Transactions on Computational and Scientific Methods | Vol3, No. 2, 2023
ISSN: 2998-8780
https://pspress.org/index.php/tcsm
Pinnacle Science Press

The Efficacy of Conventional Advertising and the Impact of 'Brainwashed Game' Strategies in Modern Marketing

Hongwei Du

Chatham University, Pittsburgh, USA

DuhongWeil1897@chatham.edu

Abstract: The impact of advertising is often less than ideal across various mediums. Whether it is through ranking, newspapers, television, Weibo, WeChat, leaflets, or other platforms, the effect remains minimal. To address these challenges, the author employs the strategy of a "brainwashing game." This article examines the brainwashing game, exploring the advantages each participant gains from it. Through this analysis, several conclusions are drawn: businesses stand to benefit significantly from the brainwashing game, and those adopting this sales strategy are more likely to achieve success. The article also uses Baidu and Alibaba as case studies to demonstrate the increased probability of success within the brainwashing game framework.

Keywords: Brainwashed Game, Marketing, Game Theory.

1. Introduction

With development of marketing theory, enterprises master many marketing methods. When making advertisement, enterprises are easy to hire the persons with abundant marketing knowledge, meanwhile, these persons often have higher education background, even master and doctor degree. However, some enterprises find some phenomenon. The effect of advertisement is usually not ideal. Focusing on the rank, little effect; on newspaper, little effect, on TV, little effect; on Weibo, little effect; on WeChat, little effect, on leaflet, little effect, and so on. No matter how the make advertisement, only little effect. What is wrong with the world?

Advertisement is not only for selling commodity, but also affects every aspect in enterprise management. From the purpose of advertisement, we will know how important it is. Generally speaking, there are several goals for advertisement:

1. Establish enterprise brand, emphasize enterprise vision. For many successful enterprises, this goal is very essential.

2. Promote enterprise products. For general enterprise, the major purpose of advertisement is to sell product, it is one of important purposes of advertisement.

3. Assist enterprise marketing or attract investment. In order to sell product, advertisement sometimes is only for attracting investment, not for selling, successful attracting will lead to a better effect for selling.

4. Before product exhibition, in order to have a better effect, advertisement is also necessary.

5. During certain development stage, for promotion or other activities, advertisement is needed.

6. Advertisement is not for selling product, only for enhancing confidence of the dealer. Therefore, the dealer will cooperate with the enterprise in a better way to enlarge sales and market.

7. The dealer sometimes make advertisement, besides promoting the product, they also intend to prove their capability, to prove they are the best agent.

8. Besides showing own capability and image, advertisement will also shock the competitors and shake the enterprise who will intend to attack our company.

Except for the above purposes, other purposes include recruiting talent, attracting investment, procuring product, seeking cooperation opportunity, searching missed people, and noticing celebration.

From the above purposes of advertisement, making advertisement is not only for selling products, the importance is very obvious. If there is no effect, it is fatal to enterprise, for enterprise manager, it is a disaster.

2. Current Situation

Actual situation is crucial, enterprises make advertisement for certain purpose, but usually there is no effect. What is the reason?

At present, no matter what kind of media, no matter Internet, mobile phone message, newspaper, billboard, the advertisement is everywhere, some has bright creativity, some has wonderful conception, some are attractive, some are heart-moving. For ordinary people, everyday they receive too many information from advertisement, in every aspect of life.

Take the furniture market for example, if an enterprise wants to enter furniture market, the content of advertisement will not exceed other advertisements in the market, because they have already included every aspects of furniture advertisement. Creating unique advertisement is impossible. This situation is same to other industries, some are ever severe than this. For example, if an enterprise wants to sell product for improving sleep, will your advertisement exceed “Naobaijin”, no, no way, will the effect of your product exceed “Naobaijin”, no, it is impossible. Because the effect of “Naobaijin” has already been enlarged infinitely. There is another case, if an enterprise develops a technique, which is better than Baidu search, and use this technique to set up a similar company and website, will this company must have greater success than Baidu? It is also very difficult. It is Sougou can not overcome Baidu, Google can not overcome Baidu, 360 can not overcome Baidu, what is the basic reason? It maybe because market strategy and concrete methods of making advertisement.

