

Reinventing Native Advertising: The Impact of Short Video Campaigns in China's Digital Landscape

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Abstract

With the rapid development of digital technology, short video advertising in China's digital environment has shown unprecedented innovation in the field of native advertising. Especially on short video social platforms represented by TikTok, the rise of native short video ads has provided advertisers with unprecedented opportunities to develop tailored advertising campaigns to improve advertising effectiveness. This study takes TikTok short video advertising as an example to explore how short video native advertising reshapes the new form of native advertising. By comparing TikTok short video native advertising with traditional native advertising on Weibo and WeChat, the innovative performance of short video native advertising is explored. The analysis reveals that TikTok short video native advertising, with its user-centric approach, algorithmic capabilities and emphasis on authenticity, is taking its advertising ecosystem to new heights. By understanding the dynamics of short-form advertising on the TikTok platform, brands can strategically leverage this advertising format to engage with Chinese consumers in a more impactful way. This study contributes to a deeper understanding of the evolving nature of native advertising in the era of short-form content and highlights the importance of platforms like TikTok in shaping the future of digital marketing in China and around the world.

Keywords: *TikTok, Short Video, Native advertising, Chinese market, Impact Analysis.*

Introduction

Research Problems

With the rapid development of digital technology, China's digital ecology is undergoing unprecedented changes. The Internet, especially short videos, has become an indispensable part of people's daily lives. According to the 53rd Statistical Report on the Development of China's Internet, released by the China Internet Network Information Center in March 2024, as of December 2023, the number of online video users in China had reached 1.067 billion, of which the number of short video users was 1.053 billion, accounting for 96.4% of the total number of Internet users (CNNIC, 2023). This is a clear indication that short videos have become an indispensable part of people's daily digital lives. The research by Daniel and Rocío (2021) indicates that with the rise of short videos, video-based native advertising has become a crucial component of brand communication strategies. Chinese businesses are increasingly exploring short video content marketing to showcase products and ultimately achieve revenue conversion (Duan, 2023). Native short video advertising will occupy an increasingly important position. What is the actual advertising effect of the native short video advertising market? What forms of native short video ads do consumers prefer? What are the factors that affect the effectiveness of native short video advertising? These become the common concern of advertisers and media platforms.

The core objective of this study is to analyze how short video advertising reshapes the new form of native advertising with TikTok as an example, and to identify the factors that are affecting the effectiveness of this new advertising method by comparing the advantages of TikTok short video native advertising with traditional native advertising such as Weibo and WeChat. So far, researchers have found limited research and understanding of this issue. Previous research on native advertising has focused on text-based native advertising, such as sponsored stories or promoted tweets, with little research on short video native advertising, especially multi-platform comparative research (Wang et al., 2020). TikTok, as one of the more successful cases of short video native advertising in China, is a typical representative of short video native

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advertising. This study takes TikTok as the research object to identify the factors that contribute to the efficient dissemination of short video native advertising on social media platforms, which can provide valuable reference for advertising practitioners and provide some valuable insights for the sustainable development of native advertising.

Research Objectives

In this study, two research objectives have been formulated:

- To investigate the success factors of the short video native advertising system on the TikTok platform.
- To Identify the advantages of TikTok short video native advertising over traditional native advertising such as Weibo and WeChat.

Research Question

In this research study, two research questions that are to be answered by the research objective.

- What factors contribute to the success of short video native advertising on the TikTok platform?
- What are the differences between TikTok short video ads and traditional native ads on Weibo and WeChat?

Literature Review

Existing literature on the effectiveness of TikTok short video native advertising mainly focuses on the factors that affect advertising effectiveness from the perspectives of advertising, media, and users (Ren,2019). According to Yang (2019), The three dimensions of advertising effectiveness are measured in terms of cognition, attitude, and behavioral intention. In selecting the factors that affect its advertising effectiveness, this study takes the advertising effectiveness hierarchy theory (Lavidge & Steiner, 1961), the AISAS model (Dentsu,2015), and the ABC theory(Ellis,1994) as the theoretical basis, and combines the characteristics of native advertising on short video platforms. Through literature research and analysis, it proposes to understand empirical data from the perspectives of media satisfaction, push accuracy, advertising content, perceived intrusiveness, and user engagement. These dimensions have been defined and discussed in previous studies as follows.

