

Research on Short Video Advertising Design Based on the Addiction Model

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Abstract: Short video advertising, a new form of advertising that has emerged from the transformation of advertising marketing models, fills the gaps left by traditional media and has quickly risen to prominence in the advertising industry. However, in their eagerness to maximize profits, many advertisers have haphazardly integrated advertising products into video content, resulting in poorly executed and distorted short video ads. This paper explores the four stages of the addiction model and examines the elements and characteristics of short video advertising design. Through case studies of fashion-related accounts of Little Red Book, the impact of audiovisual elements, narrative structure, and interactive elements on the commercial effectiveness of advertisements is analyzed. Based on these findings, strategies for designing short video advertisements are proposed, including precise targeting and contextual relevance, content optimization, establishing rich reward mechanisms, and expanding forms of interaction. These strategies aim to enhance the commercial effectiveness of ads, lay the foundation for long-term brand development, and promote the sustainable and healthy growth of the short video advertising industry.

Keywords: Advertising Marketing, Short Video Advertising, Addiction Model, Commercial Effectiveness, Design Strategy.

1. Introduction

Currently, short videos have become an essential medium for the public to access information, thriving as a result of advancements in digital information technology. Their concise, highly personalized, and socially interactive nature has significantly impacted the advertising industry. Against this backdrop, short video advertising has emerged, leveraging the powerful influence of short videos, and its immense commercial value has garnered considerable attention from the consumer market. This has sparked a significant transformation in the field of commercial marketing, creating unprecedented opportunities for the short video advertising industry. However, many current short video advertisements still adhere to conventional design, rigidly applying traditional media design thinking to short video formats and lacking innovation. In an era where attention is scarce, this approach often results in less-than-ideal advertising effectiveness and commercial outcomes. Therefore, this paper introduces the addiction model into short video advertising design to optimize content, stimulate user interaction, and enhance the commercial impact of short video advertisements.

2. Overview of the Addiction Model and Short Video Advertising Design

2.1. Overview of the Addiction Model

The addiction model, also known as the HOOKED model, was proposed by American scholars Nir Eyal and Ryan Hoover in their book *Hooked: How to Build Habit-Forming Products*. It is a model designed to help creators develop products and services that cultivate habitual user behavior. The theory is rooted in psychology and behavioral economics, which involves analyzing user behavior by closely integrating product design with user actions, thereby fostering sustained interest and dependency on the product, ultimately increasing user stickiness and loyalty.

The core mechanism of the addiction model consists of four stages: trigger, action, variable reward, and investment. The first stage is the trigger, where specific information prompts users to engage in a behavior. Triggers can be external or internal. External triggers refer to clear signals from the product or environment, often presented in an obvious form to the user. For example, when a short video creator updates their content, the application may send a notification to remind users to watch it. Internal triggers, on the other hand, stem from the user's internal emotional stimuli and are often more challenging to predict and control, as they depend on the user's personal experiences and emotions. For instance, when a user becomes interested in a particular topic, the short video platform may push related videos to satisfy their curiosity. The second stage is action. After a trigger occurs, the user must take action. This stage is critical as it directly determines whether the user will actually start using the product or service. Many users may find a product difficult to use due to its complexity. Therefore, product design should fully consider user needs while minimizing the effort required to take action[1]. The third stage is variable reward. While rewards alone are not sufficient to drive user action, it is the uncertainty and anticipation associated with these rewards that serve as a motivating factor for users. Variable rewards fall into three main categories: social rewards, rewards of the hunt, and self-rewards. Social rewards refer to recognition and feedback gained from social interactions, such as likes, comments, shares, or recommendations. Rewards of the hunt refer to the rewards users receive through exploration, discovery, or collection. Self-rewards are the intrinsic satisfaction users gain from completing tasks or achieving goals. These rewards are more closely linked to personal achievement and self-actualization. The final stage of the addiction model is investment, where users increase their level of engagement on the platform through the accumulation of personal data and platform-provided value. Consequently, this amplifies user retention and increases the likelihood of repeated usage. Investment is not only material but also emotional. Building user habits requires multiple cycles of the addiction loop, so it is essential to introduce new triggers during the investment stage to connect to the next loop and reinforce habit formation.

