Exploring the Market Operation of National Original Animation

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Abstract

Through analyzing the main problems of China's national animation market action, the article points out the significance of studying the market operation of national original animation, and proposes countermeasures and strategies for China's national original animation market operation. It also analyzes and summarizes the market factors of the success of "Pleasant Goat and Big Big Wolf" to draw attention to national original animation, create a good business management environment for Chinese national original animation, so as to improve its success rate and market share and promote the development of animation industry.

Keywords

Ethnic animation; Animation industry; Animation research; Market operation

Analysis of the Main Problems in Chinese National Animation Market Operation

Chinese animation production has always been production-oriented rather than market-oriented, and social benefits rather than economic benefits. Chinese animation films, from 1926 to more than half a century ago, have been very immature in terms of connecting with the market, especially in terms of theoretical research that has not been mainstreamed (Wang, 2008). Nowadays, animation has already entered millions of households, how to go to the market and how to connect with the world is related to the political, economic and cultural development. Animation production is not a self-appreciation of "art for art's sake", but an industry that drives the consumer market of animation industry through public appreciation and expands reproduction through economic profit, forming a virtuous cycle and sustainable operation. Now China's animation originality is weak, and there are few such products with independent intellectual property rights, and even fewer world-famous brands. The kind of masterpieces that can be called loud and spread, and have international competitiveness are still not many, which makes its competitiveness is greatly affected (Du, 2009). Nowadays, the commercial operation of China's original animation is still very unsatisfactory. How to make the road of industrialization of China's original animation form its own industrial model and promote the development of animation industry has become an important issue for domestic animation industry to innovate and achieve effective economic growth. In this regard, our past is a blank and we have never had any real

successful experience. Therefore, we can only study and research the successful experiences of others, study the special market characteristics and specific conditions of China, and get down to earth before we can make a breakthrough.

The Significance of Studying the Operation of the National Original Animation Market

At present, China's animation demand is large, the market potential is greater, but domestic animation enterprises generally can not continue, many on the external processing, outsourcing, OEM road, so that can only barely maintain survival, to make themselves bigger and stronger must take the road of nationalization original. However, because the domestic animation industry chain is incomplete, business operation mode is backward, therefore, the study of national original animation market operation has certain practical significance.

Necessary for Animation Enterprises to Obtain Profits

After animation works are created, they need to be vigorously publicized, and animation enterprises need to continue to accumulate popularity in order to promote animation products better, so as to obtain economic returns;The completion of a work is not the end, but the next step is to turn the work into a commodity, which requires the support of excellent marketing methods and business operation mode. It is necessary to complete production, publication, publicity and promotion, establish sales channels, and then deposit profits through derivative products (Xiao, 2015). In addition, only through continuous marketing can we build our own brand, generate brand benefits and gain corresponding profits.

Necessary to Create Own Brand

According to the survey of "Chinese youth's favorite anime works", 60% of people like Japanese anime, 29% of European and American anime, and only 11% of Chinese anime (including Hong Kong and Taiwan). Another survey shows that 19 of the 20 favorite anime images of Chinese children are "foreigners", and only "Sun Wukong" fills the gap in China (Li & Li, 2007). In the international animation market, there is a lack of "made in China", and Chinese animation is collectively lost, the reason is that it does not have its own brand, and lacks a famous animation "star". Through market action, national original animation creates its own animation brand and animation "stars", thus attracting more consumers to participate in animation activities and driving the development of animation industry.

Necessary for Cooperation of Animation Enterprises

China's animation companies started late, have a smaller scale, and weak anti-risk capabilities. In this case, it is even more important to allow animation companies to organically integrate with the market at the beginning of animation production, to "strongly" join forces with animation-related companies, to give play to their respective advantages, and to take the road of "shared risks and shared benefits", in order to solve the drawbacks of insufficient funds, backward marketing means and ineffective market operation of animation enterprises. It is also the need of industrial division of labor for modern enterprises to get rid of the situation

of loss caused by original animation enterprises (Xiao, 2015).

