

Research on Marketing Construction of Xiamen's "Natural Studio" Scene

—— based on AIDEES model

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Abstract. Xiamen's "natural studio" scene construction experience is inexperienced, and there are some problems, such as scattered film and television tourism resources, uneven distribution of film and television tourism resources, weak linkage between film and television scenes and tourism scenes, less science and technology implantation scenes, lack of directional talents, and so on. In order to construct Xiamen "natural studio" scene marketing more accurately and effectively, Xiamen can draw lessons from Disney's scene marketing experience in space dimension, communication dimension, consumer perspective, scene service and technical means based on AIDEES model, with consumers as the core in scene marketing, create Xiamen style propaganda channel to attract attention, carry out consumption campaign to cultivate interest, and create solid scene backing to stimulate desire. Create immersive scenes to focus on consumer experience; improve the scene chain to continue consumer enthusiasm and build online sharing scenes to complete consumer personal sharing.

Keywords: "Natural Studio"; Scene; The Consumer; Xiamen City; AIDEES Model.

1. Introduction

Scene marketing is a marketing activity carried out through specific interaction with consumers based on the specific situation and time of consumers[1]. It is a marketing activity centered on consumer activities [2]. Consumer demand is important in scene marketing. Scene marketing helps to promote the close combination of online and offline, can specifically analyze user behavior, make consumer behavior prediction more accurate, provide consumers with more perfect and personalized service demand, improve user conversion rate and achieve win-win situation. Foreign studies on the concept of film and television tourism began to dabble in the late 1980s and early 1990s. Theorists agree that film and television tourism is called "film-induced tourism (movie-induced tourism)" or "film tourism (film tourism)"[4]. International film and television tourism has developed and sprung up as early as 1895. Disneyland, which was built by American Walt Disney in 1955, is recognized as the first modern theme park. Because of its integration into film and television art, it can also be called the sprout of film and television tourism. In film and television tourism, tourists do not appear as a passive person, but a process of automatic acceptance. In the process, phenomena such as "empathy, sympathy and resonance" occur in psychology. Meet the scene value needs of consumers to pay more attention to consumer emotional resonance and immersive experience. The deep integration of scene marketing is an important step in the development and prosperity of film and television tourism, but there is a relative lack of articles at home and abroad that closely combine scene marketing with film and television tourism.

As a "popular tourist city in China", Xiamen is building a "film and television capital". With the establishment of the Golden Rooster Film Festival in Xiamen, film and television-related industries continue to cross-develop. At this time, grasping consumer consumption behavior has become an important opportunity to promote the deep integration of Xiamen film and television industry. At the same time, in the deep intersection of film and television and the industrial chain, the integration of film and tourism centered on film and television tourism has become a key development

direction. How to learn from Disney's rich scene marketing experience to promote the construction of a "natural studio", and how to promote film and television to trigger tourism behavior so as to create a new economic growth point in Xiamen is an urgent problem to be solved in the construction of Xiamen Film and Television Capital..

2. AIDEES model and scene marketing

The AIDEES model is a model developed by Mr. Hirahiro Hideki of Japan based on the AIDMI principle. The model proposes that consumers have six stages in the consumer-generated media environment, namely, "Attention", Interest, Desire, Experience, Enthusiasm and personal sharing. The model mainly emphasizes the importance of consumers becoming media. Scene marketing is a targeted marketing behavior for consumers by brand enterprises through the scene^[6]. At the same time, the scene is a natural channel of information dissemination, the scene reflects the relationship between people and the surrounding environment, and information is constantly exchanged in the scene^[7]. Scholars' research on the relationship between scenes and consumers has confirmed the direct and close relationship between scenes and consumers. Consumers are in the core position in the overall process of scene marketing, so it is particularly important to grasp the relationship between consumers and the scene and create a consumption scene that makes consumers comfortable.

At this stage, the advantages of scene marketing are as follows: firstly, the close combination of online and offline makes user behavior concrete analysis, which makes consumer behavior prediction more accurate, provides consumers with more perfect and personalized needs, and realizes a win-win situation; secondly, user centralization is more prominent, to meet the needs of consumer scene value, pay more attention to consumer emotional resonance and immersive experience; finally, scene marketing can improve user conversion rate.

