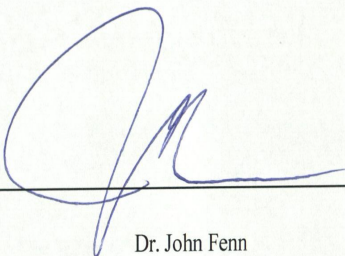


**Exploring the micro film advertising and ways in Chinese museum
popularization their organization.**

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Overview of the Research Proposal

Title:

Exploring the micro film advertising and ways in Chinese museum popularization their organization.

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Abstract:

Micro film advertising is a new advertising approach, also integrate the product into a good story that impresses the general audience. In China, the modern era is often characterized as the “information age”, and with the advent of the Internet, people are more connected than ever. Media agencies have realized that this newfound connectivity has started to change the dynamics behind advertising, moving it away from a purpose-based straight-forward production promotion. Chinese museum advertising is lack of interesting and interactive which are difficult to attract general audience except the professionals. Driven by exponential growth in the Internet, mobile terminals and other information technology trends, micro film advertising has emerged as a new form of advertising that at first hand appears to meet the growing demands of media consumers. This capstone will identify micro film advertising communication characteristics and the effect. The goal is through the

micro film advertising has also allowed for the reinvigoration of Chinese museum advertising, creating a great outlet for the transposition of cultural information build a good image.

Keyword: Micro film advertising, Communication characteristics, advertisement marketing, Chinese museum

Table Of Content

CHAPTER I INTRODUCTION	8
1.PROBLEM STATEMENT	8
2. CONCEPTUAL FRAMEWORK	10
2.1 TOPICAL LITERATURE REVIEW	10
2.2 THEORETICAL FRAMEWORK	11
3. RESEARCH METHODOLOGY	12
3.1 PURPOSE STATEMENT:	12
3.2 ROLE OF THE RESEARCHER:	13
3.3 RESEARCH QUESTION:	13
3.4 DEFINITION:	14
3.5 LIMITATIONS:	14
3.6 BENEFITS OF THE STUDY:	15
4. RESEARCH DESIGN	15
4.1 OVERVIEW OF RESEARCH DESIGN:	15
4.2 RESEARCH APPROACH:	16
4.3 CAPSTONE COURSEWORK:	17
CHAPTER II LITERATURE REVIEW	18
1.DEVELOPING BACKGROUND:	18
2.CONCEPT DEFINITION OF MICRO FILM:	20
3.MICRO FILM ADVERTISING: DIFFERENTIATION AND ANALYSIS	24
3.1 DIFFERENCE WITH TRADITIONAL TVC ADVERTISING	24
3.2 DIFFERENCE WITH PRODUCT PLACEMENT	26
CHAPTER III CASE STUDY	28
1.MUSEUM BACKGROUND AND HISTORY	28
1.1 DEVELOPING SITUATION:	28
1.2 ADVERTISING FOR MUSEUMS	30
2.CASE STUDY: THE NATIONAL PALACE MUSEUM	32
2.1. MICRO-FILM ADVERTISING ENJOYS CLEAR TARGET AUDIENCE	32
2.2. DESCRIBING AND ANALYZING CONTENT OF MICRO-FILM ADVERTISING	33
2.3. MAIN CHARACTERS IN MICRO-FILM ADVERTISING – CELEBRITY CHARM	37

2.4. DELIVER BRAND VALUE THROUGH MICRO-FILM ADVERTISING — WEAKENING THE PRODUCT TO UNLOCK BRAND VALUE	37
3.AWARDS	38
CHAPTER IV CONCLUSION & RECOMMENDATION	40
APPENDICES	43
REFERENCE	44

Chapter I Introduction

1. Problem Statement

According to the China Internet Network Information Center (CNNIC) 35th report, the netizens of China have reached 649 million (CNNIC, 2015). As we live in a society characterized by information explosion today, advertising undoubtedly becomes a component of our life. Nowadays, both advertisers and consumers realize that advertising is no longer a purpose-based straight-forward production promotion. Instead, advertising is made through a new approach - conveying the message deep into the customer's heart in a subtle way to create brand awareness. In the past, TV, newspaper and other traditional media are the main competition fields of advertisers.

However, with the constant increase in the number of netizens in recent years, the mainstream Chinese consumers today gradually become younger with their consumption consciousness and media contact channels more influenced by the development of the Internet. With the characteristics including interactivity, individuality, timeliness and huge information amount, emerging media has significantly reduced people's reliance on traditional media and adapted itself better to the demand of audience diversification. Therefore, new media becomes a new party involved in the advertisement competition as netizens are willing to spend more time in watching online videos. Such advertisement needs more innovative media, communication channels and rich contents to capture the minds of targeted audience. This is why sometimes such advertisement is defined as innovative marketing.

Micro film advertising is definitely an advertising type that meets such a demand. The concept of micro film emerges with the video content advertising approach and the new media environment. In China, as its unique advertising characteristics are analyzed and understood by sensitive advertisers, who are aware of the demand of their target audience. Micro film gradually becomes popular in the advertisement community of the new generation.

As a matter of fact, the manifestation pattern of the “micro film” was invented years ago. Back then, the advertising channels and platforms of the micro film were not fully fledged due to underdeveloped Internet technologies. In recent years, however, micro film advertising was made possible by the rapid development of science and technology, the Internet, mobile terminals and other resources and new technologies. Fueled by these factors combined with its own characteristics, the micro film has experienced rapid development.

