

Warner Bros. Home Entertainment's Marketing Strategy Optimization Analysis Based on 4P Model

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Abstract. In today's digital era, Warner Brothers demonstrated outstanding foresight and innovation in the role of digital marketing, actively sought various ways to disseminate its own film works and achieved a series of remarkable achievements. This paper aims to analyze the advantages and disadvantages of Warner Bros. 'marketing methods, using the 4p marketing analysis method, in particular, to understand social media as a popular promotion method at present. Warner Bros are good at using novel communication methods on social media, providing many classic characters in movies to people around the world, and have diversified channels to publicize their films. But there are also some drawbacks. Warner Bros. has neglected the taste and promotion of films in emerging economies. The second problem is the quality and diversity of the films. Warner Bros. will be able to locate some localization in the face of emerging economies and cooperate with competitor in creating movies. In addition, it will strive to make the movies more diversified, use high-tech technologies to investigate and cater to the tastes of audiences, and finally create high-quality movies.

Keywords: Warner Bros., 4P analysis, social media.

1. Introduction

Warner Bros. Home Entertainment (Warner Bros.) is one of the largest film and television entertainment production companies in the world and the third largest film studio in the United States. Warner Bros. was founded in 1923 by four Warner Brothers: Harry, Albert, Sam and Jack Warner. Over the course of a century, Warner Bros. has seen the ups and downs of the film industry, and has always maintained an innovative and enterprising spirit. From its early silent films to today's high-tech blockbusters, Warner Bros. has produced influential works and has become one of the leaders in the global film industry. It covers a wide range of areas including film production, distribution, television programming, home entertainment and digital media. In terms of film production, the company has a strong production team and rich resources to produce action, comedy, drama, science fiction and other types of films, such as "Batman", "Superman", "Matrix", "Harry Potter", "Lord of the Rings". Second, Warner Bros. 'other responsibilities, which include ownership of Warner Home Video, Warner Bros. Games, Warner Network, DC Unity, and the CW Network, are very broad. At the same time, Warner Bros. actively explored the international market, working with film studios and production teams around the world to release many films with international influence. On the television production side, Warner Bros. has produced many popular series and variety shows covering a wide range of genres and genres. In addition, the company distributes films and television programs to a global audience through home entertainment and digital media.

2. 4P Analysis of Warner Bros.

2.1. Production

Warner Bros. offers a wide range of genres, including action, comedy, romance, science fiction, horror, drama, documentary and more. Each genre targets a different audience group, such as action and science fiction films often attract young male audiences, comedy films are widely used, romantic films are favored by young women, and documentaries can meet the needs of intellectual exploration audiences. For example, "Avatar" attracts global audiences with its science fiction and fantasy elements, "Titanic" moves countless people with its love story, and rich genres enable film products

to cover a wide range of markets. While the reasons why an audience chooses to see movies may vary, there is no doubt that these huge film franchises attract most audiences [1]. Warner Bros. has a high-quality production, including excellent scripts, superb directing skills, excellent actors, high quality visual effects and sound effects. Like the Lord of the Rings series, its grand scene construction, fine special effects production and wonderful plot make it a classic. Third Warner Films focus on serialization and IP development, many films by creating a series of films or based on well-known IP development to increase the product appeal. For example, the "Harry Potter" series has formed a very valuable IP from the novel to the movie, with a large number of fans, and then extended to the derivative film "Fantastic Beasts" series.

2.2. Price

Warner Bros. has a unique differentiated pricing strategy based on film types and market positioning. Price has a great influence on consumers' purchase decisions, which can change according to their consumption strategies [2]. For big-budget commercial blockbusters, such as superhero movies and fantasy epics, Warner Bros. will adopt a higher pricing strategy due to high production costs and high market expectations. For example, films such as Aquaman and The Dark Knight Rises have relatively high-ticket prices in order to obtain higher box office revenue. For some lower-cost feature films, independent films or niche films, ticket prices are relatively low to attract more viewers into the theater and expand market share. Second, Warner Bros. will also price according to regional and market differences, taking into account the economic development level, consumption level and competition in the film market of different countries and regions, Warner Bros. will set different prices for the same film in different regions. In some developed regions, such as North America and Europe, ticket prices may be relatively high. In some emerging markets or developing countries, ticket prices will be relatively low to improve the market competitiveness of the film.