For every product on the market, there is little unique one, but many similar or substitute products. The similar or substitute products use all kinds of ideas for advertisement, and the clients see related information every day, with the help of Internet, or “Internet plus”, so the clients will have no response to these advertisements, they are fatigue to all information from advertisements. Therefore, how to make our advertisement effective? It is only to solve the problems of “No response” and “Fatigue”. How to solve the problems?

Marketing is a series of activities, processes and systems, which will create values for customers during process of creating, communicating, propagating and exchanging products. The essence of marketing is the game among enterprises, clients, co-partners. The purpose of enterprise is to sell products, clients will consider many factors (both clients and products) to decide whether to buy the products. When the clients consider the product factor of enterprise, the main information come from related advertisement.

Thus, we can use the following methods to solve the problems of “No response” and “Fatigue”: When advertising the product, if the enterprise uses different methods to advertise the same product every time and force the clients to receive the information many times and repeatedly in a certain period, to extremely advertise with “many times” and “repeatedly”.

The extremely advertisement, means the advertisement is everywhere, whether the clients accept or not, they will be forced to receive information from every aspects of life, maybe sometimes becoming harassment, or even let the clients feel disgusting. The advertisement strategy between enterprise and client under this special circumstance is defined as “brainwashed game”.

3. Model of Brainwashed Game

The enterprise is ready to advertise product A. First, the enterprise will advertise A and obtain an effect or function, the information will be propagated by many methods, no matter the clients accepts or not, they will receive the information everywhere and all the time. The forced promotion is sometimes annoying, so this type of marketing is defined as “Hooligan- marketing”. After a certain period, enterprise will change the advertisement content: A has a second effect or function and continue the “Hooligan-marketing”. Then the enterprise change the advertisement again: A has a third function and continue the same “Hooligan-marketing”, step by step, finally the content will be: A has a Nth effect or function, and the “Hooligan- marketing” is still applied. After many rounds of “Hooligan-marketing”, in the game of sales amount and whether to purchase, what will be the result?

4. Analysis on Brainwashed Game Model

Brainwashed game is divided into two parts for analysis: the first part, enterprise propagates the same information with “Hooligan-marketing”, the second part, enterprise propagates the different information with “Hooligan-marketing”.

4.1. Analysis on First Part

When the enterprise firstly advertise A, the clients will have a reliability value, we assume that10% reliable, and 90% unreliable. In the second advertisement, enterprise propagates the same information, and the reliability of advertisement will increase, we assume 20% reliable, and 80% unreliable. The third time, with constantly repeated information, the reliability will increase again, 30% reliable and 70% unreliable. After several rounds of repeat, in (N-1) time, the reliability will rise to 80%, and only 20% unreliability. In the N time, with increasing N, the reliability will be near 100%, and 0% unreliability. At this time, if the clients want to buy a product similar to A, he will choose A first.

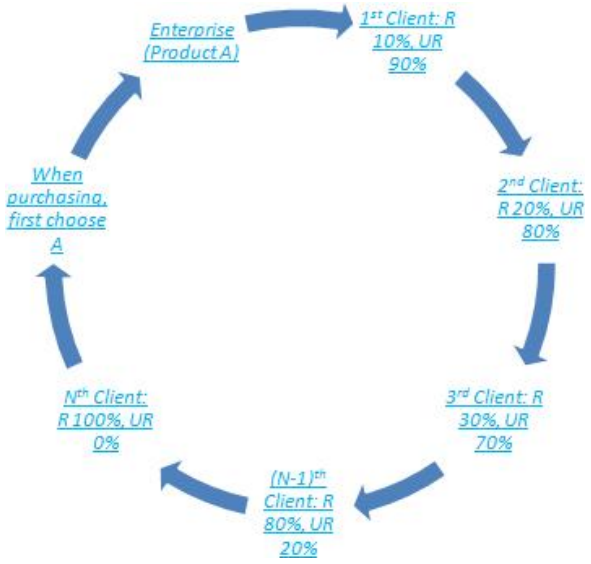


Figure 1. Reliability variation of Client on Advertisement Content

4.2. Analysis on Second Part

When clients face with a product, we define a concept, that is information amount ratio, showing information of the new product to information of similar product.