2. Conceptual framework

2.1 Topical literature review

There is a lot of research in China about micro film advertising, those analyses could also be applied to conceptual framework. The first core concept in this research are micro film advertising. McLuhan once said, "Medium is the message". He believes the form of medium is more important than the content because medium can change the way people live and even their social relationships. (McLuhan, 1964, p.9). Based on the development of new technologies, network advertising has also been a breakthrough. Micro film is a new communication approach. It is the basic feature of a micro film; which people can see in three aspects. First, the duration is short. A micro film usually lasts for thirty seconds to five minutes. Very few have ten to twenty minutes. A micro film should not be long. Second, the production is easy. Some micro film just needs performers, a good script, a video camera, and a computer. Third, the investment is usually smaller than a normal film. People can upload their microfilms on YouTube for free and rely on social media to spread their videos.

The second core concept is Chinese museum popularization. Competition, more programs, limited resources, building a wider audience, generating earned income, renewing exhibits and galleries, capturing the enthusiasm of young people, building collaborations? These are challenges facing today's museums, history and science centers, zoos and botanical gardens. (Kotler, N., & Kotler, 1998.)

In the face of the great pressure and intense competition brought about by the market economy, museums must “invite the guests” actively and initiatively instead of “waiting for the guests” passively and negatively. Most museums in China should liberate minds and renew ideas now. Specifically, museum managers must drop the traditional advertisement marketing and innovatively utilize micro film advertising and other emerging media advertising in order to establish brands and shape good images.

2.2 Theoretical framework

In this capstone I will firstly elaborate the concept of micro film and make definition on concepts related to the micro film advertising by consulting contents about the micro film and the micro film advertising in plenty of publications, academic journals and frontier journals. Although the micro film advertising is still at the emergence and development stage, it will definitely evolve into a form of online video advertisement of new generation, namely an advertisement communication approach and a new marketing method with advertising, marketing and entertainment functions. Therefore, in order to have an in-depth understanding on the micro film advertising, I will compare and analyze the micro film advertising with the traditional TVC advertising, product placement and online video clip to have a clear understanding on the difference among them.

I will try to study the advertising communication characteristics and the communication effects of the micro film in the theoretical aspect to enrich the

academic discussion about the micro film advertising; analyze the characteristics and advantages of the micro film advertising; and explain the positive role of the micro film advertising in the brand building and promotion effects of art organizations.

After analyzing the micro film advertising, I will introduce another core concept – Chinese museum popularization. The popularization and marketing of museums can be developed in a diversified way.

3. Research Methodology

3.1 Purpose statement:

The purpose of this research is to study a new pattern of the advertising which is called the micro film advertising, exploring how micro film advertising can be effective for Chinese museums.

Under the stimulation and pressure of the market, Chinese museums are in urgent need to improving and seeking a new advertising approach in order to break the inflexible and stereotyped impression they left to the public.

Methodological paradigm:

Creswell said in his book, “Social constructivism holds assumptions that individuals seek understanding of the world in which they live and work” (Creswell, 2009, p.8). Through Creswell’s opinion, I understand that people construct their own understanding and knowledge of the world, through experiencing things and reflecting on those experiences.

I will follow the methodological paradigm, try to study the advertising communication characteristics and the communication effects of the micro film in the theoretical aspect. When analyzing the characteristics and advantages of the micro film advertisement, the social constructivism paradigm will be used to find the the positive role of the micro film advertisement for developing the brand and promotion effects of art organizations.

3.2 Role of the researcher:

As a researcher, my role in this capstone is that of an active discoverer and provide the insight into the study. I will review plenty of literature and documents that align to my research. When I review research, I considered myself to be an active discoverer and sought data and information that help promote my research and understanding of the subject.

Additionally, I worked at 4A advertising company in this summer. The internship helped me narrow my research and provided me an opportunity to view my research from a practical point of view. All my internship experiences given me a chance to reconsider my thought.

3.3 Research question:

To better construct this research, my research questions include:

Main question:

- How does the Chinese museum use the micro film advertising to advertise and popularize themselves?

Secondary questions are:

- What are characteristics and features of micro film advertising?
- What are the different ways that micro film advertising is communicated? What the micro film advertising communication pattern is?
- What are the advantages of the micro film advertising?
- Why micro film advertising can help Chinese museum develop and advertise themselves?
- How do they utilize the advantages of micro film advertising?

3.4 Definition :

Micro Film Advertising: Micro film is a new advertising approach which developed around 2010. It uses a film shooting techniques and skills increasing the narrative component of advertising messages. Time usually lasts for 30 seconds to 5 minutes.

Lens Language: Not only a technical tool to capture the image but also an aesthetic one, and understanding how to use depth of field and focal length tell the story is an essential tool of visual storytelling.

Character images: A person bring the symbol of the product or organization. They will according to the plot to play and set various performance figures character.

3.5 Limitations:

Micro film is literally translated from a Chinese phrase called “Wei-Dianying.” In order to do the research, I will investigate the contents of micro film advertising in

China. At the same time, I will get help from literature review which are include Chinese and English articles, but the different defined will limit me to search articles.

Moreover, China has its own special social structure, so the research findings might not stand for other regions or countries.

3.6 Benefits of the study:

Due to micro film advertising is particularity than other advertising, its featured by artistry, commerce and story. It is never easy for a good micro film advertising to achieve the balance between art and commerce. I think the benefits of my research is two aspects, the one is lead to a clear way for advertiser which they can combining story with advertisement and making the audience deeply touched.

Second, by analyzing communication effect of some Chinese museums utilizing micro film advertising in the new medium environment, provide museums with theoretical and method guidance on utilizing the micro film advertising in marketing activities.

4. Research Design

4.1 Overview of research design:

My research is intended to answer the question: How does the Chinese museum use the micro film advertising to advertise and popularize themselves? The research will focus on micro film advertising communication characteristics and the effects. The main target is find the way to give the Chinese museum the recommendation; help them popularization and marketing themselves.

4.2 Research approach:

I will use the descriptive research approach during my research. The descriptive can utilize elements of both quantitative and qualitative research. Descriptive research approach “is used to obtain information concerning the current status of the phenomena to describe, ‘what exists’ with respect to variables or conditions in a situation” (James, 1997). Micro film advertising current ‘status of the phenomena’ is what this research talking about. So I think this approach is suitable for this topic.