Necessary for the Development of Animation Industry Itself

The industry chain of the domestic animation industry is broken. Animation creation, planning, production and distribution, broadcasting, brand promotion and even the opening of derivative products are all done by the same company, while in foreign countries, each of these links is done by professional enterprises, so the division of labour in the industry needs to be strengthened. In fact, each related chain in the industry chain has its own specific advantages. Domestic animation companies must set aside local interests and not greedily want to make all the money. Only in the sense of the overall industry chain can cooperation be considered to maximize the advantages of each link, and this can create a reasonable industry for the domestic animation industry.

Necessary to Prosper the Animation Culture

Foreign anime occupies the domestic anime market, forming a foreign "cultural" invasion. Cultural exchange is asymmetrical, affecting the development of local culture, and the entry of American and Japanese anime into the Chinese market will certainly have strong American and Japanese cultural colors and concepts implanted in the minds of Chinese children. Only original anime can compete with foreign anime, because without good works and brands, there will be no domestic demand. In addition only by creating our own national brand can we better combine with the excellent traditional culture of the nation and create anime and cultural products that are popular among the masses, thus further enriching the cultural content of our country's anime and satisfying to a greater extent the anime and cultural needs of the people. Only by firmly carrying forward the characteristics of our national animation can we resist the invasion of strong foreign culture, and this is precisely the responsibility that domestic animation should assume in cultural communication (Xiao, 2013).

Countermeasures and Strategies for the Operation of China's National Original Animation Market

Integrated Marketing and In-depth Marketing, "Strong" Combination and Market Segmentation

At present, Chinese animation enterprises suffer from the common problem of "small but complete, large and complete". Regardless of the size of enterprises, animation production, distribution, brand promotion and derivative product development are all completed by the same company. Regardless of their own characteristics and strengths, in the whole animation industry chain—from "land purchase and wheat planting" to "bread production and processing", everyone should do their duty and give full play to their own advantages. Animation enterprises must put aside local interests and consider cooperation from the perspective of the overall industrial chain, so as to give full play to the biggest advantage of the industry and make the whole animation industry "cake" bigger and stronger. In addition, animation industry is a capital intensive industry, with high investment, high risk, high return characteristics. Animation related enterprises should "strong" unite to give full play to their respective advantages in animation production, publicity, marketing and derivative product

development, so as to avoid animation enterprises falling into the dilemma of "all-round".

Study on Licensing of Derivative Products

The production and sale of anime derivative products are the main source of profit for anime companies. Therefore, it is important to study derivative product licensing. Animation enterprises should unite with related derivative product industries, dock in product authorization, image design and market as early as possible, invite related derivative product enterprises to participate in the design of anime image at the beginning, and seek their opinions and suggestions, so that the anime image is suitable for the development of derivative products in the later stage, and do not cause the phenomenon that the anime image is not suitable for development, and the anime image is wasted; in addition, animation enterprises in the anime raw product process, can transplant relevant advertisements for related anime enterprise products to create profits for themselves (Xiao, 2015).

Build Original Animation Market Trading Platform

China's original animation now exists a phenomenon, the more production, the more losses, and even rumors that "who wants to lose money, do original". In order to get rid of the loss, people have switched to outsourcing processing, the reason is because of the lack of animation trading platform, it is hard to create an animation work, but can not find the way to forward the work to the product, can not turn good products into good profits. Therefore, it is very important to build an animation trading platform. According to Gao Weihua and Zhao Bing in 1993-2006: China Original Animation Industry Development Report, "In the survey of practitioners' attitude, 'marketing system is not established', 'lack of distribution and copyright agency In the survey of practitioners' attitudes, three items, 'marketing system is not established', 'lack of support from distribution and copyright agencies', and 'lack of professional and standardized trading platforms or exhibitions', all scored 218 or more, and were in the "more serious" category." (Gao & Zhao, 2007). This shows that the lack of trading platforms is a major concern for practitioners. In addition, the market trading system is not perfect, and there is a lack of credible and well-known trading platform for animation products, and there is a lack of brand planning agency and licensing service organization to follow up the development of animation images. Therefore, in order to make the strategic partners of animation industry form as soon as possible, we should speed up the establishment of a unified national animation industry property rights trading platform (Jin, Zhang & Tan, 2009). With the help of property rights trading market, animation production enterprises can obtain more funds; it can also break the monopoly of TV-led broadcasting platform and provide services for business linkage of upstream and downstream enterprises.