In advertisement, we advertise A with effect 1, because the client may see so many similar products, the ratio is a%. When advertising A with effect 2, the client will know more about A, and the ratio will increase to (a+1) %. When A with effect 3, the ratio will change to (a+2) %. When A with (N-1) effect, the ratio will be (a+N-2) %. Therefore, if A has effect N, especially N is very large, the ratio will be close to 100%. At this time, if the clients want to purchase a product similar to A, they have too much information about A in their brains, so the clientswill choose A first.

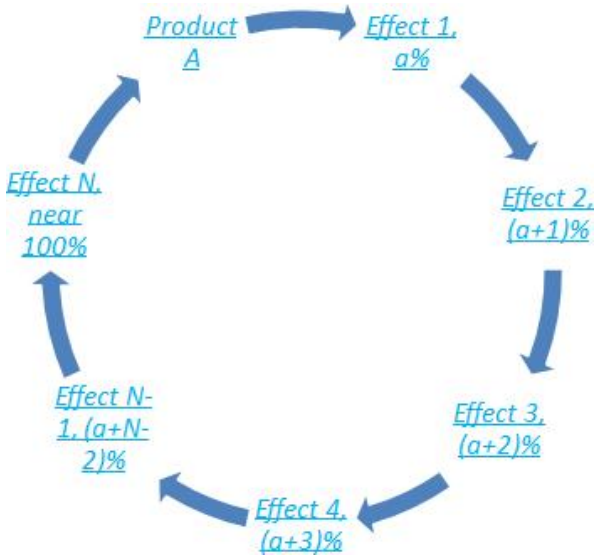


Figure 2. Information amount ratio: the ratio of product information to all similar products that the clients know

4.3. Result of Brainwashed Game

Based on above analysis, we will get some conclusions. After reviewing some large enterprises in China, such as, Alibaba, JDcom, Baidu and so on, "Hooligan-marketing" is an obvious characteristic in their marketing strategies. Therefore, in the process of planning and implementing of marketing strategies, enterprises will use "Hooligan-marketing" without considering whether the clients are willing to receive the information, and make sure the clients will be affected everywhere and all the time. In the process of "Hooligan-marketing", finally the enterprise will win opportunities in the game with clients, and change the potential clients to actual clients, and even non-clients to potential clients.

In the competition of market, facing with the severe attack from other enterprises, if there is no effective defense or offense method, the battle will be endless, once the defense fails, it may be destroyed totally by the opponent. During the process of marking, insist in using and improving marketing with brainwashed game, also combined with meticulous scheme, the marketing strategy will be robust further. 5.

5. Case Study of Brainwashed Game

5.1. Brainwashed Game of Baidu Company in Marketing Strategy

In actual marketing, especially before Baidu becomes a large company, their strategy is no matter the clients is willing or not, they keep affecting and annoying the ordinary people or companies, which will become their potential clients.

The brainwashed game in marketing strategy mainly shows as followings:
On 23:23, Jan 28, 2010, the author input “百度，骚扰” two key words in Baidu, it showed:


百度为推广业务频打电话 一公司投诉其影响工作 - 中国江西网
2006年7月8日… “公司自从创建网站后，半年来不断接到百度江西代理公司推广其宣传业务的…并不代表本网赞同其观点和对其真实性负责，本网不承担此类稿件侵权行为的连带…

为什么每天都能接到至少十几个，自称是百度公司的骚扰电话。太烦...
为什么每天都能接到至少十几个，自称是百度公司的骚扰电话。太烦了！！！ 悬赏分：5 - 解决时间：2008-6-10 11:54 为什么每天都能接到至少十几个，自称是百度...
zhidao.baidu.com/question/54436757.html 2008-6-11 - 百度快照

标题：东莞百度公司的骚扰电话太烦人了
形式：投诉 您的姓名：韩先生 来自：东莞深科纳职业培训学校 来信内容： 百度东莞分公司于０５年底成立，当时有邀我们去参加他们的开幕式，入场的时候要求我们留...
www.sun0769.com/weekend_new/yizhengting_x ... 2009-12-14 - 百度快照

