

Analysis of the Integrated Marketing Strategy of the Network Program "ROCK & ROAST"

Shuyuan Wang, Guifang Wang*

School of English, Zhejiang Yuexiu University, Shaoxing 312000, China

*Corresponding Author

Abstract

The success of the fifth season of "ROCK & ROAST" is due to a combination of factors. Don Schulz's "integrated marketing communication" theory provides the theoretical basis for the study of the show. The fifth season of "ROCK & ROAST" integrated the brand effectively by strengthening the focus of public attention and sharing emotions, stimulating the consumer's emotional energy and creating its brand effect. The fifth season of "ROCK & ROAST" is difficult to mass market based on its quality textual content alone, but its excellent integrated marketing communication strategy is an important reason why it has opened up the market and become a benchmark for stand-up comedy talk shows in China.

Keywords

"ROCK & ROAST"; Stand-up Comedy; IMC; Network Program.

1. Introduction

"ROCK & ROAST" Season 5 is a network original in-studio comedy stand-up comedy competition show. It fosters and expands China's unusual stand-up comedy culture, gradually attracting the attention of our consumers and the affection of the younger generation. In recent years, the popularity of stand-up comedy events has grown to become one of the top programs in the various industry, with positive communication impacts. This paper examines the creativity of stand-up comedy programs represented by "ROCK & ROAST" Season 5 using case studies and integrated marketing communication theory to give inspiration for the development and marketing communication of similar programs.

1.1. The Origin and Current Situation of Internet Programs

The unprecedented growth of information science and technology, as well as Internet technology, has expanded network coverage throughout China. According to China's 50th Statistical Report on the Development Status of China's Internet, which was formally issued by the China Internet Network Information Center (CNNIC), the number of Internet users in China was 1.051 billion as of June 2022, with an Internet penetration rate of 74.4%. This demonstrates how the Internet has evolved into a critical interactive communication tool in today's society. Individuals use the Internet to not only maintain social contacts but also to integrate their everyday life. Most remarkably, the Internet plays a crucial role in improving people's spiritual lives.

Traditional TV series are progressively migrating to new network platforms as communication technology advances and network and smart mobile terminals are integrated. The Internet has steadily evolved into another new platform that is capable of creating and executing variety shows in addition to conventional media, and it has begun constructing and operating a series of Internet-based variety programmers independently of traditional media, giving birth to online variety shows.

With the technological advances that have taken place, the distribution of an online variety of programmers is guaranteed to expand. TV shows have moved from single-screen distribution to cross-screen and multi-screen distribution in the era of all-media integration between conventional and emerging media, and consumers are getting new video content across many channels and platforms. Viewing TV shows with cellphones as terminals and mobile Internet as channels is both comfortable and quick, with no time or space constraints. With the technological advances that have taken place, the distribution of an online variety of programmers is guaranteed to expand. TV shows have moved from single-screen distribution to cross-screen and multi-screen distribution in the era of all-media integration between conventional and emerging media, and consumers are getting new video content across many channels and platforms. Viewing TV shows with cellphones as terminals and mobile Internet as channels is both comfortable and quick, with no time or space constraints. As a result, group, topical chat programs like "Spitting Image Conference" and "ROCK & ROAST" are particularly striking. In terms of issue material and programmer structure, these programmers are more relevant to current young netizens, and they place a greater emphasis on the program's entertainment value, sparking a new trend of "stand-up comedy" among the general consumer. Online variety shows are bound to evolve and build on their qualities in the future. Short-form video variety shows will become the mainstream form of online variety shows in the future, as the public's access to information breaks pieces, and more efficient, shorter, and more entertaining online variety shows will become the new goal that program production teams will pursue and strive to achieve. As a result, the "ROCK & ROAST" series' content production, promotion, marketing strategy, core value proposition commercialization position, and future development prospects are of reference importance. Similarly, we examine the implementation of IMC's integrated marketing strategy in many aspects, identify features, and advocate for the practical application and theoretical development of integrated marketing strategy in the online programmer.

