

Short-Form Video Platforms and the Reactivation of Traditional Brands: A Case Study of Stanley's Marketing on TikTok

Tianyi Yang

School of visual art, Shanghai,
China
tyang15@sva.edu

Abstract:

In the last few years, short-form video platform greatly changed digital marketing. Unlike other ads, things like TikTok are using the algorithm to give out their contents along with user interactions so you don't need huge amounts of promotion for them to be seen. This paper studies the role of short form video marketing in reactivate traditional brand by analyzing the case of stanley cup. With the application of AIDA model as analytical model, it analyzes about which type of content generates attention, interest, desire and Action through short form videos. And the main mechanism is about algorithmic visibility, creator's credibility, scarcity by going viral and users' involvement. These show that marketing messages get into daily stuff and spread because people talk to each other. Based on the research results it is found that the reactivation of traditional brands on short video websites is due to a combination effect from platform algorithm, influencers behavior and taking part in online activities. It gives us some new ideas about digital marketing communication as well as how real brands can talk to young people.

Keywords: Short-form video platform; AIDA model; Digital marketing communication

1. Introduction

In the last few years, short video sites have started changing how brands talk to their customers. Unlike traditional advertising which requires paying for promotions and placements on mass media. However, TikTok works in a different manner. The content goes to recommendation algorithms, then people interact. The videos with the most likes, comments, and shares will have a better chance at getting shown to more people. Therefore, short form video has be-

come a must for the marketing of all things digital [1, 2].

From the perspective of Marketing, they are able to talk to customers more interactively and informally. Brands don't appear in ads anymore, they're showing up all over the place in the everyday stuff that influencers and normal people make. For example, they will have products appear in their daily routine video's, study desk organization video's or the "what's in my bag" type content on Tik Tok. In this kind of situations, the product is a part of life style and not an

advert. The same platform as it continues to recommend popular videos for new users to watch can become visible really quickly [1, 3, 4].

More and more people are studying about how the role of social media creator and users take part in deciding what consumers do. Studies on influencer marketing show that audiences often trust creators who appear more authentic and personal than conventional advertisements. And when the creators are sharing some products in their regular life situations then it's likely that the viewers will see this recommendation as real experience and not a commercial thing [5, 6, 7]. Research from recent days show that on short video platform the people has more intense emotion and will buy what they like [6, 7].

At the same time, it also encourages people who use social media to share their own thoughts about things which results in more discussion and opinion on what is being talked about online. Users have more of the opportunity to create its own content for them, it feels like you belong to a group of customers [8, 9]. Recently it's also found out that participation culture plays a significant part in the spreading of these sorts of trends and increases brand marketing results more than just by themselves [10].

Another thing that's catching everyone's eye lately is how some really old established companies have become popular again on social media. Once considered ordinary or out of date products will go viral again and again after being seen on short form video. While there are numerous marketing studies looking at influencer marketing, social media engagement in general, and so forth, very few discuss exactly how short form video helps revive a traditional brand. If you understand this, it will be beneficial for understanding how the digital platforms reshaping the brand and interest of the consumers.

And this is why it looks into how short-form video marketing reactivates old brands. And then the case about stanley cup, it's very popular on TikTok. That's my main example. Through using the AIDA Model as an analysis framework in which it is seen how short form video platform's marketing communications generate a person's attention, interest, desire and action.

This paper contributes two distinct perspectives to the discussion. First, it uses the traditional AIDA framework to explain how short-form video platforms such as TikTok support brand revitalization. Rather than only emphasizing platform algorithms or influencer culture, the analysis links established marketing theory with the specific communication dynamics of these platforms. Second, the paper examines how Stanley, a long-established brand once associated with a limited consumer group, regained visibility among younger audiences through ordinary user-generated content. Compared with existing research, this perspective places greater attention on everyday digital participation, making the discussion more grounded

in real consumer behavior instead of relying solely on abstract theory.

2. Overview of Case

Stanley was established as an American drinkware company back in 1913, they were initially famous for making strong and practical products meant for outdoor activities. Mostly for a long time, the brand has mainly been targeted at people like campers and workers and people who go outdoors. It had a fairly solid position in the market but was not often linked to lifestyle trends or young people.