Media Environment

The media environment significantly influences consumers' perception of advertising (Bian,2022). Users' preference for a media platform can be transferred to the advertisements on that platform, greatly increasing their acceptance and tolerance for ads (Schramm,2010). The content on the TikTok platform is limited by the length of the presentation, which avoids user loss due to cumbersome and difficult operations, and it is heavily optimized for user experience. This user-friendly design concept is not only reflected in video creation but also throughout the entire process of advertisement delivery (Zhang,2021).When viewing advertisements on TikTok, users can swipe to skip ads that do not interest them. Advances in mobile technology have also greatly facilitated short-form video platforms such as TikTok. 5G, the fifth generation of mobile communication systems, has a thousand times the carrying capacity of 4G, with a traffic density of 10 Mbps per square meter, satisfying the demand for high-speed internet access for many people in the same place at the same time (Kou,2021). Without Wi-Fi, users can watch content anytime and anywhere through mobile devices, breaking the limitations of time and space for mobile smart terminals, and making it possible to innovate the presentation form of TikTok short video native advertisements. At the same time, TikTok short video reduces the threshold for image content creation, making what was once highly specialized image content creation a daily routine for the public(BFA,2021). The easy-to-operate, easy-to-

use, and flexible characteristics of the media platform have made TikTok successful in attracting a large number of users and maintaining their loyalty. These factors make it easy for users to encounter native ads on TikTok in their daily lives, increasing the exposure rate and user interaction with native ads, thereby improving advertising effectiveness.

Push Accuracy

Perceived precision stems from precision marketing and indicates the fit between the advertising message and the user's needs. It includes three aspects: demand precision, purchasing power precision and time precision[Breitbach,2008]. TikTok accurately predicts and hits users' needs with its powerful algorithmic recommendation [Yang,2019]. Personalised recommendation algorithm is the most core competitiveness of TikTok platform. Personalized recommendation algorithms mainly include content, association, knowledge, collaborative filtering and hybrid recommendation [Xue,2019]. TikTok is based on this algorithmic model, based on the tracking of the user's length of stay in the video, the behavioural records of browsing the advertisement detail page, and the subsequent statistical analysis of the frequency of the interaction of the likes, comments, and retweets, to deduce the user's interests and preferences, and then according to the algorithm to accurately match the user's possible preferred personalized video content, placed on the recommended page. personalised video content, placed in the recommended page for users to browse [Wen,2021]. TikTok short video native advertisements precisely aim at this point, accurately capturing the user's psychology, continuously attracting the user's attention by virtue of the presentation of personalised data, and pushing native advertisement videos of products that the user needs and is interested in to satisfy the user's needs and stimulate the user to be more proactive to contact and use TikTok. This stimulates users to be more active in contacting and using TikTok and browsing video advertisements.

Advert Content

The implementation goal of native advertising is to provide paid advertisements that are tightly integrated with the page content, integrated with the design, and aligned with the platform's behaviour, thus enabling users to get more information(IAB,2013). The core of native advertising is to integrate advertising content into the user experience, and TikTok short video native advertising is based on this principle, following the production paradigm and user experience of the TikTok platform to create advertising content, catering to the user's preferences in terms of content, and bringing the user more 'information that the user thinks is valuable. TikTok 's initial product positioning was 'a short music video community for young people', and according to 2018 Avery data, TikTok 's short video users are the most numerous in the age groups below 24 years old and 25-30 years old, accounting for 27% and 29.03% respectively, which confirms that TikTok, only in its second year of development, has become the largest short video community in the world, with the largest number of users being under 24 years old and 25-30 years old. These data confirm that TikTok, which is only in its second year of development, has successfully achieved the product goal and positioning of focusing on young users (IResearch,2018). As young users prefer expressions close to real life and a relaxed atmosphere, young aesthetics are more likely to arouse users' interest, and young perspectives are more likely to bring the psychological distance between users closer and cause emotional resonance. Therefore, youth-oriented aesthetics and expressions close to real life style become the basic tone of TikTok content.