菏泽百度公司骚扰电话真烦人 - 供求广告 - 菏泽论坛 菏泽360论坛...
菏泽论坛 本帖最后由 赏文 于 2009-5-27 09:17 编辑 跟朋友开了个小公司,开始在网上发过几个小帖子,没想到过了几天之后,电话开始忙起来,不是卖发票的就是...
bbs.heze360.com/viewthread.php?tid=2938 2009-12-6 - 百度快照

百度 西马仑和榴莲吧 百度怎么了----与不胜百度公司电话骚扰人士...
百度怎么了-与不胜百度公司电话骚扰人士共享 百度怎么了-与不胜百度公司电话骚扰人士共享 迷茫!! 我不清楚这个帖子百度的李彦宏先生会不会看到!?我也不清楚...
tieba.baidu.com/f?kz=602734991 2009-7-2 - 百度快照

举报百度公司，天天用电话骚扰人。 - 商业曝光台 - 110互动论坛 ...
110互动论坛 举报百度公司,天天用电话骚扰人。 百度一个叫黄海涛的推销员,在我最忙的时候,连续给我打了100个骚扰电话,而且在一个小时内,我按掉,他又打过来.反...
bbs.110.com/thread-6594-1-1.html 2010-1-15 - 百度快照

Figure 3. “骚扰” of Baidu

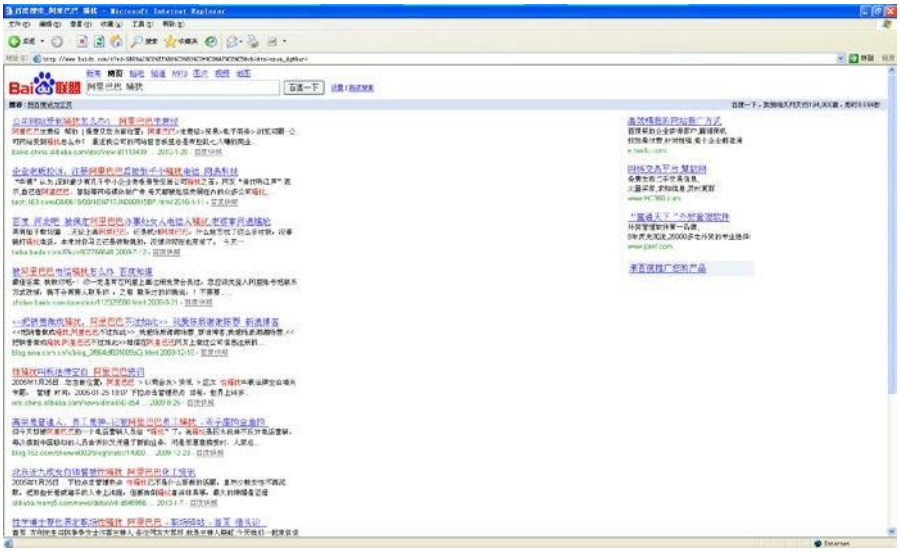
In the searching result we find that, information amount of complaining the harassment from Baidu is over 10,200,000, nearly a hundred million information amounts. The complaining information are mainly from the nitizen or companies. If we assume 1/100 people complains (actually 1/1000 people will not complain), Baidu at least conducts 10 billion times telephone harassment. It is a typical brainwashed game.

5.2. Brainwashed Game of Alibaba Company in Marketing Strategy

In actual marketing of Alibaba, the method is same to Google and Baidu, no matter the clients is willing or not, they keep affecting and annoying the ordinary people or companies, which will become their potential clients.