The situation started to change with the advent of TikTok. Stanley Quencher Tumbler around 2022 it was appearing a lot on short form video content. Instead of traditional ads promoting it, it was more often seen in normal life stuff like morning routine vlogs, desk organization videos, and what's in my bag type things. The product wasn't really the star in any of them, it was just a part of everyday life.

The more people and content creators started adding it into their own stuff, it just got super visible around the Stanley Cup. People put out their stuff, compared colors, talked about what was available. Limited Editions and Restocks only made online talk worse. With time, the Stanley cup changed from just being a practical thing into something that lots of people know about in their lives, particularly for younger people.

In this case, this paper indicates how short form video platform changes the way people will perceive your brand via constant exposure, social engagement, participation. And it is also a very good illustration on how a traditional brand can be revived in the digital space.

3. Analysis

AIDA is a very common model in marketing communication. It talks about how many people go through before buying something: pay attention, show interest, want it, then act on it. The process starts with marketing communication catching people's eye, and introducing a product to them for the first time. Once people see the product, they can get curious to learn more about what it does and how it can fit into their day. The next phase of the process is desire; at this point the consumers feel that they may have a need or like for the product.

AIDA model explains in steps how marketing messages can affect people's mind, so it can help understand how some products get popular through social media platform. And in this paper, it's going to be used for an analysis into the Stanley Cup and how quickly that became popular on Tik Tok. I gathered info from multiple places like the brands own site, short videos on social media and talk about stanley on the internet. And these show how mar-

keting comm gets spread on the platform, and how people responding to it.

3.1 Algorithmic Visibility: Short-Video Platforms Generate Attention

An important characteristic of short form video platform is the algorithmic based distribution of contents. TikTok doesn't care about exposure like traditional marketing, it relies mainly on how engaging a video is. When a video gets lots of interaction, it's more probable that other people will see it when they look at their feed. So, it gets to lots of different people very fast:

Stanley has existed for quite some time, it is an outdoorsy kind of brand. But it could be seen much more often in lifestyle videos, created both by influencer accounts as well as just normal people. A lot were about daily scenes, like the morning routine or workspace setup or just some pretty looking desk. Cup often showed up in the backdrop as part of these places. Since the platform encouraged engagement on any video irrespective of who made it, they got viewed by lots of people pretty quickly. As more and more people started sharing the same type of stuff, it got much more noticeable. In terms of the AIDA model, it's Attention – short form video platform showing new people a new product.

3.2 Creator-Driven Trust: Parasocial Interaction Builds Interest

And another big part about social media marketing is who creates. On TikTok, there are usually people who act as intermediaries between brands and consumers. They all have different personalities, storytelling styles and what they do day to day influences what product gets shown. If viewers keep watching the same creator, there is probably going to be some kind of feeling of recognition and trust. Instead of talking about the product, they will include it into regular daily activities. It may pop up on a "What's In My Bag" vid, or perhaps an AM routine one, or possibly even just some guy doing desk organization. The product because it's in these everyday scenarios, feels less like an ad and more like someone giving you a quick recommendation. The viewers that trust the person making content might then be more interested in the product. In terms of the AIDA model, this is the Interest stage; consumers are now beginning to pay more attention to the product, thinking about how they can fit it into their lives.

3.3 Viral Scarcity: Short-Video Platforms Amplify Desire

Scarcity has always been something that marketers have used to try and raise the value of a product. If something seems scarce or hard to get hold of, people tend to think it's better. On social media websites, there is a rapid dis-

cussion of product availability, it will enhance such perception.

In the Stanley case the company has limited color releases and special collabs. TikTok users posted lots of videos about restocks, sold out items and finding certain colors. Some videos showed how hard it was to find some version of the cups. When people keep running into that kind of stuff, it can start seeming like the thing is hard to come by – like a real treat. These discussions are going around very quickly, so there's an urgency to it because people will think that this is no longer in stores. In the AIDA model, this step is called Desire where people want more to have this product.

3.4 Participatory Culture: User-Generated Content Encourages Action

Short form video apps have a very active culture. Unlike traditional advertising environments, which are largely controlled by brands, on TikTok people can make and share their own. Therefore, it is the consumers themselves who spread the marketing message.