2.2. Short Video Advertising Design

Short videos are a form of video content disseminated via computers or mobile devices, typically with a duration limited to under 20 minutes, with most videos being under 5 minutes[2]. Short video advertising refers to the promotion of products, services, or brands through short video platforms. With features such as diverse and innovative content, strong interactivity, and broad reach, short video advertising addresses the shortcomings of traditional advertising, enhancing the efficiency and quality of commercial promotion, and quickly securing a significant position in advertising marketing. As a result, the importance of short video advertising design is increasingly prominent. Designers must skillfully utilize elements such as audiovisual art, narrative structure, post-production editing, and interactivity to seamlessly integrate brand culture, product characteristics, and user needs. This fosters deep interaction between the brand and consumers, effectively enhancing the commercial impact of the advertisement.

2.3. Elements of Short Video Advertising Design

2.3.1. Visual and Auditory Elements

In short, in video advertising design, visual and auditory elements are crucial tools for conveying brand messages and evoking emotional resonance. Visual elements include images, colors, composition, and text, which convey information and capture the audience's attention through their presentation. Auditory elements encompass music, sound effects, and voiceovers, which enhance the emotional atmosphere through sound. When audiovisual elements are closely integrated with the ad content, they help increase information exposure, user engagement, and purchasing power, thereby strengthening the brand's market influence and consumer loyalty.

2.3.2. Narrative Structure

Narrative structure refers to the organized arrangement of storylines, characters, scenes, and other elements within a limited time frame to convey the ad's message and evoke emotional resonance in the audience. It serves as the backbone of short video ads, determining the logical sequence and presentation style. A well-designed narrative structure not only enhances the artistic and visual appeal of the ad but also triggers emotional resonance in users, leaving a lasting impression of the brand message in the audience's mind.

2.3.3. Post-Production

Post-production encompasses all editing work from raw footage to the final video product, including editing, color grading, special effects composition, audio mixing, and final output. Post-production can significantly influence the quality and visual impact of the work, serving as a key tool for visualizing creative concepts.

2.3.4. Interactive Elements

Interactive elements refer to functions or mechanisms within the ad that encourage audience participation. These elements stimulate users' curiosity, interest, or needs, prompting them to take actions such as liking, commenting, sharing, or making direct purchases. Interactive elements typically include polls, Q&A, games, sweepstakes, and hashtag challenges, designed to facilitate two-way communication, allowing users to actively participate in the creation of the ad story. Cleverly designed interactive elements not only capture the audience's attention but also facilitate deep communication between the brand and consumers, thereby advancing the ad's objectives.

2.4. Characteristics of Short Video Advertising Design

In an era of information overload and dwindling public attention, short video advertising has carved out a significant niche in advertising marketing, distinguished by several key characteristics. First is its high level of creativity, which combines audiovisual impact with plot twists to quickly capture users' attention within a short time. Secondly, the multilayered interactivity of short video ads enhances the communication between brands and users. Advertisers can gather valuable user data through interactive elements, optimizing ad creativity and delivery mechanisms to improve effectiveness. The essence of innovative short video advertising design lies in seamlessly and harmoniously integrating the product's highlights into the video content within a brief timeframe. This requires careful attention to detail and a creative approach to effectively convey the key features of the product. This unique perspective helps the ad stand out and deeply embeds the advertising

message in the user's mind. Finally, by leveraging compelling content and clear calls to action, short video advertising drives commercial value growth, creating substantial commercial returns for brands.

3. Research and Investigation on Short Video Advertising Design

Advertising design is an interdisciplinary field that combines brand tone, audience analysis, market considerations, and advertising strategies. Users are the primary recipients of short video ads, and focusing on them allows for a better understanding of the commercial effectiveness of ad campaigns by comparing different design elements and analyzing their impact factors.

3.1. Research Methods and Content

Little Red Book, as one of the most popular short video platforms in recent years, is known for its more precise and high-quality short video advertising design and commercial promotion compared to the Tiktok platform. This paper adopts a case study approach, focusing on the Little Red Book account "Bu Chi Ji Dan" ("No Eggs"), and selects multiple fashion-related accounts with around 200,000 followers—primarily female fans—as the research subjects. The selection criteria included fan base size, content domain, and similar auditory elements. The study examines video content from the "No Eggs" account over the past year, analyzing data on watch duration, interaction rates, completion rates, and audience sources. The goal is to determine how different design elements influence key commercial metrics such as information exposure, user engagement, and purchasing power.

