive content can make VR film and television advertisements get better communication effect.

(2) Based on the form level, strengthen the brand objectives

VR film and television advertising does bring users a 360-degree all-around experience, but we should not blindly pursue formal experience, and the over-consumption of the audience's curiosity seeking psychology, easily lead to the loss of brand objectives. Therefore, in the communication of VR film and television advertising, it should be carried out around the brand goal, and effective promotion and publicity should be carried out with a clear image, precise positioning and clear theme. VR commercials can provide a good experience for the audience, such as the Galactica roller coaster AD in Alton Towers, the most popular theme park in the UK, which allows visitors to embark on a space

adventure with the players through tactile gloves, interactive props and so on. Audiences can also experience the space shuttle launch into space, into the whole process of the Milky Way, and can also experience the reality of social mode, can see other players in the virtual world, but also with the communication and interaction, is should be based on the form level, the advertisement to strengthen the brand goal, makes the advertisement VR model of depth in the field of advertising use.

(3) Based on the audience level, expand communication channels

VR technology is an innovative technology, but after all, as an emerging technology, it still needs the cooperation of diversified communication channels to make the hot spots and topics spread more widely. Therefore, in the process of promotion, we should combine the serial communication value of three communication platforms -- traditional TV terminal, PC terminal and mobile terminal. Only through online and offline promotion experience, can the brand influence be expanded by forming multi-party communication integration and diffusion, spreading from "point" and "stream" to "field". At the same time, based on the audience level, multiple novel elements are integrated into VR film and television advertisements, so as to attract the active participation of users. Such as KFC just-in-time launched WOW barrels sports season activities, with the help of VR in hot spots, effectively using the live webcast reds, construct an influential hot issues, and then, KFC launched a 360 - degree VR experience of film and television advertisement, consumers as long as some WOW barrels, can give a VR glasses, Through a series of activities, the in-depth interaction and experience of VR advertising scenes are connected through live channels. Since then, the brand concept of "watching the games, WOW is more wonderful" of KFC has been deeply rooted in the hearts of the people. Therefore, based on the audience level, expanding communication channels, relying on the fulcrum of VR film and television advertising, and linking multiple platforms, not only surpasses the communication effect of traditional advertising, but also makes VR technology better accepted and experienced by audiences.

Conclusion

The emergence of new technology is inevitable for social development. Virtual reality, a new communication technology, has brought great opportunities as well as challenges to the film and television advertising industry. Due to its novel form, rich content, unique perspective and infinite development potential, the film and television advertisement based on VR technology has brought no small impact to the traditional film and television advertisement. Under the new communication

environment, products are updating, audiences are changing, technologies are developing and ideas are progressing. The close combination of VR technology and film and television advertising will inevitably promote the further development of the advertising industry, and constantly mining the application value of VR technology in the creative expression and communication strategy of film and television advertising has become an important research topic for further exploration in the future.

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