In addition, TikTok short video native advertising focuses on the integration of diversified topic points, starting from the social hot topics, hot searches, resonant experiences and other content, to stimulate users' psychological emotions such as curiosity and empathy, and then presenting product information. More video content fits the real life, combines the selling points and consumer needs and pain points, and is presented through specific, real-life scenarios. Advertising is content (Xue,2019). Excellent advertising creativity is greatly likely to prompt users to interact and achieve benign communication between advertising content, brand value and user needs.

Perceived Intrusiveness

Advertisements can improve the audience's online experience by reducing information interference (Xu & Zhang, 2022). TikTok short video native advertisements are usually placed in the form of information flow in the page design, with a strong sense of originality and low interference. It seamlessly integrates the advertised video into the information flow of TikTok's recommended channels for exposure and display, which is highly camouflaged, thus helping advertisers and brands to achieve their marketing and promotion purposes. As the form and design of the page are consistent with the platform, there is no difference between the visual presentation and other videos, and the presentation is very entertaining and life-like, which makes the TikTok short-video native advertisements look more 'native'. Pashkevich et al. (2012) argue that users can swipe up and down to switch content freely, and research indicates that viewers prefer skippable ads over non-skippable ones. This preference allows them to bypass ads that do not interest them, thereby limiting the involuntary interruption of streaming videos to just 5 seconds, in contrast to the entire duration of non-skippable ads. TikTok allows users to achieve selective browsing of native advertisement content in short videos with high autonomy, reducing the intrusiveness of ads and resulting in a positive viewing experience.

Consumer Interaction

Studies have shown that interactive advertisements attract users' attention more than non-interactive advertisements and increase brand awareness (Pashkevich et al,2012). TikTok short videos emphasize user-centricity and equality. The open and flat system structure achieves 'decentralization' in the field of mobile short videos (Liu,2016). It stimulates users' common participation and self-expression. Anyone can create short video content and express their own views on the TikTok platform, which enhances user motivation, lowers the threshold of content production and scene construction, and makes the platform content more diverse.

Interactive participation drives the development of TikTok's short video native advertisements. These advertisements leverage the influence of "scrolling" on social media to achieve two-way communication in an "online + offline" mode, resulting in broader dissemination and higher discussion popularity (Xue,2019). Additionally, TikTok's short video native advertisements fully utilize the platform's interactive and sharing functions. Based on the platform's vast database, advertisements are distributed to target users. When users browse the recommended native advertisements and identify with the advertised content, such as copywriting, creativity, or products, they can like or favorite the advertisement to express their approval and preference(Xie, 2024). This not only facilitates users' ability to find and browse the advertisement again but also promotes further analysis and precise recommendations of user preferences by the algorithm. Users can also choose the one-click forwarding feature to actively share with friends. TikTok's sharing function promotes word-of-mouth marketing, as users can easily share ads with their networks, increasing the potential for content dissemination. For example, Kellys' use of TikTok to promote product sales through culturally themed videos illustrates this (Azizi et al., 2024). The platform's interactive nature encourages user engagement and content sharing, which are key components of successful viral marketing campaigns (Azizi et al., 2024).

Research Methodology

In order to answer the research questions, this study uses a case study method to compare and analyze the differences between TikTok's native short video ads and traditional native ads on Weibo and WeChat. The case study method is based on various data sources to provide a rich empirical description of specific examples of a phenomenon(Yin,2003). By prioritizing both breadth and depth, the case study method can provide a comprehensive investigation of an area and offer exploratory, contextualized insights into the phenomenon under study(Siggelkow,2007). By adopting this approach, this study can paint a detailed picture of how native advertising actually works in short videos.