To sum up, consumers (users) are the lifeblood of scene marketing, and the core of Xiamen's construction of a "natural studio" to promote the integration and development of film and tourism needs to focus on grasping consumer psychology, and improving consumers' experience. complete the exchange of information between consumers and the scene, and build a collection of "psychological field" and "physical field" of "natural studio".

3. Disney's scene Marketing Logic

Disney Company established its first theme park Disneyland in 1955. It has a perfect scene marketing system so far, and it is a leader in scene marketing. Disneyland relies on the classic IP image to attract consumers to enter the park. Strictly speaking, the first batch of visitors to Disneyland can be defined as film-induced tourists.

3.1 Spatial dimension

In the real space, Disney Park is composed of eight theme parks: American Street, Adventure Park, New Orleans Square, Home of everything, Wilderness, Happy Park, Mickey Fairy Tale City and the Future World. Disneyland creates a "tangible" scene that closely combines the film story with the park scene, which is called "Disney Wonderland". Its spatial scene construction emphasizes the story, so that consumers can get an immersive scene experience in the physical entertainment space. On the other hand, Disneyland creates an extended consumer psychological space on the basis of closed space, and consumers can get a deep psychological space inside and outside the park in the exploration of the park area. Disneyland is not only a tangible closed area space but also an invisible consumer psychological space.

3.2 Consumers

Consumer experience is the core of Disneyland scene construction. The so-called "scene" is nothing but the empathy of the audiences' inner "scene" induced by the shaping of the objective "field" [8]⁵⁵. Disney relies on animation IP to create momentum, through the objective "field" of the park "dream fantasy" shape to induce consumers' pleasure, curiosity and other inner "scene". As for a kind of "Disneyland", which is full of American middle-class ideas, its discipline for tourists is to imperceptibly complete the dissemination of Disney consumption culture in space and performance, the implantation of IP elements in Disney park, tour and other scene construction, shaping consumers' psychological space while spreading Disney consumption culture and cultivating consumers' consumption habits.

3.3 Scene service

The professional role playing of Disney is an important part of the scene service. Professional role-playing makes the deeply rooted IP image close to consumers, which suits the overall atmosphere of Disney.

Derivatives development is an important part of Disney scene service. The development of derivatives helps consumers to maintain their interest, increase their desire to share, and bring sustainable economic benefits. Disney sold 1.2 billion derivatives in China alone in 2014, and the Shanghai Disney flagship store in Lujiiazui opened on May 21, 2015, offering more than 2000 Disney products^{[8]⁵⁷}. The important expression of Disneyland scene marketing is the creation of cultural derivatives in the later stage of the marketing chain. The sales of multi-channel derivatives, the development of joint derivatives and the production of cultural derivatives of Disney film IP all circulate with different kinds of bazaars, themed restaurants and Disney Hotel Theme on the campus, making the marketing chain of the whole scene more complete and stable.

3.4 Technical means

Disneyland provides a large number of new technology means to make the scene echo with technology, bringing consumers a convenient and efficient travel experience. In terms of amusement facilities, amusement parks use different scientific and technological techniques to construct technical scenes, including extreme Nimbus, naked-eye 3D and other amusement projects. At the same time, the integrated consumer payment method creates an immersive experience, and the magic smart bracelet blessed by science and technology enables consumers to open hotel doors, pay meals and buy goods smoothly and seamlessly within the park.

3.5 Communication dimension

Disneyland is mostly exported through film and television images, and interesting story settings and classic and unique IP images are important ways to attract consumers' attention. For example, Linna Belle, a popular IP in recent years, has created a unique pink fox IP image to create an official operational publicity platform to attract consumers' attention and drive a new group of consumers into the park at the same time. In a nutshell, Disneyland offers a perfect marketing chain of scenes. Compared with Disneyland, there are more areas that need to be improved in Xiamen to build a "natural studio" scene marketing.