2. Research Object and Theoretical Concept Elaboration

2.1. "ROCK & ROAST"

The talk show originated in the 18th century in England and flourished in the 1830s in the United States. Talk shows were effectively launched into China as an import in the 1990s. The CCTV comprehensive channel's 1996 introduction of "Truth Be Told" became the trendsetting discussion program in China. Following that, other chat programs arose in people's minds. For example, Hunan Jing TV released "The Happy the More," and Taiwan's Zhong tian Channel aired "Kangxi Lai Lai," while Sohu's "Dapeng De De" became the first domestic chat show to be broadcast on the Internet platform, prompting significant backlash. Subsequently, stand-up comedy programs such as "One Week Libo Show", "Talk Show After 80 Tonight" and "ROCK & ROAST" entered the variety show market and gained the love of young people with their unique spitting culture.

Stand-up comedy started in the United Kingdom and flourished in the United States. It is a "one man, one mic" comedy in which the actor performs alone in front of a microphone to a consumer without any props, and the show's content is a comedic routine developed by the actor alone. Stand-up comedy originated in offline theatres and blossomed in online stand-up comedy performances, according to its evolutionary pattern. Later on, the standup comedy genre emerged, and some of the early shows that fans are acquainted with included Tonight After 80 Stand-Up Comedy. The success of the Stand-Up Comedy aroused the public's interest in stand-up comedy, and it became widely known.

Stand-up Comedy Congress made its debut on Tencent Video in August 2017, and as of 14 November 2022, it has launched five seasons, with a total broadcast volume of more than 7

billion, with the fifth season's WeChat index and video number broadcast volume both breaking 100 million, and the main topic of Weibo reading 13.15 billion, while the online show has led to an increase in offline performances. According to Laughing Fruit Culture, the box office of stand-up comedy shows nationwide reached 120 million from October 2020 to July 2021, with more than 500 stand-up comedians officially participating in the shows, and the market size of stand-up comedy shows in 2021 is approximately 391 million yuan.

2.2. Integrated Marketing Communications (IMC)

In terms of the history of IMC theory, two scholars have played a key role in its development: Don Schulz, who is known as the "father of IMC theory", and Tom Duncan.

Don Schulz defined the concept and meaning of 'integrated marketing communication' in terms of brand image, intending to build a positive image of the company. Integrated marketing communication is also known as Speak With One Voice, a one-dimensional strategy for marketing communication. Duncan, Moriarty, and others combined integrated marketing communication with relationship marketing, suggesting that integrated marketing communication should always pay attention to the creation and maintenance of good relationships between companies and consumers. Later Duncan also proposed that integrated marketing communications must pay attention to the benign development of brand equity. Once again, Schultz made adjustments to the objectives of integrated marketing communication. The ultimate goal of integrated marketing communication is to maintain a good relationship between a company and all its stakeholders and to obtain win-win and multi-win development goals. Today, with the development of the industry, the connotation and extension of integrated marketing communication are constantly changing to adapt to the new situation and problems of the industry.

This article contends that the combination of marketing and communications aims to directly or indirectly influence the behavior of specific consumers, employing a variety of new media platforms to exert their collective influence to create the 'consumer orientation' first proposed by Schulz. "The purpose is to directly or indirectly affect the conduct of chosen consumers, utilizing a mix of new media platforms to generate a synergistic and integrated impact, using the premise of "one voice, one picture, one thought".

The IMC planning model mentioned by Don Schulz in his book *Integrated Marketing Communication*, this paper takes consumer contact management, communication strategy, and communication mix as the framework basis, and believes that the new connotation of integrated marketing communication theory is to take the consumer as the center, use a variety of new media communication channels, establish the target consumer, carry out consumer contact management, communication strategy, build communication mix and other aspects to take a three-dimensional integration, to "communicate with interests". The new connotation of integrated marketing communication theory is the process of using multiple new media communication channels, establishing target consumers, consumer contact management, communication strategies, building a communication mix, and other aspects of three-dimensional integration, with the goal of "creating value with stakeholders", to convey the brand voice to the consumer and create brand value. This paper analyses the integrated marketing communication process and features of the online variety show series "Talk Show Conference" based on the basic integrated marketing communication process that has been reorganized and summarized in detail.