This study selects TikTok, Weibo, and WeChat Moments as case study objects for the following reasons: first, the typicality of the cases. According to the report by the National Radio and Television

Administration Development Research Center, the National Radio and Television Administration Supervision Center, and the China Radio and Television Society Microvideo and Short Film Committee (2023), TikTok is an industry leader in the field of short videos. Since TikTok came into the public's view, the growth rate of its user base has been impressive, making it the short video product with the highest traffic in 2017. The number of TikTok's daily active users has stabilized at more than 600 million, and it is currently the short video product with the highest traffic (CNNIC,2023). Weibo was the first mobile platform to launch native ads in China, which has a certain pioneering significance (Wang,2015). WeChat is China's largest social media platform with a significant market position, unparalleled in the instant messaging space (Mazali & Scaldaferri, 2023). The second reason is the heterogeneity of the cases. TikTok is a professional short video platform, while Weibo and WeChat are traditional social media platforms. TikTok is the main platform for the release of original videos, while content on Weibo and WeChat platforms is mostly redistributed content from these platforms. Additionally, Weibo and WeChat's native advertisement content is still primarily graphic-based. Through case studies and comparative analyses of native advertisements on TikTok, WeChat, and Weibo platforms, the characteristics of native short video advertisements can be better identified and summarized from both horizontal and vertical perspectives, making the research more scientific, reasonable, and comprehensive.

In this study, we set the country parameter to China during the data collection process and customized the dataset for this specific region. This deliberate choice is in line with our research objective of determining the impact of short video native advertising in the Chinese digital environment, aiming to minimize cultural differences and ensure a more targeted dataset. Data from January 2021 to January 2024 was selected to ensure coverage of the latest market dynamics and technological developments. Data sources included various documents related to short video native advertising, TikTok, Weibo, and WeChat platform advertising strategies and their impact. These documents were reports and literature from authoritative institutions, well-known scholars, and industry experts to ensure the reliability and authority of the information. At the same time, in order to obtain a comprehensive and multi-dimensional understanding, we covered materials from different sources and perspectives. See Table 1 for details :

Data source	Description	Collection method	Time frame
Official website for corporate information and business reports	Get corporate news and business reports from the official TikTok, wechat and Weibo sites.	Systematically collect and analyze information and reports issued by the company.	From January 2021 to January 2024
Interview record	Includes transcripts of news media interviews with top executives of TikTok, wechat and Weibo.	Extract the insights of senior management by searching and organizing relevant interview records.	From time to time, according to the press release
literature	Related research literature obtained from Google Academic, CNKI and other databases.	Search and read relevant academic papers and research literature, extract relevant theoretical and empirical research results.	From time to time, depending on literature release
Research report	Use research reports released by QuestMobile, China Internet Information Research Center,	Obtain and analyze reports issued by organizations to understand market analysis data and trends.	From time to time, depending on the release of reports

	iResearch and other institutions.		
Trade literature	Including 《TikTok Short Video Guide》, 《Social Media Marketing Guide》 and other books.	Read and analyze works written by industry experts to gain expertise and industry insights.	From time to time, depending on book publication
Participate in observation	From January 2024 to March 2024, researchers conducted participatory observations of the data collected on different platforms.	Record observation notes and findings through personal participation and observation of user behavior.	From January to March 2024

Table 1

In the data analysis process, we used thematic coding and comparative analysis methods. First, we used keywords such as "TikTok short video advertising," "WeChat native advertising," "Weibo native advertising," "short video advertising effectiveness," and "short video advertising user interaction" to screen out literature related to the research questions. Then, we read the selected documents in depth, extracted relevant information, and coded and classified it. All codes were based on the six categories identified in previous studies: media environment, push accuracy, advertising content, perceived intrusiveness, and consumer interaction. For those codes that do not fall into the above categories but are considered important, they are considered and analyzed separately as influencing factors. Finally, a triangulation method was used to comprehensively analyze and verify the data from three perspectives: data sources, research methods, and theoretical perspectives, to ensure the robustness and validity of the research results.