3.2. Research Results and Analysis

3.2.1. Impact of Audiovisual Elements on Information Exposure

The account on the Little Red Book platform has amassed 224,000 followers and received a total of 1.1 million likes and saves. As of August 2024, it has published 634 video and text posts, with the highest single post reaching over one million views. From 2020 to 2023, this account consistently posted vertical content in text and image formats. The posts that performed well often featured multi-image collages on the cover, such as the "Autumn and Winter Are My Battlegrounds" collection in 2022, which garnered millions of views. Multi-image collages on the cover provide richer visual elements compared to a single image, creating a stronger visual impact that allows users to quickly capture more information, increasing click-through rates and exposure. Additionally, the cover design utilized text layouts to highlight the theme of the post. For instance, street-wear outfits might use bold, sharp fonts, while elegant and intellectual styles would employ softer, thinner French-style fonts.

3.2.2. Influence of Narrative Structure and Post-Production on User Engagement

In the current era of mobile internet, short video commercials have become more diverse compared to traditional ads, making content creation a key focus in short video ad design. By analyzing multiple fashion influencers, their video content generally falls into two categories: visual aesthetics and narrative-based content. These two categories differ slightly in shooting techniques and post-production, resulting in varying commercial effects.

Firstly, narrative-based short videos typically incorporate familiar social scenarios for users, such as "A Week of Stylish Work-wear" or "Vacation Outfit Ideas." These relatable and everyday themes resonate with users, making these videos more engaging and less intrusive, which in turn leads to higher completion rates.

Secondly, videos focused on visual aesthetics place greater emphasis on post-production. The quality of advertising language and visuals directly impacts the effectiveness of the content and its

commercial success. Different editing techniques, pacing, and carefully chosen background music contribute to emotional resonance with users. For instance, videos sharing tips may use a more segmented editing rhythm with upbeat, yet slightly slow music, while rhythm-based videos need to sync the beats with the editing and use faster-paced, rhythmic music.

3.2.3. Impact of Interactive Elements on Purchase Intention and Brand Loyalty

In social media, which has grown alongside the mobile internet, interactivity is a primary feature. The higher the user engagement, the stronger the impression of the advertisement, which increases the likelihood of purchase. Basic forms of interaction include likes, shares, comments, and saves, but encouraging users to actively engage with ad interactions requires creativity. For example, on Little Red Book, advertisers can initiate polls under posts, asking users to vote for their favorite outfits, thereby collecting real data that brands can use for product optimization. Additionally, exclusive discount codes embedded in posts can motivate consumers to make purchases by offering more affordable prices. Consistently providing high-quality, efficient interactions can build positive brand sentiment and enhance brand loyalty.

4. Strategies for Short Video Advertising Design Based on the Addiction Model

4.1. Precision Targeting and Contextual Relevance to Evoke User Resonance

The core logic of short video advertising dissemination revolves around "Perception," "Interest," "Connection," "Action," and "Experience." This process is driven by entertainment, aimed at promotion, and employs emotional resonance as a means of digital marketing[3]. "Perception" and "Interest" are the prerequisites for triggering usage. Short video ads should combine precise targeting as an external trigger with contextual relevance as an internal trigger to stimulate user action. During the preliminary research phase, it's essential to use big data algorithms to analyze the audience's needs meticulously, identify the most suitable video style and advertising theme, and produce creative and highly targeted short video ads. This approach not only saves production costs but also maximizes advertising reach and commercial value. Additionally, capturing users' emotional fluctuations and presenting the emotional value they seek as an internal trigger through unique narrative techniques in short video ads helps transform the ad-user relationship from mere information transmission to one of emotional resonance. This kind of deeper connection ensures that ads resonate with users on a personal level, increasing the memorability of the ad and influencing their purchase decisions.