The brainwashed game in marketing strategy mainly shows as followings:

On 23:23, Jan 28, 2010, the author input “阿里巴巴，骚扰” two key words in Baidu, it showed:



阿里巴巴！停止你这种营销手段！！-天下济宁人-搜狐博客
停止你这种营销手段！！ 分享 阿里巴巴的推销也是“狂轰乱炸” 这是刚刚发生的事情，事情绝对真实！！如阿里巴巴的高级领导或马云本人看到这篇文章可以向我咨询经过...
skyjining.blog.sohu.com/135724508.html 2009-11-4 - 百度快照

Figure 4. Result of input “阿里巴巴，骚扰” in Baidu

On 23:23, Jan 28, 2010, the author input “阿里巴巴，骚扰” two key words in Google, itshowed:

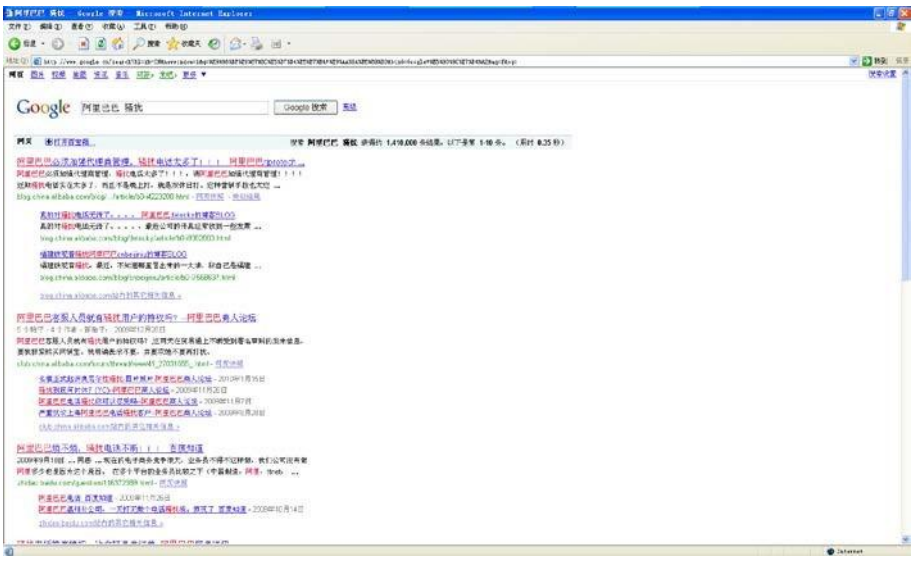


Figure 5. Result of input “阿里巴巴，骚扰” in Google

In the searching result we find that, information amount of complaining the harassment from Alibaba is over 1,410,000, nearly a hundred million information amounts. The complaining information are mainly from the nitizen or companies.

6. Conclusion

Based on brainwashed game, we will conclude:

Many promotions methods, represented by advertisement, are becoming a necessary information source in people's lives. As a member of consumer, many people feel that most promotion have the characteristic of brainwashed game: no matter the clients will accept or not, the advertisement keeps functioning, to affect the clients in a large extent in a positive way. Within the game between consumer and enterprise, the final result is that enterprise obtains better development and more clients, meanwhile, consumers choose the products of enterprise.

In marketing, brainwashed game not only enhance the sense of identity of consumer to enterprise, but also improve the reputation of enterprise greatly, changing more and more consumers to potential clients. However, there are some shortcoming for "Hooligan- marketing", which must face with: overwhelming advertisement will cause excessive influence, which will annoy consumers, even the non-client group, damaging public image of enterprise.

Brainwashed game is a method to solve the problems of "No response" or "Fatigue". It is also an effect way to solve problem of advertisement with little influence.

References

[1] Schelling, T. C., The Strategy of Conflict [M]. Harvard University Press, 1960.

[2] Yong, H. P., Individual Strategy and Social Structure: An evolutionary theory of institutions [M]. Princeton University Press, 1998.

[3] Avinash K. Dixit, Susan Skeath, David H. Reiley. Games of Strategy[M]. WW Norton & Co; 3rd Revised edition, 2009.

[4] Roger B. Myerson. Game Theory: Analysis of Conflict[M]. Harvard University Press, Reprint, 1997.

[5] Joseph Harington. Games, Strategies and Decision Making[M]. Worth Publishers Inc., U.S., 2008.

[6] Zhang Weiying, Game Theory and Information Economics [M], Shanghai, SDX Joint Publishing Company, 1996.