In the construction of opened scene, Xiamen can learn from Disney experience from the aspects of space dimension, consumer perspective, scene service and technology.

4. The Strategy of constructing "Natural Studio" in Xiamen

The "scene thinking" and scene marketing used by Disneyland should be used for reference by Xiamen to build a "natural studio", make comprehensive efforts from many aspects, and increase

the stickiness of consumer fans based on the AIDEES model and Disney experience, in order to achieve the optimal strategy.

4.1 Attract attention: create Xiamen style propaganda channel

4.1.1 Filming Xiamen theme movies

The comprehensive image and name of the film can directly attract the attention of consumers. Disney combines film and television with the park, which expands the publicity of Disneyland virtually. Xiamen can reflect the elements of "natural location" such as Minnan fishing port and old Xiamen in filming, draw consumers' attention to the location of film and television shooting, create Xiamen's exclusive Minnan-style film and television works, and use film and television to promote the development of tourism.

4.1.2 Operate official new media

Under the Internet, new media has become an important way of propaganda and an important position to attract the attention of consumers. Xiamen can gradually set up official accounts of Xiamen film and television tourism on various platforms to pave the way for the integration and upgrading of film and television tourism. The official account of the integration of film and tourism in Xiamen has been stationed on various new media platforms, inviting professional new media personages to step in to increase the intensity of communication. Places with distinctive characteristics, such as Xiamen military Village, Tong'an Mian Line Village, and Tianzhushan, cooperate with online celebrities to carry out live tourism or promote them in the form of short videos such as Douyin and watermelon videos, so that Xiamen tourism carries out "network celebrity effect" or "star effect" to transform its tourism mode, and create new marketing hotspots through the new media platform.

4.2 Cultivate interest: engage in consumer momentum

4.2.1 Create a personalized film festival

The personalized film festival is built with the help of the Golden Rooster Film Festival. As a new form of film and television industry, personalized film festival will attract various and multi-level film and television tourists to participate. At the same time, personalized film festivals will bring strong peripheral effects, together with surrounding cinemas and exhibition hotels to promote the integrated development of film, television and tourism. Personalized film festivals such as: minority Film Festival, theme Music Film Festival and so on. Relying on Belt and Road Initiative's geographical advantages, Xiamen has created a unique film festival dedicated to the southeast coastal areas, attracting the participation of overseas Chinese and other consumer groups, and expanding the influence of Xiamen personalized film festival.

4.2.2 Create an interest column for the precise target group

Consumers' interests are extensive and diverse, and it is necessary to cultivate consumers' interest. Xiamen cultivates special interest columns for accurate target groups, such as absurd movie nights, fairy tale festivals, returning to classics and other theme columns, integrating Xiamen night tourist attractions, and the whole activity is fully launched. Through the interest column to show to the accurate target consumer groups, stimulate the interest points of subdivided audience groups.

4.3 Cultivate interest: engage in consumer momentum

Talents are the key to development and an important starting point for Xiamen to take out the film and television tourism strategy. At the same time, the high-quality service within the scene is an important part of stimulating consumers' desire to visit. On the one hand, mutual assistance between schools and enterprises is the basis for training talents, and strengthening the docking between schools and enterprises has become the inevitable way to create practical talents. The school can establish a special talent pool to dock with the enterprise, and the high school students

can lay a solid foundation for the follow-up entry into the enterprise-oriented post, and the enterprise can absorb talents more accurately and realize the win-win situation between the school and the enterprise. On the other hand, Xiamen needs to be more pragmatic in supporting film and television talents, grasp the pain point of Xiamen film and television brain drain, seize the demand for film and television tourism talents, and encourage talents to stay in Xiamen. At the same time, it can introduce foreign talents, help the high-quality service in the scene, and promote the integration of film and television tourism in Xiamen.