2.3. Place

Warner Bros. films follow a variety of distribution channels, first, the cinema line is still the main channel of Warner Pictures film distribution. The company has established extensive partnerships with movie theaters around the world to ensure that films can be shown in major theaters. By working with the theaters, Warner Pictures can get a higher share of the box office, and can bring the film to the market in the first time, attracting viewers to walk into the theater. Second, home entertainment and digital distribution, in addition to theatrical distribution, Warner Pictures also attaches great importance to the home entertainment market and digital distribution channels. The company produces physical discs such as blu-ray discs and DVDS and sells them through retailers and online stores. At the same time, it also cooperates with major digital platforms, such as Amazon Video, iTunes, Warner's own WB Shop, etc., so that viewers can rent or buy movies online, convenient for viewers to watch at home. Third, television distribution, Warners TV series and television programs are broadcast through partnerships with television stations around the world. This includes both pay-TV channels (HBO, Showtime, etc.) and regular TV channels, which generate revenue through licensed broadcasting. In addition, some films will also be rebroadcast on television stations, further expanding the influence of the film and the audience.

2.4. Promotion

Warner Bros. takes part in various public relations activities to enhance its popularity and market share. For example, the company will hold grand movie premieres and press conferences, which are common public relations means for Warner Pictures. The lead actors, directors, producers and other creators of the film are invited to attend, attract the attention of the media and fans, before the release of the Wonder Woman movie, the lead actress Gal Gadot conducted promotional activities around the world, attracting a large number of fans' attention.

Warner Bros. actively use social media platforms for marketing, and social networking is the most common form of digital marketing used by businesses [3]. Posting relevant information, behind-the-scenes features and actor dynamics of the movie on Facebook, Twitter, Instagram, Weibo and other platforms to interact with fans, stimulate fans' sharing and dissemination, and expand the influence of the movie. For example, by Posting interesting short videos, holding online activities, etc., to attract users' participation and attention. While promoting the Barbie movie, post topics and challenges on social media, such as "This Barbie is...". A large number of users participated in the filtering activities and produced content to lead the spread of these topics very fast, in a short time to obtain high attention and attention, and made a great contribution to the publicity of the film. This is what called viral marketing, Viral marketing, also known as word-of-mouth (WOM) or "buzz marketing", People spread word of mouth or come to the event, which will increase the publicity of the Barbie movie [4]. Warner Bros. move to a "co-creation" strategy to connect with consumers by creating their own online social networks. In addition, social media interaction: Leading actors Mague Robbie and Ryan Gosling actively communicate with fans through social media and share shooting behind stories, feelings, enhancing fans' affinity and expectations for the film. One interesting thing is that "Barbie" and Nolan's new film "Oppenheimer" were released in North America at the same time, the style and theme of the two films were very different, at first the audience was faced with the choice of "Barbie" or "Oppenheimer", but later the combination of "Barbenheimer" appeared on social media. Moreover, this dissemination set off a "Barbieheimer" version of the poster and meme "double" craze. This unexpected linkage with competitors, not only did not cause the diversion of the audience, but attracted more audience's attention, so that the two films at the same time to obtain a higher topic and heat, has become a strange phenomenon in film marketing.

Creative and digital marketing campaigns released by Warner Bros. have increased brand awareness among consumers ahead of time. The company professionally created an interactive snooty website, which not only contains basic information such as wonderful trailers and character introductions, but also installs rich interactive links. For example, the user clicks, and one of his friends can participate in online mini-games, which are fun and easily attract users of many different ages. Warner Bros. attracted a large audience to actively participate in the film, creating good word-of-mouth and heat. Take online interactive activities as an example, a variety of interesting mini-games, polls, sweepstakes and other forms attract millions of users to participate. These participants not only gained a deeper understanding of the film in the process of participating, but also became part of the promotion of the film. They share their participation on social media and recommend movies to friends and family, thus attracting wider attention. Such campaigns emphasize word of mouth, and marketers have always been aware of the influence of word of mouth, and there are obvious and artistically effective word of mouth campaigns [5].

3. The Drawbacks of Marketing Strategies

Warner Bros. has not developed enough channels in the international market, and there are certain limitations in the channel expansion of Warner films and television in the international market. On the one hand, due to cultural differences, policies and regulations in different countries and regions, the company faces great challenges when entering some emerging markets. For example, in some Asian countries, the local film and television industry is developing rapidly and the competition is fierce, and the market share of Warner Pictures is relatively small. On the other hand, the company also has shortcomings in the selection of partners and channel management in the international market, which affects the release effect and market influence of the film. As the consumption market of film and television around the world is constantly changing, the development of emerging markets is an important challenge that Warner Brothers faces. The potential of the film market is very great in some developing and emerging economies, but factors such as cultural differences, consumption habits, are making digital marketing more difficult. Increasing complexity of global value chains and market environments intensifies pressures for firms to flexibly react to local environments, yet integrate

operations internationally [6]. For example, the preference and acceptance degree for films of audiences in some Asian and African countries have a very big difference from the European and American markets. Warner Bro. needs to deeply understand the characteristics of these emerging markets and establish a target digital marketing strategy, which could face cultural misunderstandings and inaccuracy in market identity. In addition, differences in digital infrastructure and network environment in these emerging markets may affect the deployment of digital marketing activities, for example, in areas with poor network coverage, online interactive marketing activities may not unfold smoothly.