Strategy of inquiry:

The research will enhance the academic soundness of the theoretical foundation on the basis of literature review. The literature review will help author get specific theories related to the problem or issue with micro film advertising area. This research will elaborate on the concept of the micro film and analyze the concept on micro film advertisement by consulting contents about the micro film and the micro film advertisement in lot of publications, academic journals and frontier journals. So the literature review will be applied to this research.

The research also involved case studies of the communication effect of Chinese museums utilizing micro film advertising in the new medium e-business environment. I’ve chose one museum called Notional Palace Museum. Through case study, I will analyze the role of advertisement signaling in expanding popularity, brand image, and motivating the consuming behavior of the audience from the perspectives of product, audience and content. And I will compare the Chinese micro film advertising with the traditional TVC ad, online video clip and product placement and analyze them by

utilizing case study research.

4.3 Capstone Coursework:

Two classes have been taken to better understand my research topic. Those courses are AAD 606 Special Problem and AAD610 Comparative Technology:

- Micro films advertising is a key element in my project. Also they are an exciting and ever-evolving form of storytelling in the digital age. AAD 606 Special Problem was designed by my adviser and me, combine my readings to continue exploring the Micro Film Advertising. This course explores the general level background of micro film advertising, as well as the new and innovative characteristics and features are currently using in the advertising.
- AAD 610 Comparative Technology is an open course that I can select what I want to learn. Since my final research was focus on Micro film advertising which is a new type of advertising, I am interested in video editing, utilize the short video to accomplish story telling and marketing in Chinese museum. Based on my case study, I would create a micro film advertising for The Palace Museum.

Through clip the micro film advertising that provide me more details to understand the characteristics of micro film advertising; Those practice will help me analysis the micro film advertising communication characteristics. The advertising courses incorporating theory and practice, it might help me in-depth understand the micro film advertising of content, role of advertisement signaling in expanding popularity and motivating the consuming behavior of the audience.

Chapter II Literature Review

1. Developing Background:

According to China Internet Network Information Center (CNNIC) 35th report, June 2015 China had 668 million netizens and its Internet penetration was 48.8%, up 0.9 percentage point over the end of 2014, showing a slower increase in overall netizen population. The ratio was 20 percentage points bigger than the proportion of total rural netizens in national total netizens. 69.2% of the new rural netizens use mobile phones to get online. So, in the years to come, mobile phones will remain a key force that drives the growth of rural netizen population.

