**Vedio Link: https://vimeo.com/740805958**

**COMU3150 Assessment1**

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**PLANNING STRATEGY**

**Objectives**

The objective of this video is to get over 5,000 plays on the publishing platform and be played in its entirety by over 1,500 users, as well as get over 500 likes by October 1st. And generate good interaction in the comments section with over 80 comments and 30+ shares. It was also able to educate viewers about the prevalence and existence of promotional culture and provoke widespread thinking among viewers.

**Target Audience**

The target audience for this video will be 15-29-year-olds, and according to Mansoor Iqbal (2022), the two age groups that account for the most Tiktok users globally are 10-19 and 20-29, which together account for 63% of the global Tiktok user base. This means that targeting users in the 15-29 age group will yield the highest return on attention from the largest group of people on Tiktok. This age group is also heavily influenced by the promotional culture and will have a deeper appreciation for video content, and the video will have a higher likelihood of receiving the desired feedback from the target audience in this age group.

**Tactic**

1. the video blogger is dressed in a youthful manner, with an appearance that matches the age of the target group and creates a sense of identification with the target user group.

2. The video is edited with special effects and stickers that are similar to TikTok's culture and video style, in order to blend in with the culture of the platform.

3. Use the famous BGM from the FIFA football game in the video BGM to give the target audience a sense of belonging and affinity to the video.

4. add the hashtag #TeacherLiu and the related #PromotionalCulture hashtag etc. to the video when posting the video, according to Jacqueline Zote (2022), the use of hashtags in Tiktok helps users who follow the subject of the hashtag to discover the video, and TeacherLiu has a very high Tiktok following and using the hashtag would greatly increase the exposure of the video. Also, the hashtag of promotional culture will help increase the engagement of users interested in issues related to promotional culture in the video, allowing more users to engage with the video through likes and comments.

**Goal**

The goal of this video is to allow Tiktok users watching the video to understand the widespread presence of promotional culture on Tiktok and various social media platforms through the example of TeacherLiu, and to provoke deeper thinking about promotional culture among those watching the video, as well as to discuss the presence of promotional culture in their lives and the impact it has on their target audience.

**Evaluation Metrics**

For the effectiveness of the video, I will measure it by several important criteria suggested by Karin Olafson (2021) as follows.

1. the number of real plays on the video, on short-form and social platforms, the number of plays on a video is a key measure of whether the video engages users, but a simple play may simply be a user randomly crossing over the video, so we will measure this based on the number of times the video has been played in full, and we will judge this to be successful when the video has been played in full by more than 1,500 people.

2. the number of likes on the video, in social media interactions users, often indicate their liking of a post or video by liking it, so we will also use the number of likes as one measure of success, when the video has received over 500 likes we will judge the video to be successful.

3. the number of comments on the video as well as the quality, the number of comments on a video is often proportional to the popularity of the video, but the comments consist of positive comments and negative comments, so we will use the positive comments (e.g. Yes!, awesome! or positive reactions such as analysis of the video's content) as one of the criteria. We will judge a video to be successful when it has received more than 80 comments, with more than 90% positive comments.

**REFERENCE LIST**

**Strategy**

Mansoor Iqbal.(2022). *TikTok Revenue and Usage Statistics.* <https://www.businessofapps.com/data/tik-tok-statistics/>

Jacqueline Zote.(2022). *TikTok hashtags: How to use them to grow your reach.* <https://sproutsocial.com/insights/tiktok-hashtags/>

Karin Olafson. (2021). *19 Social Media KPIs You Should Be Tracking.* <https://blog.hootsuite.com/social-media-kpis-key-performance-indicators/>

**Video**

Davis, Aeron. (2013) *Promotional Cultures: The Rise and Spread of Advertising, Public Relations, Marketing and Branding. <https://cherylwilliams.wordpress.com/2013/12/16/davis-aeron-2013-promotional-cultures-the-rise-and-spread-of-advertising-public-relations-marketing-and-branding/>*