Findings and Analysis

Through a comparative analysis of TikTok's native short video advertisements with those on WeChat and Weibo, we aim to illustrate the advantages of TikTok's native video advertisements in five aspects: media environment, push accuracy, advertising content, perceived intrusiveness, consumer interactivity. This will provide a deeper understanding of the performance of native advertisements on TikTok.

Media Environment

Compared to native advertising on WeChat, a social platform with widespread popularity and a vast user base in the Chinese market, WeChat is characterized by building a social network based on strong familiar relationships. Its native advertisements mainly appear in Moments and official account articles. Advertisements follow a timeline distribution logic with clear browsing boundaries. WeChat Moments advertisements have relatively low entertainment value, and user interactions are limited to likes and comments, lacking a forwarding function, which somewhat restricts the advertisement's dissemination effectiveness. Additionally, as an ancillary function of the WeChat application, the Moments feed may be interrupted by various functions such as instant messaging, search, and WeChat official account reading when users are browsing, affecting their focus and reception of the advertisements.

Compared to Weibo's news feed advertisements, we find that Weibo, as one of China's primary social media platforms, is centered around celebrities, influencers, and entertainment content, forming an entertainment plaza. Weibo's distribution logic is primarily based on user followership, with content published in a linear timeline. However, unfamiliar bloggers or information content can easily trigger users' psychological rejection. Simultaneously, due to the wide range of information on Weibo, advertisements can easily get

drowned out by a vast amount of other information, unless the advertisement content itself is highly attractive or closely related to current trends. Through comparative analysis, we discover that the media environment difference between TikTok and Weibo primarily lies in content distribution logic and visual experience. TikTok's recommendation system, based on weak interest relationships, makes it more tolerant of advertising marketing.

In contrast, TikTok's news feed advertisements exhibit distinct characteristics. The platform recommends content based on users' interests, allowing them to scroll indefinitely to browse new videos without content boundary restrictions. News feed advertisements are the core content of TikTok's offerings, and users spend most of their time immersed in browsing these videos, significantly enhancing the media's immersion. TikTok also provides diversified interactive components, allowing users to like, follow, comment, and share within the same interface, improving user engagement. It's worth mentioning that TikTok's landing page interface link design fully considers user experience. Instead of a simple indicator symbol, it features a "View Details" button that appears at a specific second during video playback, fully respecting the user's browsing experience. Previous research by Xue & Wen et al. also confirmed our findings. The easy-to-operate, easy-to-use and flexible features of the media platform have made TikTok a success in attracting a large number of users, showing the importance of the media environment in short video native advertising.

Push Accuracy

In native advertising placement, WeChat and Weibo primarily rely on targeting based on demographics, interests, devices, behaviors, vertical industries, and other labels, with a relatively limited number of tags. In contrast, TikTok's short video native advertising demonstrates significant advantages in personalized placement. By integrating data from multiple sources, TikTok has built a vast user tagging library that supports multi-level and refined tag classification, achieving deep insights into users. Furthermore, TikTok not only adopts conventional targeting methods based on audience, geography, and time but also introduces contextual targeting. This means pushing relevant advertisements based on the video content the user is currently browsing, thus achieving more in-depth scenario-based marketing. This placement strategy gives TikTok a significant advantage in terms of precise data recommendation. Previous research has also confirmed that TikTok is based on this algorithm model, accurately capturing user psychology and constantly attracting user attention with personalized data presentation, pushing native advertising videos of products that users need and are interested in. With strong technical support, TikTok short video native advertising can accurately match the most suitable consumers for advertising products and services among massive user information resources, effectively avoiding waste of advertising resources and improving advertising efficiency.