3. The Integrated Marketing Process of the Fifth Season of Talk Show Congress under Schulz's IMC Planning Model

3.1. Researching the Program's Consumers and Specifying Consumer Targets

The consumer consists primarily of young individuals aged 18 to 29. Young people are more exposed to and inclined to follow such programs since they are the primary users and beneficiaries of the Internet. This form of stand-up comedy is defined as young comedy by the stand-up comedy production business Laughing Stock Culture. Young humor refers to any consumer with a youthful perspective, not only those who have been exposed to stand-up comedy.

Stand-up comedy is highly spontaneous and participatory, and its topic and linguistic style is frequently based on what young people see and hear in their daily lives. To attract the consumer's resonance, the tiny things in life are portrayed through padding and laughter. The program is also a unique kind of communication that transmits public discourse while appealing to young people's interests. It also provides a thorough treatment of themes important to young people, such as finance, the job, marriage and family, interpersonal connections, and exams for public service and research.

Talk shows are eye-catching and 'out there' enough to compete for attention and consumer as an art form. Nevertheless, the general people are constantly active and uninhibited, and the excitement and rebellion that comes with offending have kept it embedded in underclass popular culture. The casual climate in which public opinion interacts on the Internet offends young people more. It is mirrored in the show's satire of uncivilized behavior, improper ideals, and morbid aesthetics, as well as an affront against the established hierarchical order. The performers' in-depth understanding of such themes increases consumer loyalty and reinforces the consumer base.

The fifth season of "ROCK & ROAST" has modified the theme from "Everyone can talk for five minutes" to "Everyone can be happy for five minutes" from the previous four seasons. Break down the natural contestant layer and also include individuals of every generation in a chat program. Magician Deng Nanzi, former Gulf of Aden escort chef Mao Dou, optimistic and talkative Huang Ma, nearly 60 years old, optimistic and powerful Xiao Jia, who suffers from neurological disorders, are examples. Their appearance, through the narration of daily life content by cross-border participants, brings individuals from other industries closer together while also capturing the attention of new groups in a variety of ways.

3.2. Contact the Show's Audience Management

Tencent Video is the main broadcasting platform for ROCK & ROAST. The program can be viewed on Tencent Video's PC, cell phone client, and tablet PC channels. Meanwhile, stand-up comedians are utilized as the main body to film relevant advertisements, prioritize high-quality stand-up comedy sketches, generate selected works to distribute, watch highlights, and other issues in various forms on the Tencent Video platform. It meets the audience's demand for a variety of content, such as comedic sketches, talk shows, and reality shows, by combining long and short videos in various forms and channels, and it adapts to the needs of single-screen to cross-screen communication, as well as multi-platform and multi-channel screenings.

Dual programs bring together production material, class connections, and audience groupings. Season 5 of "ROCK & ROAST" and "What to Do? Talk Show Specials" are stand-up comedy events with varying positions and guest participation. "ROCK & ROAST" fifth season is a competitive program that needs a higher level of writing and performance format. "What to Do? Talk Show Specials" The QingYuqiang Writing Department is a particularly important group in the "Stand-up Comedy Show," a sitcom-style reality program that focuses on the performers, the behind-the-scenes development, and the life of the authors. This serves to strengthen the public's love

for the artists of the laughing culture, enhances the program's connection, increases stickiness, shares the resources of dual programs on the same platform, and increases the number of contact points.

Generate multi-platform propaganda engagement platforms like WeChat, Weibo, Zhuihu, and Xiaohongshu. Weibo and Zhihu rank among the most widely utilized social networking sites in China. The show set in place official accounts and profited from the platform's high interactivity to broadcast updates on the performance of each episode's participating guests and program material, then open subjects for fans to communicate with. The guests preview the program and express their thoughts via their accounts, attracting the stars' subjective admirers and fostering a streaming frenzy. The show's guests on the show interact with the official Weibo account to shape public perception of the show.