4.2. Optimizing Short Video Content to Increase User Acceptance

As short video advertising becomes more mature, many advertisers, driven by profit, rush to succeed, leading to issues such as content homogenization, forced product placements, and neglect of user needs. These problems severely damage the short video advertising ecosystem. Despite the evolving advertising environment with media advancements, content quality remains the cornerstone of effective ad dissemination[4]. Video titles should avoid being overly long and complicated, ensuring that the information is concise and engaging. The video's theme should be highlighted early to reduce cognitive load and increase viewing rates. Additionally, focusing on creating engaging and narrative-driven content is crucial. Creators should thoroughly analyze product features and user needs, continually refining video style and ad copy to seamlessly integrate the product into the video's storyline. By naturally introducing the product at critical moments in the narrative, the ad can fulfill the user's emotional needs, enhancing their affinity for the ad and making it more memorable. Furthermore, the proficient utilization of audiovisual elements can significantly bolster the impact of the video. The color scheme and background music should align with the emotional tone of the

content, employing vibrant colors, refined visual compositions, and compelling music to strengthen the immersive experience, thereby increasing the ad's appeal and user acceptance.

4.3. Establishing a Rich Reward Mechanism to Boost User Engagement

A well-designed reward mechanism is crucial for ensuring the long-term stability of the product and sustained user participation. Rewards can manifest in various forms, such as virtual products, physical items, and social connections. The fundamental purpose of rewards is not merely the reward itself but to motivate users to complete specific tasks, which are typically aligned with the publisher's interests[5]. For example, in short video live streams, businesses may offer rewards through a comment-based lottery system, meeting users' reward expectations while increasing the live stream's engagement and product exposure. As reward mechanisms become more prevalent in short video advertising, users' expectations for rewards have diversified, making it increasingly challenging to drive user actions with basic incentives. Therefore, establishing a rich and innovative reward system is essential. Firstly, advertisers should gather insights into users' reward preferences through data feedback and social interactions to develop effective reward strategies. Secondly, they should design entertaining reward tasks that reduce the effort required from users, such as simple and fun games that offer rewards, allowing users to enjoy the experience while fulfilling both their emotional and material needs. Additionally, creating opportunities for social interaction is vital. Online activities, such as establishing social circles where users can share experiences and exchange ideas to earn rewards, can strengthen social bonds. Offline, fan meet-ups and fun challenges, where participants receive recognition and expand the achievement system, can enhance emotional connections between users and the brand, thereby increasing user engagement and brand influence.

4.4. Expanding Interaction Forms to Enhance User Stickiness

Effectively storing user value and enhancing their perceived value is crucial for encouraging continued engagement and initiating the next cycle of addiction. Designing interactive elements not only taps into users' social nature but also increases their participation and value investment. With the continuous advancement of technology and the ever-growing diversity of user demands, traditional interaction methods have become insufficient to meet users' expectations. Therefore, advertisers must constantly innovate by introducing new forms of interaction to offer users fresh experiences. Short video ads can utilize virtual reality (VR) and augmented reality (AR) technologies to create immersive interactive experiences, allowing users to intuitively understand product features and thereby enhance their purchase intent. Additionally, brands can establish communities centered around their products or themes, encouraging users to interact and discuss within these spaces. By fostering an active community, brands can facilitate user communication, transforming the virtual community into a source of social value for users. The more achievements users gain in the community, the higher their perceived value becomes, thereby boosting their enthusiasm for participation and creating a self-sustaining cycle of engagement. Moreover, various activities such as themed challenges, product trials, and creative contests can be organized to stimulate user creativity and enthusiasm. Encouraging users to create short video content around specific themes and share it on social platforms can deepen their emotional connection to the brand. Expanding interaction forms to enhance user stickiness encourages more active participation in short video ads, thereby helping to build a stronger bond between users and the brand. This not only increases the ad's effectiveness and commercial value but also lays a solid foundation for the brand's long-term growth of the brand.

5. Conclusion

In the era of rapidly evolving digital information technology, short video advertising has become a significant trend in marketing due to its wide reach, fragmentation, and high interactivity. However, the industry often suffers from a lack of creativity, clumsy ad placements, and neglect of user needs. This paper introduces the addiction model, proposing strategies for short video ad design based on four aspects: triggers, action, varied rewards, and investment. The study reveals that precise targeting and contextual relevance can stimulate user action, content optimization enhances user acceptance, a rich reward mechanism promotes active engagement, and expanded interaction forms increase user stickiness. Looking ahead, short video ads should continue to innovate and explore more effective design methods to meet the increasingly diverse needs of users, enhance ad dissemination and commercial value, and promote the sustained and healthy development of the short video advertising industry.

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