Advert Content

Native advertising on WeChat Moments often focuses on crafting the textual content of the advertisement, known as advertising copy in Chinese. Additionally, the page designs showcase beautiful and stylistically coherent graphics, effectively elevating the user's viewing experience and fostering positive brand sentiment. In contrast, the information stream advertisements posted by small and medium-sized enterprises on Weibo frequently lack aesthetic finesse, with an incoherent combination of images that appear cluttered. Such advertising designs not only struggle to capture users' attention but may also undermine the perceived quality of the product, foster misunderstandings about the brand, erode brand favorability, and ultimately fail to achieve advertising effectiveness.

TikTok's native advertising typically features succinct and direct copy, often limited to around twenty words, emphasizing the product's selling points and the tangible benefits it offers to users. When paired with vivid short videos, it immerses users in an experiential journey. Beyond purely informative advertisements, TikTok also showcases advertisements centered around emotional marketing, practical advice, humor, and lifestyle elements, offering a more entertaining experience compared to those on WeChat and Weibo. This diverse range effectively fosters user engagement and creativity.

Perceived Intrusiveness

Compared to WeChat's native advertising, WeChat's news feed advertising is relatively conservative and fixed. The advertising slots are consistently placed as the fifth dynamic position after pulling down to refresh, primarily displayed in a combination of images and text. Traffic is directed through clickable links. The advertising frequency is not high, and they carry distinct advertising logos. This strategy, to some extent, limits advertising exposure but ensures that the user experience is not excessively disturbed. Although WeChat's advertising formats cover text, images, and videos, most are statically displayed in image-text format without user initiation, lacking dynamism and interactivity. On the other hand, Weibo's native advertising appears more frequently, typically popping up as the third post when users scroll down and subsequently every 6 to 8 Weibos. Despite the regular advertising intervals, the forms are relatively monotonous, predominantly static images and text with prominent advertising logos. This strategy ensures advertising coverage but might cause visual fatigue due to the singular format and frequent exposure.

In contrast, TikTok (TikTok's Chinese version) demonstrates greater innovation and diversity in advertising media. TikTok's news feed interface is full-screen, and advertisements are presented in 15 to 60-second short videos. Ads are randomly inserted in large quantities without fixed positions, creating a high degree of concealment and making them more acceptable to users. The immersive experience of TikTok's short video native advertisements leads to high user acceptance and tolerance. In this context, while users enjoy scrolling through content, their acceptance and tolerance of advertisements also increase.

Additionally, TikTok's native advertising utilizes technological means to achieve diversified advertising formats. For instance, the innovative Topview advertisement, introduced in early 2019, appears when users open the TikTok app. It starts with a 3-second full-screen immersive video display, capturing the audience's attention. After 3 seconds, it gradually fades into the TikTok news feed interface, and interaction components emerge while the video continues playing. Users can choose to scroll away or stay and watch the ad content. Although similar to regular splash screen ads, Topview provides more opportunities for deep engagement with the audience. The news feed single-page advertisement allows users to directly jump to the advertisement details page or related applications while browsing videos. The video interface bears the word "advertisement." The Blue V advertisement, published through certified corporate accounts, enhances advertising credibility and interactivity. Unlike the news feed single-page ad, the Blue V ad interface does not display the "advertisement" prompt, appearing more native. The relevant link redirects to not only the purchase interface but also showcases the brand's product showcase and past video collections, providing ample space for the audience to fully understand the brand. Meanwhile, influencer collaboration advertisements leverage popular creators on the TikTok platform for content promotion, achieving a deep integration of advertising and content.

Consumer Interactivity

WeChat and Weibo, as social platforms mainly featuring graphics and texts, rely primarily on two traditional metrics for advertising effectiveness evaluation: click-through rate and conversion rate. The click-through rate reflects the number of times an advertisement is clicked by users, while the conversion rate represents the proportion of users who actually make purchases, activations, or downloads after clicking the advertisement. These two metrics are crucial for measuring the direct effectiveness of advertisements, but they have certain limitations because they mainly focus on users' direct purchase intentions, neglecting deeper effects such as brand awareness and changes in user attitudes.