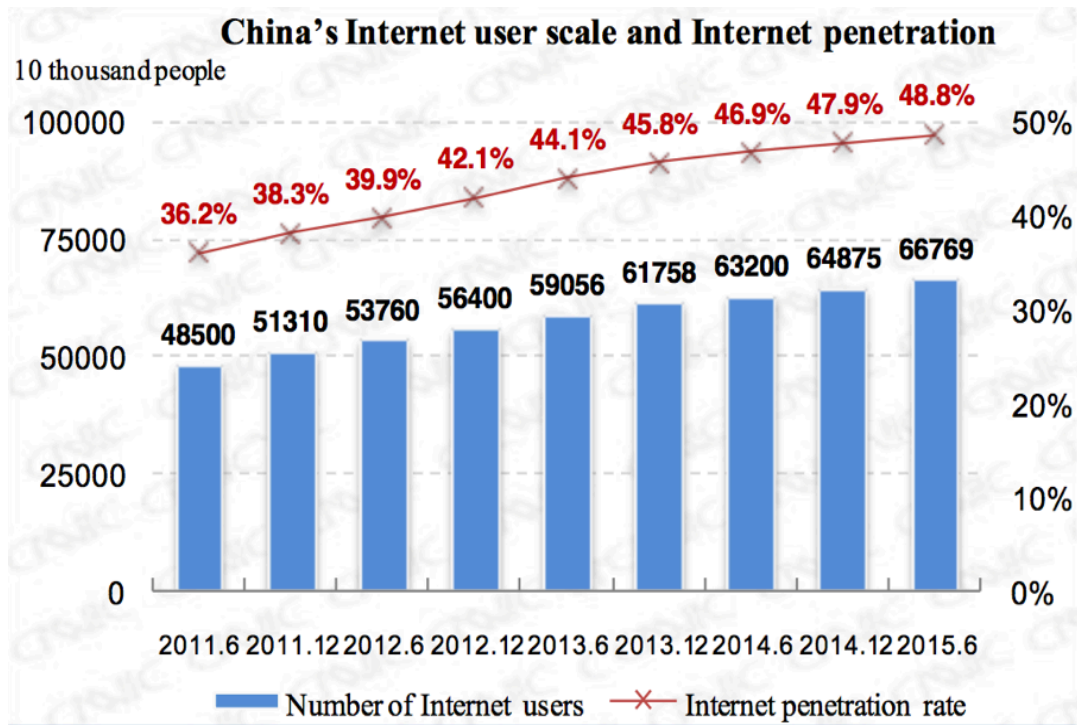


Figure 1 shows a survey on Internet development in China

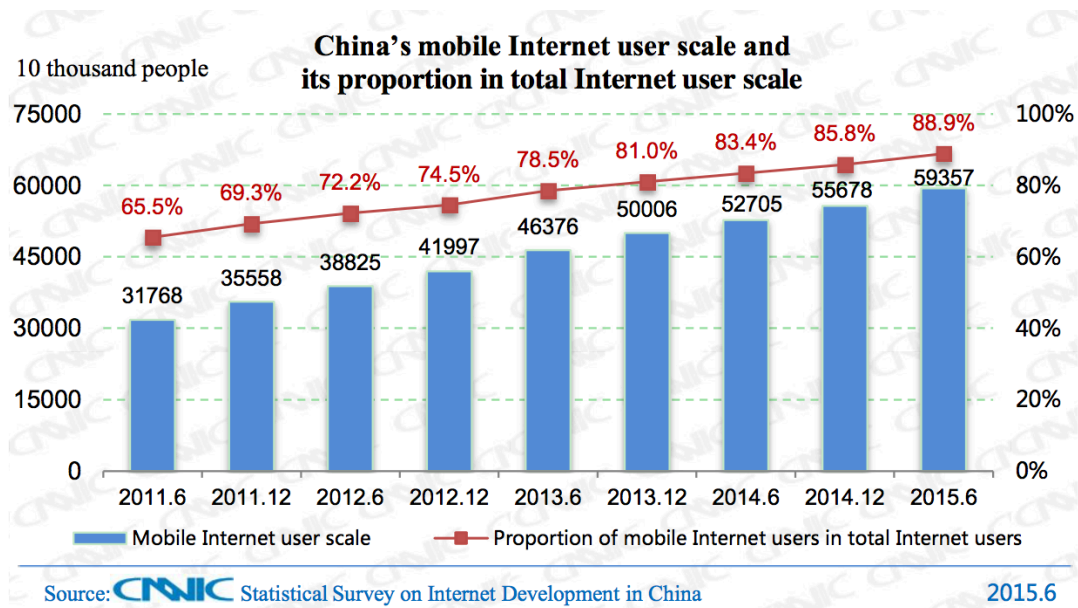


Figure 2 shows the survey on mobile Internet user

With the constant increase in the number of netizens in recent years, the mainstream consumers today gradually become younger with their consumption consciousness and media contact channels more influenced by the development of the Internet. Internet has been developed from the web 1.0 one-way communication (Cormode & Krishnamurthy, 2008) to web 2.0 two-way communication, a platform that offers comprehensive services to share knowledge, communicate, and facilitate collaborative work (Aggarwal & Arbizu, 2010).

Further into the current web 3.0 multi-way communication. Information from different websites are directly exchanged and can be integrated and utilized by the agency of a third-party information platform; users have their own data on the Internet and can use such traditional media as paper and TV media on different websites. The one-way and “few-to-many” communication method has been used all the time (Dai, 2014).

Rapid development and growth of mobile devices including smartphone and tablet PC has boosted the evolution of online services and digital media (Dai, 2014). Apart from enjoying the convenience brought about by technologies, we also enjoy freedom in information communication without any constraint of time and space. To get access to entertainment audios and videos, shopping or information, we only need computers and smartphones. It is fair to say that the Internet has changed the development and utilization behaviors of media. During this time, Advertising is a significant aspect of modern societies and plays an important part in economic activity.

2. Concept definition of Micro Film:

“Advertising output is prodigious. From telephone to television, radio and Internet to billboards and cinema and from handhelds to handbills: it is very much part of the everyday and the everywhere.” (Wharton,2013, p.7).

The representation form of micro films is not something new. As early as in 2001, in order to improve the brand value, BMW invited 8 A-List Hollywood directors and actors at a huge expense to produce eight online advertising films, which were a pioneering online film series and compared to commercial films. The influence of such advertising films was limited due to a lack of network popularity and immature technology. The actual proposal of the “micro film” concept originates from the 90-second “*Touch and Go*”, filmed in 2012 under the sponsorship of Cadillac. It is also recognized as the first online big-budget micro film advertising (Zhao, 2012).

Although the presentation form has existed for a long time, “micro-film” exactly has experienced a development period of less than two years. As a result, there are more information from the market and industry than from academic researches.

By reading the development of micro film has its particular characteristics and relevant literature make study with focus on the following aspects:

The first aspect is from the concept definition and cognition of characteristics of micro films. As it is stated in the article *Nature and Function of Micro Film* written by Kun Che, the industry summarizes three features of micro films, that is short duration, simple production and rapid communication. The author also tentatively defines micro film as follows:

“Micro film refers to the small movie with a complete story based on film art. It is mainly played on such multi-media platforms as the Internet and cell-phones and is of higher creativity, entertainment and commercial value.” (Che, 2011).

Although the nature of micro film is pointed out in the article, there are still many disputes and confusion on it. There is still not a clear concept of micro film.

Author Mo Kangsun defines micro film by reverse thinking. He believes that the transparency and amplification of media make product placement more obvious. The cover of product placement is relentlessly taken off by media and consumers, leaving product placement no way but to be displayed in another form (Mo, 2012, para.7).

Guo Jingyu, and Zhang Jiazheng indicates that micro film refers to the short video which is particularly played on various new media platforms, suitable to be

viewed while the user is travelling or has a short rest, and supported by a complete planning and production system(Guo & Zhang, 2012, para. 5). Innovation plays a central role in the Integration of Marketing process (Webb., Ireland., Hitt., Kistruck., & Tihanyi., 2011). The author Wang Jia (2007) claims in the article that micro film is a new mode of video advertising.

Moreover, Sun Li comprehensively analyzes and summaries the studies on reasons of emergence and development of micro film advertising in the article (Sun, 2012).

The second aspect of micro film is from the artistic perspective of micro film. Scholar Fan Yuming summarizes the artistic characteristics of micro film as a result of diversified choices of subjects; the aesthetic ideal of compact tempo and the pursuit for freedom fully meets the aesthetic demand of the audience in the Internet era, offering micro film with a huge audience market (Fan, 2015). In the “Study on Artistic Characteristics and Development of Micro Film”, Wang Chengyu believes that the unique narration method of micro film can attract audience in a very short period. He points out that there are many film producers producing different micro films nowadays and that the instantaneity and interactivity can be well combined with each other in micro films (Wang, 2012, p.190). The author Yi Ming who written the *Nature and Function of Micro Film* points out that a real micro film must have independent quality which is reflected by its complete story, vivid characters, clever dialogues, unique images and charming music (Yi, 2011). Therefore, such demand determines that micro film definitely has the artistic characteristics.