3.3. Refine the Program Content Communication Strategy based on Contact Management

For program promotion, different platforms have different content requirements. However, the quality of the script and the format of such a show are critical. The house shared its investment experience, sparking a vigorous argument regarding ST Intercontinental stock. Niaoniao is based on her personal life experience and needs to employ harmonics to attract attention. Xu Zhi Sheng evaluated by comparing his unique facial features to Luhan's, relieving public appearance anxiety and trying to guide the general population to form the correct three views. Meng Chuan, with his unique examination experience and the extreme aspiration of the all-around, groups to the civil service group, is flirting with the results of this experiment of employment. It is commonly found in Weibo hot searches. The predominant focus of the company is the creation of an entirely novel good or service that will be available on the market. The short video platform has indeed drawn a significant amount of Weibo users and netizens with a large number of fans to watch and discuss. Opinion leaders' distinct personal influence has a distinctive character.

There are numerous homogenized varieties shown at such a time when industrial culture is prevalent. However, most of the variety shows in the current market either focus on the content but not form, with elite culture as their main communication content, isolating most of the general audience; or focus on form but not content, with programs lacking in-depth content, but relying on celebrity effects and game mechanisms to gain exposure, which inevitably makes the audience fall into the trap of "narcotic spirit". This is a trap for the audience.

The fifth season of "ROCK & ROAST" brings on the well-polished text content and diverse perspectives of stand-up comedians and presents them in the form of humorous stand-up comedy, which not only ensures the content attributes of a stand-up comedy programmed, but also retains the entertainment genes of a variety show, making it a "fresh stream" among variety shows. In terms of content, the show's performance script is provided after meticulous polishing by the actors and the show's scriptwriters. In terms of format, talk show culture has an entertainment gene that automatically "lightens" the burden of some weighty issues and presents them to the audience in a more colloquial style, allowing the audience to receive knowledge in a relaxed atmosphere.

3.4. The Combination of Marketing Tools in the Program

Capturing social controversial topics with content marketing. The growth of female thought. With the growth of "feminists" at home and abroad, the public's awareness and discernment of women's right to speak started to expand, and more and more women began to reject and challenge the patriarchal society's superior right to speak. Yang Li, Yan Yi Yan Yue employs a flirty approach to confront the audience with gender issues such as masculine preaching, gender gazing, clothing unfreedom, and moral abduction. The scene is detailed because of the

minor things in life. The discussion show's inspiration muse is social "in-volume," spiritual internal consumption, income disparity, real estate supply and demand structure, and so on.

Internet dissemination leads to offline, multi-channel distribution. In cities such as North, Shanghai, and Guangzhou, Laughing Fruit Culture offers commercial open mic and stand-up comedian events. It will even open a North American stage around the Chinese New Year in 2023. Laughing Fruit stand-up comedians, He Guang Zhi, Xu Zhisheng, Zhao Xiaohui, and Qiu Rui joined the stage of the 2023 CCTV Spring Festival Gala of the Rabbit, performing a round-table stand-up show with a fresh new subject, "Give Me a Minute," during in the Chinese New Year of the Rabbit. Furthermore, Laughing Fruit Culture provides an unconventional training camp for new stand-up comedians to give professional instruction and exercise, and these new actors may also participate in the online performance of the "Stand-up Comedy Conference" through the competition to expand their visibility. As a result, the offline process is pushed by the online, and the online process is mirrored in the offline, forming a virtuous cycle to train backup players for the industry and encourage its development.

4. Conclusion and Reflection

The program model is unstable, and the fabric is excessively interesting. The primary performer is unable to grasp the content and relies only on celebrity gimmicks to attract more viewers. At the same time, the demonstration must be eye-catching and "out of the box" enough to capture the audience's attention. Nonetheless, there is a developing tendency of too entertaining expressions and excessive offensiveness, in addition to the comedy and depth of the value produced.

According to Neil Bozeman, in the present day and age, everything you see on TV is for entertainment, and entertainment is the benchmark for everything, and people don't even need to think to receive emotional fulfillment. The fifth season of "ROCK & ROAST," which appears to be full of provocative and flirty material, is an entertainment product to death. Language art is defined not only by technique and rhythm but also by introspective substance deserving of a grin after contemplation, as opposed to "simple and violent" laughing.

Marketing Communications Integrated IMC believes that today's period belongs to one where information communication is at the center, and it aspires to drive the total marketing activities of organizations with information communication at the center. Network variety shows reasonably care about the needs of people both inside and outside of variety shows to promote variety shows that accurately reflect the characteristics of the times, boost the popularity and impact of variety shows, and create a richer quality of programming for people of all ages.

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