In contrast, TikTok demonstrates a significant advantage in terms of advertising attitude. As a social platform primarily featuring short videos, TikTok's advertising format is more vivid and attractive. In addition to the basic click-through rate and conversion rate metrics, TikTok has innovatively introduced the "Engagement Rate Index" to measure the depth of user interaction with advertisements. This index not only considers the advertisement's exposure and clicks but also covers various interactive behaviors such as likes, comments, shares, follows, visiting the homepage, viewing related music, and clicking on topics. The TikTok Engagement Rate Index can more comprehensively reflect users' acceptance and interest in advertisements, providing richer feedback to advertisers. Compared to traditional metrics that only focus

on clicks or purchases, the Engagement Rate Index places greater emphasis on deep interaction between users and advertising content, which is crucial for enhancing brand image, strengthening user memory, and promoting word-of-mouth. By analyzing data on various interactive behaviors, advertisers can more accurately understand user preferences and needs, thereby adjusting and optimizing advertising strategies. By comparing the Engagement Rate Index of different advertisements or the same advertisement across different time periods, advertisers can understand their competitive position in the industry and provide references for future marketing strategies.

Proposing an Idea Solution

After a detailed analysis and systematic summary of previous literature, the study identified the key factors that affect the effectiveness of TikTok's original short video ads. Through a comparative study of TikTok, Weibo, and WeChat across platforms, it more clearly revealed the unique advantages of TikTok's original video ads in terms of the media environment, push accuracy, advertising content, perceived intrusiveness, and consumer interaction. These factors play a decisive role in advertising awareness, advertising attitudes, and purchase intentions. This not only helps us to better understand the performance characteristics of short video native advertising, but also provides a strong theoretical basis for further optimizing advertising strategies. The following insights were gained from the operation of native video ads:

Precise Push for Personalized Content Dissemination

When brands use short video native advertising on social platforms, they should first analyze user characteristics in depth through data to accurately target and segment their target audience. Then, they should create high-quality native ads that match the content style of the platform, incorporate creative planning, and combine popular topics and challenges to increase the attractiveness of the ads and user engagement. When placing ads, brands should use the advertising system of the media platform to target ads based on audience characteristics, optimize the time and frequency of the ads, and ensure that the ads can effectively reach target consumers. In addition, brands should also focus on the interactivity and marketing power of the advertising content, and choose the right advertising products and strategies to increase brand awareness while achieving marketing conversion and product sales. Take the well-known creative DIY brand A as an example. Its consumer group is young users aged 18-35. To improve brand awareness, increase app downloads and enhance user interaction, it is necessary to accurately promote personalized content dissemination. First, user data should be collected through various channels such as the official website, app and third-party data providers of brand A, including user browsing history, purchase records, social media interactions, etc., to establish a detailed user profile and identify user interests and preferences. Cookies, user registration information and data from third-party data providers are used to establish a comprehensive user profile. Then, using a recommendation engine, real-time data analysis is used to dynamically adjust the recommended content when users browse the social media pages of Brand A, recommending short video advertisements that users may be interested in, thereby increasing user stickiness and time spent on the site. At the same time, attention is paid to multi-channel push, such as simultaneously pushing personalized short video content on TikTok, Weibo and WeChat to ensure that users receive relevant information on different platforms. Push notification technology is also used to trigger personalized content based on the user's location, time and behavior. For example, when a user approaches a physical store, relevant promotional information is pushed.

Enhancing the Fit Between Content and Brand

In short video native advertising, the presentation of the advertising content plays a pivotal role, and it has a profound impact on the overall impression of the advertisement. Through innovative multi-dimensional display of "content + form", we can significantly enhance the entertainment and attractiveness of the advertisement. Regardless of how the form of Internet advertising evolves, fun and entertainment are always the cornerstone of attracting users' attention. To maximize the effectiveness of advertising, advertisers need to highlight the unique selling points of their products, distill their core values, and ensure that the style of the advertisement closely matches the needs and preferences of the target audience. In terms of narrative structure, it is important to maintain the integrity and coherence of the plot, which helps