The third aspect of micro film is from the perspective of communication sciences. According to the the director of Authorial Digital Media, she explains micro film is a new media form emerged as the online market matures and the Internet digital media technology advances (Wang, 2007).

The author Tang Chuying wrote the article “Discussion of the Development of Micro Film Advertising at the Backdrop of Media convergence”. Tang discusses the effective development strategies, also makes a study on its communication characteristics and the difference and relation between it and traditional TV advertising. (Tang, 2012). By observing micro film advertising at the backdrop of media convergence, Tang’s opinion resulting my thinking about how to play the advantages of micro film advertising and the strategy of the integration of marketing and communication.

The fourth aspect of micro film is from the perspective of marketing. Micro film is more about commerce and professional production(Zhou, 2012, p.4) The scale development of professional production depends on commercialization, which means the entire industry must be operated in the commercial system.

Other studies on the trend and strategies of future development of micro film. The method to make a micro film popular is to focus on the story and utilize celebrity effect. Micro film must have topicality and take timely advantage of hot events (Yi, 2011). Yi also points out that the trend of micro film development is to combine refined creation with integrated communication. In *Discussing the Advertising*

Marketing Growth Strategy of Micro Film, the author Li Zhao proposes the strategy of micro film marketing consisted of 5 parts:

“First, perfectly aligning artistic creativity with enterprise culture; second, accurately positioning audience to fully explore the niche market; third, mastering the marketing tempo to find the optimized communication effect; fourth, integrating marketing channels to create 3D online communication; fifth, actively monitoring release effect to establish efficient feedback analysis mechanism.”(Li, 2012).

3. Micro Film Advertising: Differentiation and Analysis

In order to illustrate the definition of micro film advertising, I believe it is necessary to analyze the difference between micro film advertising and television commercial (TVC) advertising. Although film language is employed in all these presentation patterns, their natures are completely different. Nevertheless, micro film advertising and product placement has certain similarity, the huge difference are existing obviously.

3.1 Difference with traditional TVC advertising

TVC stands for television commercial. It is a span of television programming produced and paid for by an organization, which conveys a message, typically to market a product or service. “The vast majority of television advertisements today consist of brief advertising spots, ranging in length from a few seconds to several

minutes. Advertisements of this sort have been used to promote a wide variety of goods, services and ideas since the beginning of television.” (Plasser,2002). As an advertising form disseminated by TV, TVC advertising has great audiovisual effects, lens language, sound, text, character images, and action performance.

Such advertising exerts strong visual impact and appeal. This is a characteristic shared by micro film advertising. However, the biggest difference between TVC advertising and micro film advertising lies in the communication platform. Micro film advertising is communicated through video websites and other new media platforms, thus without limitation in the time of playing. Through this way, the advertiser can avoid the much more expensive TVC playing payment. Few ordinary advertisers can afford the 30s TVC advertising. Due to time limitation, TVC advertising has another characteristic, namely the advertising form limited to simply emphasizing the benefits. So we can find that most of TVC advertisings are just selling products in straight forward way with a clear motive. In fact, one of the major characteristics of micro film advertising is translating the advertising into content.

Besides, another characteristic of TVC advertising is that its information communication is one-way and compulsive coverage, unable to establish a two-way information communication with consumers. For most of TVC advertisings, consumers can only receive information passively in front of the TV, unable to select information. However, by leveraging the interaction characteristics of a series of mobile media terminals including Internet, cell-phone and tablet PC, micro film advertising can be disseminated by the user actively, resulting in improved

communication efficiency. This approach reduces the advertising cost of enterprises indirectly and reflects the particular value of audience. Without time constraint, micro film advertising can fully tell the audience the story of the brand.

3.2 Difference with Product Placement

Product placement, brand integration or embedded marketing(Lomax,2006) is a service or the trade mark thereof so that it is featured within a program, in return for payment or for similar consideration; by the type of medium content, product placement can be divided into film product placement, TV product placement, TV programme product placement, novel product placement, radio program product placement, song product placement and game product placement. From this, we can see that product placement has a broader variety of communication media than micro film advertising. Micro film advertising achieves medium communication on online platforms through the artistic presentation technique of the film.

Unlike micro film advertising, most product placement is disseminated in the traditional unilateral communication mode. Just as traditional advertising, product placement is a kind of compulsive information communication instead of instant bilateral communication. Most of the audiences just receive information passively without any interaction with the advertising (Cowley, & Barron, 2008). However, micro film advertising can overcome this drawback due to the characteristics of its communication platform. Such advertisings translate the advertising information into

the story in the film. Many micro film advertisings are customized for the enterprise, making the brand image and philosophy deeply rooted in the hearts of their audience.

Chapter III Case Study

1. Museum Background and History

Museum serves as the comparatively perfect cultural memory collection institution in a country or a region (Pan, 2015). It often turns into the most important cultural space and even evolves to be the local landmark and culture symbol.

In addition, as non-profit organizations pursuing social education, museums have always been a sacred and solemn place to the public. For quite some time, the public has rarely linked museums with the “marketing” employed by enterprises in their operation. However, the situation has changed over the last twenty years as marketing concept finds its way deeper into the museum world due to the increasing industrial and business competition (Li, 2014). Therefore, besides being a promoter of culture career, museums act as a business operator to better serve the society and their ultimate goals through self-marketing.

1.1 Developing Situation:

As China’s major comprehensive museum, Taiwan’s largest museum and one of China’s three largest museums, the National Palace Museum (Taipei) is of importance in the study of ancient Chinese art history and Sinology.