4.4 Focus on experience: create immersive scenes

4.4.1 Construction of film and television content screenplay killing experience

The open scene in the film as a script to kill the actual experience point is the innovation of the close combination of film and television tourism and consumers. Xiamen local cinema chains mostly launch suspense-oriented local films, bringing the film plot into the atmosphere of the scene, so that consumers can get the same experience of film and television works from the actual scenic spots. It should be noted that in the process of the construction of the killing scene of the film and television script, it is necessary to achieve a high degree of overlap in the aspects of music, scene and clothing in the film and television play, so as to create an immersive experience scene with high unity.

4.4.2 Professional roles are integrated into the scene

An important point in Disney's immersive scene construction is the professional acting of animation IP. Xiamen can promote professional role-playing activities throughout the world by building its own IP and promoting professional role-playing activities, similar to the annual large-scale activities of Tongan Film and Television City, where hundreds of roles are played, so as to enhance scene rendering power and improve the integration of consumers' scenes.

4.5 Cultivate interest: engage in consumer momentum

4.5.1 Promote the development of film derivatives

Disney derivatives not only bring high returns, but also continue the enthusiasm of consumers. The important direction of Xiamen's construction of a "natural studio" is to carry film and television works to promote the development of Xiamen characteristic derivatives. Increasing the in-depth interaction between film and television dramas and the derivatives development of film and television plays can be used as the main starting point for the development of local film and television tourism derivatives in Xiamen, such as the development of lacquer line carvings for the "beginning" bus.

4.5.2 Create the classic IP image of each scenic spot in Xiamen

Visual transmission is the direct impression acquired by consumers. The images of Disneyland are all brought intuitive feelings and experiences to consumers by the classic IP images of Disney animation. Creating the classic IP image of Xiamen film and travel integration is beneficial to consumers' image memory, and at the same time, the periphery of IP image can bring the effect of continuing enthusiasm to consumers.

4.6 Personal sharing: building online sharing scenarios

Consumers' personal sharing accounts for the last module of the whole AIDEES model, scene construction makes the whole process of consumers smooth and satisfied, their desire to share will reach a high point, forming the effect of word-of-mouth communication. Disney scene construction is perfect, after the end of the trip, consumers spontaneously in the Little Red Book, Douyin, bilibili and other platforms to share their own experience, to achieve the communication effect. Xiamen can build special online sharing scenes, give consumers who have attracted attention a platform to spy on the events, and carry out the next round of dissemination, such as setting up targeted topics

on Douyin and jointly promoting film screenings. To achieve the deep integration of the film with online and offline scenes.

5. Summary

Film and television tourism is the product of the cross-development of film and television culture and tourism industry. the key to the implementation of film and television tourism is consumer-centered scene marketing. Disneyland scene marketing started early, constantly enhancing the tightness of scenes, consumers and film and television, and comprehensively mobilizing the linkage relationship between consumers'"psychological space" and "real space". This paper makes a useful exploration in the combination of scene marketing and film and television tourism with consumers as the core, enabling consumers to obtain extended psychological space from the spatial dimension, and bringing a complete scene chain experience from the scene service dimension. And the communication dimension and technology dimension all use "altruistic" thinking to bring excellent scene experience to consumers. Comparatively speaking, Xiamen's own film and television tourism started relatively late, and the exploration began from the arrival of the Golden Rooster Award in Xiamen. Although there is policy support, network celebrity city and other characteristics of blessing, but most film and television tourism mainly rely on the landing of the Golden Rooster Award as the driving force, and do not closely combine consumers with film and television tourism and scenes, there are film and television tourism resources are more scattered. There are some problems, such as uneven distribution of resources, incomplete construction of smart cities, less film and television tourism derivatives, and so on. Film and television tourism can not be promoted in a single space and with a single power, but should carry out omni-directional and multi-level comprehensive construction from the whole space, and grasp every dynamic stage of consumers in the whole process. Xiamen is in the construction of "natural studio" scene marketing. It can attract consumers' attention, cultivate consumers' interest, stimulate consumers' desire, focus on consumer experience, continue enthusiasm and achieve personal sharing. The "natural studio" in Xiamen is different from the Disneyland scene in the closed space. Learning and drawing lessons from the experience of Disneyland scene marketing is helpful to provide a development idea for the construction of Xiamen "natural studio"..

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