Establishing National Brands, Elaborating and Creating Animation Stars

Brand is the best weapon for enterprises to gain profits. The national animation brand is the magic weapon to resist the invasion of foreign animation into the domestic market, and is the spokesman of Chinese animation. Include ethnic elements in the design of anime images, and at the same time involve consumers and producers of derivative products to design people's favorite anime images for the licensing, production and development of derivative products. People often start liking a particular anime work by liking a particular anime

image (Xiao, 2013). Therefore, it should be carefully designed and focused on creating.

National Original Animation: "Pleasant Goat and Big Big Wolf: Bullishness" Successful Operation Case Study

Until today, many people still wonder why "Pleasant Goat and Big Big Wolf", a two-dimensional animated film with poor production level and limited budget, was able to achieve huge blockbuster benefits and box office revenue of hundreds of millions of yuan. If we want to understand the reasons, we have to analyze the animation market operation and understand its marketing methods and marketing strategies.

Strong Cooperation, Integrated Marketing, Take Advantage of the Name Since

"Pleasant Goat and Big Big Wolf: The Super Adventure" is jointly produced by Shanghai Media Group, Guangdong Original Power and Beijing Youyan Media. Shanghai Media Group, a large media group spanning television, radio, newspapers and the Internet, and with the successful experience of the action animated movie "Storm Rider-Clash of Evils", they are responsible for the promotion and distribution of the movie "Pleasant Goat and Big Big Wolf". Guangdong Original Power has the successful experience of producing "Happy Family", which is both the cradle of the animated film "Pleasant Goat and Big Big Wolf" and also responsible for the content provision and production of the film; Beijing Youyang Media is currently the largest children's media operator in China, which has exclusively bought out the advertising agency rights of almost all children's animation channels in China, even CCTV Children's Channel. These three parties have joined forces, each with their own strengths in their respective fields, bringing into play their own specialties, thus achieving great success. As Liu Yong, director of the operation department of the Film and TV Drama Center of Shanghai Media Group, said, "The cash investment is not big, but the resources invested are big".

Carefully Design Animation Images and Actively Cooperate with Downstream Animation Derivative Product Enterprises

Lu Yongqiang, general manager of Original Power, summed up the failure of his previous cartoon, "Happy Family": the character design was dull and not conducive to "derivative development". After realizing the market potential of derivatives, he made great efforts in the design of cartoon characters, inviting designers from derivative manufacturers to participate in the design. Designers proposed that the lines of cartoon images should be simple, bright colors, color blocks should be obvious. Therefore, Original Power designed a lot of different images according to the opinions of the designers. First, the internal secret ballot was conducted to select the images that the employees liked, and then the primary school students voted, and the results were fed back to the derivative product enterprises. After repeated deliberation and modification, each animation image was determined. These cartoon shapes are not only lovely and memorable, but also convenient for the production of various derivative products, which are easily accepted by consumers and thus recognized by the consumer market.

The Market Positioning is Clear and Fully Caters to the Taste of the Target Group

Dr. Philip Kotler, the "father of modern marketing," believes that marketing must be at the center of business

activity and that its focus must be on the customer: “In a world where products are in abundance and customers are in short supply, customer-centricity is the key to success.” (Kotler, 2009). “Pleasant Goat and Big Big Wolf” is firmly locked into a “1+X” geometric core fixed audience, “Attracting 1 child is the same as attracting a family of 3, or even X family members ... “Most of the children dragged their dad, mom, grandpa, grandma to watch it. Almost all the children who saw the movie said it was “good” and “fun”.

In conclusion, our national original animation market operation ability is very weak, and the market operation is a specialized study, which is the key to transforming works into products and eventually into profits. Therefore, we should pay attention to the market operation of animation and provide an ideal platform for the transformation of animation enterprises’ products.

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