The permanent book reservation in the National Palace Museum mainly retains the collections in the former National Palace Museum in Beijing, Preparatory Office of National Central Museum, National Library of Beijing and other institutions. They are high-class collections in Forbidden City, temporary imperial palaces for a short

stay in Shengjing (Shenyang), Chengde Mountain Resort, Summer Palace, Jingyi Park, Imperial College and other imperial institutions. These collections of imperial rulers, which date back to the middle 10th century, not only reflect the aesthetic preference of emperors, but also resemble a miniature of the development process of Chinese culture. In addition, there are also some cultural relics which are reverted by Japan after World War Two and subsequent collections as well as collections of Asian cultural relics which adapt to the planning of Taibao Branch in Jiayi. The collection quantity rises year by year due to donation from all walks of life and purchase, and these collections cover a period as long as 8,000 years since the Neolithic Age. All collections are managed by four curation divisions including utensil division, painting and calligraphy division, book and literature division and Nanyuan division. The most influential collections are bronze wares with long inscription, artist's works of painting and calligraphy in the early ancient times, ancient books of reliable text and porcelains from official kilns, etc. Around 3,000 exhibits are systematically displayed in the exhibition hall according to the categories of cultural relics in a chronological manner. The exhibits of utensil rotate every six months to two years while those of painting/calligraphy and book/literature rotate regularly every three months.

In 2012, the museum was ranked 7th in the *List of Most Popular Museums* in the World of UK's *The Art Newspaper*, making it the only Asian museum among the top 10 places in the list and one of "the world's five largest museums" including British Museum and Louvre Museum. Such achievement reflects that the National Palace

Museum (Taipei) not only represents the strategic institution for Chinese cultural relic collection, but also is of high reputation on the international arena.

1.2 Advertising for Museums

With the rapid development of information industry, advertisement, as a popular activity of information communication, not only provides the society with various kinds of information about economic market and commodity production, but also exercises the function to spread social information including political science and cultural education. In this regard, the advertising for museums serve as a means for cultural education instead of those ads made for commercial purpose.

The researcher Zhang Min (2012) who focus on the museum advertising claims, “With the aims of promoting civilization, patriotism, science and culture and providing exhibits, culture and education information, museums ads emphasize more on their role of social education, so they can be classified into public service advertising. As a way of information communication, museum ads serve as a bridge between museums and communities, public, tourists and social organizations for communication, better understanding and close relationship.” (2012, p.27).

Advertisements of museums can be divided into the following three types by the nature of media:

1.2.1. Newspaper advertisement. It denotes the advertisement with newspaper, magazine, TV, radio and Internet and other media as communication means. The characteristic is the employment of general mixed media with the public as its audience and the incorporation of advertisement content into ideological publicity and news report with scientific, artistic, intellectual and recreational elements all in one. It can be easily adopted by modern museums and accepted by the general public due to its integration of sound, video, image and text, rapid transmission and broad influence. However, such advertisement must be attractive to the audience as it only occupies part of page, image, space and time of media, and can easily be disturbed and competed by other contents;

1.2.2. Outdoor advertisement. It represents an advertisement where billboard, light box, galley, window display, banner or other forms are used for publicity. The feature is the use media with pedestrians and tourists as main audience and subject as the only content in the ad and its organic combination with public landscape and sightseeing facilities of local communities. Due to its illustrated content, bright color and eye-catching design, it is reputed as a beautiful landscape in urban cultural environment and applicable to be located in such public places including communities, campuses, streets, roadsides, parks, squares, bus stations, wharfs, airports, rural-urban fringes, urban populated areas, historical sites and scenic spots;

1.2.3. Exhibition advertisement. It refers to the form of advertising with which the museum name and opening hours are printed on such souvenirs as posters, brochures,

instructions, entrance tickets, souvenir pictures, invitations, stamps, video discs, books, newspapers and magazines, etc. It is featured by the use of multi-purpose self-provided media with the visitors as audience, the combination of advertisement and souvenir with the demonstration of museum display and exhibition theme, and the effect of advertisement socialization.

2. Case Study: The National Palace Museum

The National Palace Museum demonstrates to the world the unique positioning of an international first-class museum and leads its audience onto fashionable appreciation journeys of its collection by releasing a series of cultural promotion advertisements and films. I saw a new perspective for museum advertisement positioning and new philosophy for public culture undertaking advertisement through analysis and interpretation of the ad films of the National Palace Museum.

2.1. Micro-film advertising enjoys clear target audience

In virtue of the interactivity of the Internet, micro-film advertising boosts much more precise advertisement serving. When enterprises market their brands through micro-film advertising, they have to target and define the audience. It is quite necessary to know the target audience's needs and preference so that they can become interested in what the film tries to say and finally emotional resonance will be produced.

National Palace Museum launched the first mobile application called “Travel along with the National Palace Museum”. National Palace Museum takes those who

are skilled in using smart phones and open to new things as the target audience. They always have their own ideas and are especially keen on fashion and new technologies. Besides, this mobile application is also positioned for those who are full of imagination. The purpose of this mobile application is to “revitalize the museum” and make the museum into people’s daily life. So they bring new technology 3D virtual cultural relic to show the treasure which are collection with National Palace Museum. Great imagination and interests can be vividly found in the launched micro-film advertisings.

2.2. Describing and analyzing content of micro-film advertising

2.2.1 Pursuit of the conjunction point between historical relics and modern fashion

Old is New is an ad film co-produced by the National Palace Museum (Taipei) and Lim Giong, a well known musician from Taiwan. From the perspective of a modern musician, this advertisement takes a fresh look at *Flowers’ Fragrance*, a master calligraphy work created by Huang Tingjian of Northern Song. In the art atmosphere with modernity and antiquity, time and space crisscross, the film expresses its advertising appeal of “Old Stuff, New Touch”. *Old is New* visually creates two artistic conceptions: One is the rich cultural ethos of ancient Chinese scholars embodied in Flower’s Fragrance; the other is the unique fashion temperament of Taiwan’s modern musician. Lim Giong also changes his costume and travels between modern and ancient scenes. He completed his interpretation of

Flowers' Fragrance within one and a half minutes. The advertisement reflects the cultural integration of antiquity and fashion.