There are many people who have posted their own collection of it, compare colors, review the cup or show what they do with it every day. And there are some even collected the cups like they were collectible. People started making our own video to share around on the app more. The more people view others with similar experiences, the more the product will be seen as something that is accepted in society. A feeling of group involvement, which has a great effect on buying things.

4. Suggestions and Conclusions

From the analysis above this paper puts forward a few suggestions for those brands who would like to reactivate their traditional products with the help of short-form video platform.

The first way is to work with creators that are well connected with the people that follow them. Instead of just putting out ads, products can become part of regular everyday things you see and consume. This kind of presentation can feel more real, which can help an audience develop trust.

The second is to encourage participation by users so as to better spread this trend. Brands can make up their own hashtags, repost people's videos and organize some interactive activity so as to let customers post about them too. If people feel that they are part of a trend then they will add their own contribution to it.

Lastly, limiting releases or doing a special edition will make people want it more. Scarcity seems forced or artificial when there is scarcity, consumers get frustrated. Limited release when used correctly will boost people's inter-

est without creating negative feelings about the brand.

In summary, overall short video platform gives new chance for the brand communication especially traditional brand want to relaunch themselves in fast changing digital era. This paper looks at how short - form video platform causes the reactivation of an old brand using the stanley cup on TikTok. The results show that it's not caused by one thing; instead, it's caused because of many things together like algorithm makes something seen, people who make content help too, making less available seems to work and everyone helps out.

And then on theory, it shows that old school marketing ideas like AIDA is still valid in this day and age of social media but also throws in some newer ones too like parasocial relationships and participation culture. They can also explain how people get from just seeing something until they're buying it and telling others about it.

Practically speaking, it shows that companies must adapt our marketing to the platform. Brands that are able to successfully fit into every day content, get people involved, and manage how the product is viewed can greatly raise its relevancy with new consumers.

This study also has some limitations. The research mainly looks at the success of the Stanley cup, so the result may not fully represent every traditional brand. Different brands have different audiences, products, and marketing strategies, which means the outcome could be different in other situations. Another limitation is that the paper mostly uses online posts, videos, and public discussions as research material. It does not include direct interviews with users or detailed internal data from the platform. In the future, researchers could compare several brands at the same time and use more numerical data, such as user engagement or content reach, to better support the conclusions of the study.

References

- [1] Kaye, D. B. V., Chen, X., Zeng, J. The co-evolution of two Chinese mobile short video apps: Parallel platformization of Douyin and TikTok. *Mobile Media & Communication*, 2021, 9(2): 229-253.
- [2] Montag, C., Yang, H., Elhai, J. D. On the psychology of TikTok use: A first glimpse from empirical findings. *Frontiers in public health*, 2021, 9: 641673.
- [3] Cotter, K. Playing the visibility game: How digital influencers and algorithms negotiate influence on Instagram. *New media & society*, 2019, 21(4): 895-913.
- [4] Khamis, S., Ang, L., Welling, R. Self-branding, 'micro-celebrity' and the rise of social media influencers. *Celebrity studies*, 2017, 8(2): 191-208.
- [5] Hudders, L., De Jans, S., De Veirman, M. The commercialization of social media stars: a literature review and conceptual framework on the strategic use of social media influencers. *Social media influencers in strategic communication*, 2021: 24-67.
- [6] Sokolova, K., Kefi, H. Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of retailing and consumer services*, 2020, 53: 101742.
- [7] Lou, C., Yuan, S. Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of interactive advertising*, 2019, 19(1): 58-73.
- [8] Kuss, D. J., Griffiths, M. D. Social networking sites and addiction: Ten lessons learned. *International journal of environmental research and public health*, 2017, 14(3): 311
- [9] Casaló, L. V., Flavián, C., Ibáñez-Sánchez, S. Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of business research*, 2020, 117: 510-519.
- [10] Appel, G., Grewal, L., Hadi, R., et al. The future of social media in marketing. *Journal of the Academy of Marketing science*, 2020, 48(1): 79-95.
- [11] Ma Kunlong. Short term distributed load forecasting method based on big data. Changsha: Hunan University, 2014.
- [12] SHI Biao, LI Yu Xia, YU Xhua, YAN Wang. Short-term load forecasting based on modified particle swarm optimizer and fuzzy neural network model. *Systems Engineering-Theory and Practice*, 2010, 30(1): 158-160.