to stimulate the user's emotional resonance and maximize the effectiveness of the advertisement. At the same time, by carefully crafting the audio-visual language of the advertisement, the creativity of the content and the brand fit can be improved, making short video information flow advertisements more attractive and more effective in retaining the attention of consumers, achieving a win-win situation for brand communication and conversion. Take OL as an example. The brand has worked with popular artists to showcase its product features and brand image to a wide audience. For example, it has launched a dance challenge on the TikTok platform in collaboration with dance experts Yang Kai and Yang Yuting. This activity triggered the participation of a large number of netizens, closely linking the OL brand with dance elements and creating a unique image and story for the brand. In order to further expand the brand's influence and reach young consumers, OL can attract the attention and participation of young people by posting interesting and unique content on TikTok. It can create some creative short videos to show the characteristics and uses of its products, attracting the attention of the audience through various elements such as humor and emotion, increasing the brand's exposure and communication effect. At the same time, through the secondary creation platform provided by TikTok, users can be invited to participate in the production of advertising materials, and user interaction can be strengthened through the spread and imitation of videos. This will establish an emotional connection and trust between the brand and consumers, increasing user stickiness and engagement.

Increase Consumer Interaction and Participation

Higher consumer engagement helps to effectively convert advertising results. For example, the 2020 Tmall "Double Eleven" campaign series had four stages on TikTok, with "I'm here for you" as the first challenge in the four stages. The brand used the slogan "I'm here for you" to attract hundreds of TikTok celebrities to join the promotion, and with creative stickers, video pendants, national tasks, and full-link diversion resources, it successfully created an atmosphere for the Double Eleven shopping carnival season. The campaign achieved nearly 8 billion total views during the event, demonstrating strong user engagement. Although media platforms such as TikTok provide an interactive platform between advertisers and consumers, there are still few ads that can truly inspire consumers to actively interact. Therefore, advertisers should actively participate in user interaction in an equal manner, use the platform's special effects, filters, music and other functions to create ads with personality and creativity, and attract user attention and participation. Make full use of social functions such as comments, likes, and sharing to strengthen the connection with users and improve brand awareness and user stickiness. Use a variety of advertising benefits and reward systems, as well as fun games and daily check-ins, to stimulate consumers' interest in interaction and cultivate stable interaction habits. At the same time, the secondary creation platform provided by TikTok creates opportunities for word-of-mouth communication of advertising products. Users' secondary processing can increase the communication opportunities of advertising products and brand materials. Advertisers should invite users to participate in the production of advertising materials together to cultivate users' sense of co-creation. These measures not only help to increase consumer participation in advertising, but also enhance consumer loyalty and brand stickiness, thereby maximizing advertising effectiveness.

Conclusion and Recommendations

Conclusion

The carnival expression of the public in the new media environment, the innovation of communication technology, and the changes in user needs and advertiser demands are all inevitable reasons for the emergence and development of short video native advertising. TikTok's user-centric approach, the application of new communication technology algorithm recommendations, and the emphasis on authenticity have promoted the continuous prosperity of short video native advertising and pushed its advertising ecosystem to new heights. The enhancement of the user's dominant position and the experience of using and satisfying the media have forced platforms and advertisers to focus on reducing the degree of advertising interference. As short video native advertising matures, the advertising market continues to

expand outward, and its advertising effectiveness is increasingly recognized by advertisers, brands, and traffic owners.

Recommendations

There are a number of limitations to this study; this study employs a largely exploratory approach to short video native advertising that examines only a limited number of factors that may influence the effectiveness of native advertising. Additionally, this study exclusively uses qualitative data collection techniques, which is a research design that is not as precise, accurate, and well-defined as a quantitative study. Therefore, the reliability of this study needs to be further explored through larger-scale empirical studies. There are also practical considerations in that some of the influencing factors are still trade secrets, so this study does not fully consider all possible factors that affect the process of serving native ads on TikTok. In the future, more in-depth studies could be conducted.

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