Since its founding, the museum has stayed committed to the *Old is New* philosophy, which is echoed by the idea of “Old Stuff, New Touch”. This ad film closely combines fashion elements and artistic value of national treasure with “old” and “new”, two key points at its center. It tells the audience that the old is the new and can also be fashionable with a view to dispelling the misgivings for audience living in a fashionable style and arouse their great interest in antiquated collections of museums.

2.2.2 Attractive narrative structure and unique creation

In 2012, National Palace Museum launched an application called “Travel along with the National Palace Museum” to make the National Palace Museum alive. The micro-film advertising “Travelling between the Ancient and Modern Times” was especially filmed for this. A unique idea went through the whole advertising. By virtue of the popular theme “time travel”, the advertising told the story of Mao Yanshou, a famous painter in Han Dynasty, about his life in modern times and the reason why he came to our modern times. The plot went smoothly and all mobile application functions were presented skillfully to the public in the advertising. This was a wonderful and amazing advertising with unique narrative structure that attracted audiences’ curiosity from different aspects and showed them the mobile application. In the meanwhile, the National Palace Museum product a professional advertising with interesting content. No matter what kind of narrative structures a

micro-film advertising adopts, the most important thing is that it should be attractive. It manages to attract the attention of target audience and infects them. Of course, new narrative structure can be a stimulus to the audience's senses, enrich their imagination and improve the art expression of micro-film advertising.

2.2.3 A revolution of visual expression forms

One of my capstone courses, AAD 610 comparative Technology provided me a platform to create short video by myself, and I learned a lot through doing research on the museum advertising. As a general rule, museums always require that the images of collections should reflect their true state. Various media also display museum collections in their real and clear images. It seems to have become a unified standard for the publicity of all types of museums — displaying the collections in an “error-free” way. However, a series of animation films produced by the National Palace Museum overturns the traditional way of display. They apply Computer Graphics technology to create 3D cartoon images for its national treasure collection, giving the relics an unprecedented sense of modern and technological aesthetics, so endows advertisement with differentiated shocking effect: It is the case of the animation film series *National Treasure Children*, which endows cultural relics with new appearance and life, and deepens the understanding and impression of the audience on these heritages. This unique, bold and untraditional way of display reshapes the image of cultural relics and strikes a chord with the audience who are modern science and technology enthusiasts and novelty seekers. The museum specifically creates representative characters for collections in the *Parent-Child*

Digital Art Display including jade ware, bronze ware, ceramics, painting and calligraphy, and books and documents. Reinvented with creativity, seven cute *National Treasure Children* images are produced to arouse the interest of kids today in historical relics.

2.2.4. Plots with climaxes, conflicts and mysteries

Mo Kangsun(2011), a senior advertising executive, mentioned the 4E rules – Engaging, Entertain, Enrich and Enhance, should be followed in making micro-films. Simply put, the plot should grip the hearts of the public, and the form is able to entertain the public. Also, the micro-film can enrich the brand personality and finally improve the whole brand image. Since I took the AAD 610 comparative Technology as one of my capstone coursework, I editing the video by myself. By way of practice, I know that as the product of art and business, micro-film inevitably draws lessons from films in choosing stories. The stories should be attractive and can get the public involved. Mo claims that the plot will be pushed by introducing conflicted stories. It can be said only the attractive plots can draw the attention of the public and let target audience imperceptibly accept the product. As a result, it will receive a good marketing effect (Mo, 2011). “Travelling between the Ancient and Modern Times”, taking the popular “time travel” as the theme, seizes audience’s curiosity and continuously guides them to find out the final solution when facing the conflict between the ancient times and modern times. The identity of the leading character is revealed at the end of the advertising. The truth comes out that ancient people are brought to the modern times to better show the ancient culture and historical relic by this mobile application. The mobile application has a lively name: walking application,

because people can use the application anytime while they are visiting the National Palace Museum.

2.3. Main characters in micro-film advertising – celebrity charm

Throughout the history of micro-film advertising, it has been catching up with the traditional films in production and selecting actors or actresses. Celebrity effect is successfully applied into micro-film advertising. Celebrities can be easily discussed and cause the public attention. That is the key factor for micro-film advertising to obtain success and improve the brand communication effect. In “Travelling between the Ancient and Modern Times”, only Shi-Jye Jin, national drama master, is invited. Compared with the most popular stars, he is the best to play the role of Mao Yanshou. The popular “time travel” theme with ancient celebrities will draw great attention of the public.

2.4. Deliver brand value through micro-film advertising — weakening the product to unlock brand value

Brand reputation means everything in marketing. Schultz believes that “products can only meet the physical needs of consumers. Brand is the one that can satisfy consumers’ spiritual needs.” (Schultz, 2000, p.21). As the demands of consumers are diversified and personalized, the key brand appeal should be enriched and diversified to capture consumers. In the new marketing era, micro-film advertising integrates brand philosophy and values into the plot, which can effectively influence targeted consumers’ feelings and build a connection between targeted consumers and brand.

There is no need to present products themselves, but to pay more attention to the culture and brand value behind the products.

As shown in the micro film advertising Travelling between the Ancient and Modern Times, instead of a simple and straightforward pursuit of the promotion of brand image and the repeated exposure of the commodity logo, “micro film advertising” integrates brand philosophy and product functions into the film through skillful artistic approaches on the basis of beautiful and touching stories and well-designed audio and visual language symbols to achieve subtle advertising influence. It is a high-level and implicit advertisement marketing approach.

3. Awards

The analysis of micro film advertising for advertising the National Palace Museum brings us the direct inspiration, innovation and application of media they utilize very well. Most of Chinese museums use various print ads and portal-based online advertising. Some museums are weak and lagging in online advertising, let alone excellent film or TV commercial works.