On the product side, the quality of the film is inconsistent. Despite Warner Pictures' advanced production technology and excellent creative team, the quality of some films has fluctuated. Some films have deficiencies in plot logic, character development and other aspects, leading to poor audience experience, affecting the company's reputation and brand image. For example, some DC films lack plot continuity and character depth, which has led to dissatisfaction from fans and audiences. Warner Bros. over-reliance on IP and insufficient creation of new IP, Warner Pictures has "Harry Potter", "DC Heroes" and other well-known IP, but over-reliance on these IP will bring risks. Audience may have aesthetic fatigue from the repeated launch of the same series of works, for example, the box office and word-of-mouth performance of the subsequent works of the Fantastic Beasts series is not as good as the early works of the Harry Potter series, which shows that the audience's freshness of the IP derivative works is declining. If the films produced by Warner Bros. are of good quality and the customer satisfaction is high, it proves that people are still likely to pay for other films made by Warner Bros. but if people think that they are not satisfied, consumers will not pay for the films made by Warner Bros. This will affect the market share and position of Warner Bros.

4. Strategies

4.1. Suggestions of Improve Promotion in Emerging Economic Countries

For the emerging economic countries, Warner Bro. can interaction or merger and acquisition the local famous movie films to not only improve their reputation in some emerging economic countries which this strategy is about localization. Location has a structuring influence on both trade and on growth rates in different places, When Warner acquires or cooperates with a local company, it needs to understand the local laws, regulations, and culture to avoid future publicity mistakes in emerging economies, and also can learn some of the ways local people communicate by working with local studio staff so that there are no cultural misunderstandings in future promotions [7]. Local film company knows the habits of the local people very well, Warner Film Company can learn the local culture and co-produce the film with the local company. Under the influence of the local film company, the film jointly produced can not only cater to the taste of the local people, but also enhance the popularity of Warner film in the local people and the support of citizens. Localization is very important way for boarder the share of marketing, both in whole world and also some developing countries.

4.2. Suggestions of Improve Film Quality

In terms of new film creation, Warner Bros. can strengthen cooperation with other film companies, jointly create film orange, enrich film characters, jointly carry out digital marketing activities, and realize resource sharing and complementary advantages. Innovation-related cooperation has long been recognized as a source of competitive advantage [8]. For example, joint marketing campaigns with companies such as Disney, Paramount, can attract the attention of a larger audience, such as promotions with competitors mentioned earlier. At the same time, Warner Bros. can increase investment in original content, create a unique charm and high reputation of the film works, abandon a large number of broadcast movies but cannot control the quality of the film itself strategy, will focus on creating good IP and good movie content, improve their core competitiveness. In the field of digital

marketing, continuous innovation is the key to staying competitive. Warner Bros. could further explore the use of virtual reality (VR) and augmented reality (AR) technologies in film marketing, CGI (computer generated imagery), VR (virtual reality) and AR (augmented reality), where those limitations have been removed. Now, content producers have access to tools and technologies that enable them to create more immersive and engaging experiences for their viewer [9]. For example, VR experience games are developed according to the theme of the movie, so that the audience can feel the scenes and plots in the movie, and increase the audience's sense of participation and expectation. According to industry research, the market size of VR and AR technology in the entertainment sector is expanding year by year and is expected to continue to maintain high growth in the coming years. In addition, artificial intelligence (AI) technology can also open up new opportunities for the digital marketing of films. Using artificial intelligence to analyze users' movie-viewing preferences and behavioral data, it provides users with personalized movie recommendations and marketing content. For example, AI chatbots are used to interact with users, answer users' questions about movies, provide movie-watching suggestions, and enhance users' interaction and stickiness with movie brands. Viewing experience enhance by some technologies, better aligning it with consumer preferences, and improving capacity utilization are critical [10].

5. Conclusion

Warner Bros. uses different movies to attract different audiences, and sells movie tickets with a good price strategy. It is very good at using social media to promote various movies, and has followed the progress of The Times to spread movies or works on various platforms. However, there are also some problems, such as the lack of publicity for emerging economies and the instability of film and television quality. This paper proposes some solutions, such as adopting localization strategies for emerging economies and controlling the quality of works. Warner Bros. can cooperate with competitor to create more diversified and high-quality works, and use cutting edged technology to cater more to the tastes of audiences. To create a better and more marketable product. This article only analyzed 4P strategy to define some issues in Warner bro. and the suggestions provided might not very feasible. However, after Warner bros. fixed some barriers in the whole world, eventually they will expanding 'market share worldwide.

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