The comprehensive application of media by the National Palace Museum is a key guarantee to realize its advertising innovation. Besides print ads and online promotion, they also take micro film advertising as the carrier for advertising, which achieves outstanding effect and wins praises all over the world.

At the 46th WorldFest-Houston International Film & Video Festival on April 20, 2013, festival screenings from the National Palace Museum made an outstanding

performance by winning 6 awards including 2 Platinum Awards, 2 Gold Awards, 1 Bronze Award and 1 Special Jury Award.

Chapter IV Conclusion & Recommendation

In the study on micro film advertising, I defined micro film advertising by reference to a large number of articles and data in literature reviews, and also analyzed the similarities and differences between micro film advertising and other traditional advertisements. When reading literature, I learn that as a new marketing tool, micro film advertising is a kind of new-generation online advertisement - a communication means integrating advertising, marketing and entertainment functions, and a new marketing method. Advertisers could make use of the communication advantages of micro film advertising to deliver the information about product, brand or service to target consumers in a more accurate, extensive and intuitive manner.

A wealth of information from literature reviews let me know that the characteristics and main advantages of micro film advertising lie in these respects: in terms of content, it advertises the brand in a story-telling way with complete film-like plot and within a relatively short time; in terms of form, it utilizes the feature of interaction of Internet to realize interactive communication. Also, many new Chinese media can be utilized for integrated advertising. By the agency of social networks, portal websites and video websites such as Sina Weibo, and Wechat which are Chinese social media tools, multi-dimensional communication can be realized.

In spring term, I selected AAD Comparative Technology which is one of the open learning courses to support my study on micro film advertising. I produced a video with a duration of 3 minutes that had features of micro film advertising, which furthered my understanding about the characteristics and advantages of micro film

advertising. Moreover, in the process of creating the advertisement for a museum, I upheld the idea of story-telling and referred to the videos on the official website in content design and construction. Finally, I designed a complete story line to attract more audience to become interested on the exhibitions and cultural relics in museum and be willing to pay for visits while the museum trying to tell a story.

After the analysis of literature review and the practical learning of editing video, I'd like to, based on the combination of the characteristics and advantages of micro film advertising and the case study of National Palace Museum, make some recommendations for Chinese museums:

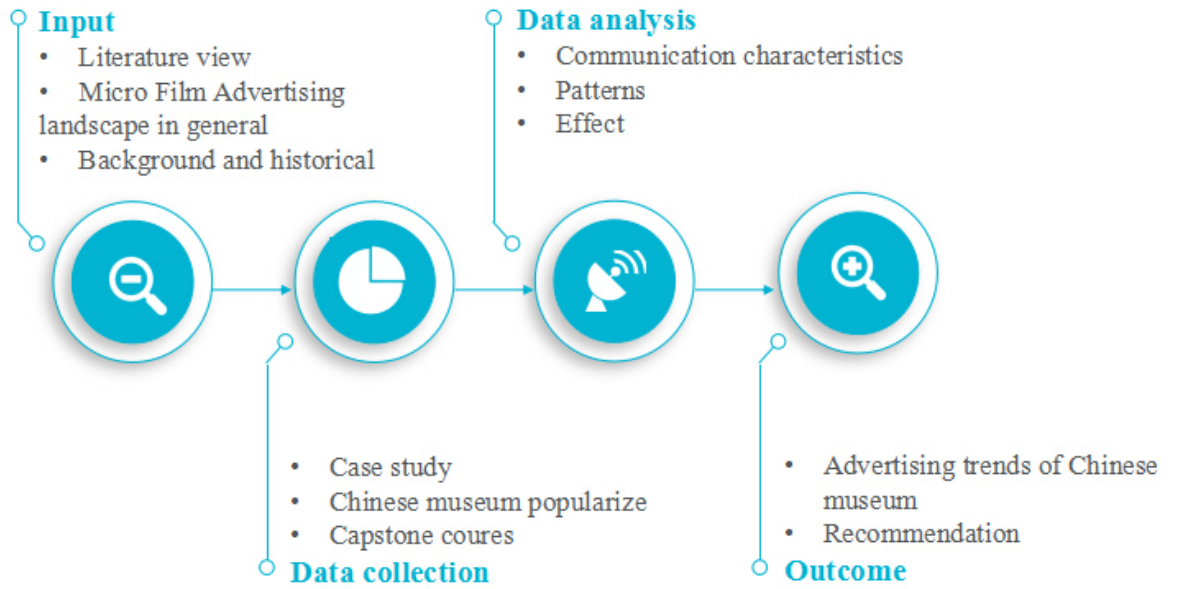
1. In terms of production cost, most of advertising budgets of Chinese museums are limited. I suggest micro film advertising for Chinese museums which have limited advertising budget. A prominent feature of micro film advertising is low production cost, which is much less than TV commercials and product placement.
 2. In terms of communication contents, most advertisements of museums center on exhibition and cultural relics instead of something innovative and interesting, as a result, the advertisement effect has directed influence. Yet under the script of micro film advertising, audience will be easily attracted and their curiosity be inspired, and the content will tend to be accepted by mainstream audience.
- Furthermore, communication through micro film advertising is a brand new form of communication, which helps museums widen their target group and attracts more people to get to know about museums. The duration of micro film

advertising is also soundly controlled around 5 minutes - a time that won't be too long for audience to lose their motivation for watching.

3. In terms of communication form, most micro film advertising can be released on social networks. Therefore, serial advertisements are fit for micro film advertising and it can be released in proper sequence. On the basis of investigations among net users in China, Internet communication is able to expand the communication range of advertisement. Serial advertisement with script will also overcome the phenomenon that audience will forget the advertisement due to one long-playing advertisement. It will transfer the contents of advertisement to audience imperceptibly and gradually, and it is more likely to be accepted by audience and raise their interests.

Appendices

Conceptual Framework Visual Schematic:



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