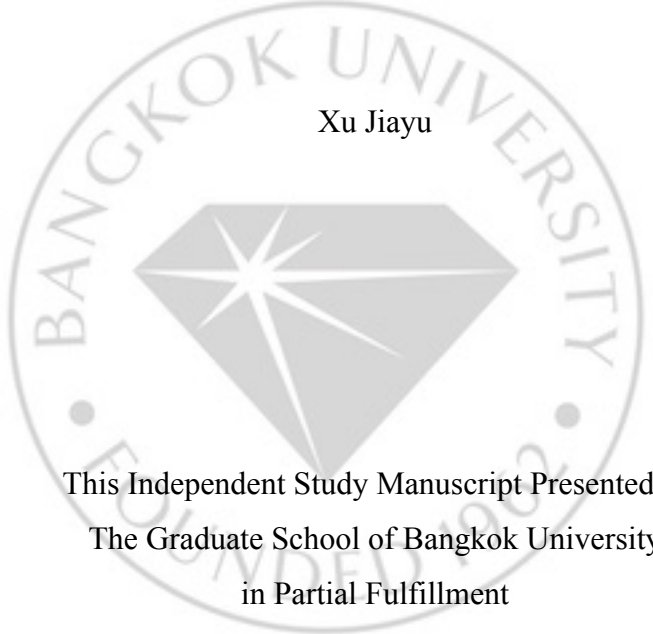


PAPI JIANG'S PERSONAL BRANDING STRATEGY ON SINA WEIBO



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This Independent Study Manuscript Presented to
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ABSTRACT

The purpose of this research is to examine how Papi Jiang builds her person-brand on Sina Weibo and analyze any tactic that sustains the person-brand on Sina Weibo. Sina Weibo is a very representative social media in China and it provides opportunity for many individuals and companies to promote themselves. Papi Jiang is one of the web celebrities who becomes famous on Sina Weibo, and she plays a representative role in personal branding on Social networks. The research collects 45 pieces of original videos from Papi Jiang's Weibo to do content analysis.

The study analyzes different stages of personal branding strategy based on Keller's brand resonance pyramid: brand identity, brand meaning, response and relationships. The analysis of the empirical material revealed that there are three main tactics across the content of Papi Jiang's video. That is: create strong brand awareness, establish POPs and PODs, and strengthen relationships with viewers.

The findings reveal that name, slogan, features and characteristic of the contents, personality and personal value, and encouraging interaction can be understood as the key elements of personal branding addressed in the contents presented by the person-brand on Sina Weibo.

A new model of personal branding strategy on Sina Weibo: Papi Jiang's person-brand pyramid is proposed: 1) establishing the brand identity—an original video maker on Sina Weibo; 2) creating the appropriate brand meaning—a grass-root web celebrity who produce original video content; 3) eliciting the right brand responses—except for being critical via satire and funny, “Papi Jiang” is a web celebrity with positive energy and unique value; 4) forging appropriate brand relationships with the viewers—for endorser, “Papi Jiang” is a web celebrity who has professional competence for the promotion of creative products and brands with advertising contents, for the fans,

“Papi Jiang” is a web celebrity who concentrates on making video. Thus, this study can serve as a contribution to personal branding on Sina Weibo both theoretically and practically.

Keywords: Papi Jiang, Sina Weibo, personal branding, web celebrity



ACKNOWLEDGMENTS

About six years, Sina Weibo influences my life. I spend hours a day on Sina Weibo for making friends, getting daily news and message, studying, and for fun and relax. Papi Jiang is one of the web celebrities on Sina Weibo that I admire. She is famous by making original video on Sina Weibo. The “Papi Jiang style” makes me interested in studying how people portray their persona on Sina Weibo to communicate with others.

After a considerable amount of dedication and effort, I am proud to present this paper. First and foremost, I wish to thank my advisor, Dr. Pablo Henri Ramirez, for providing me with assistance and guidance leading to my paper.

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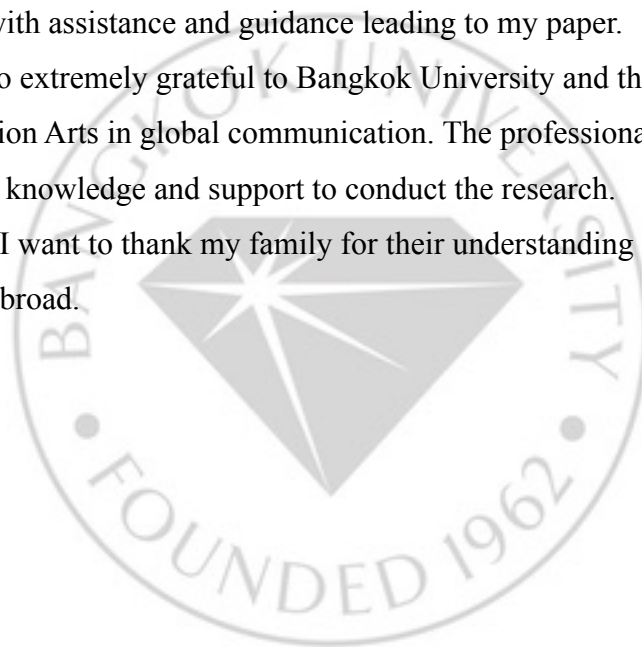


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CHAPTER 1

INTRODUCTION

This chapter provides a glimpse into the topic of this paper and its purpose. It also highlights several concerns related to the existing phenomenon on web celebrity and personal branding on Sina Weibo. Moreover, the chapter suggests how an investigation of personal branding on Sina Weibo can serve as a contribution both theoretically and practically. Finally, the definition of terms in this paper is presented.

1.1 Rationale and Problem Statements

In the age of social media usage, millions of people write blogs, share photos, upload videos and update status. Internet and social media allow people to present themselves in different formats such as images, articles, videos very fast that break down barrier of time and place. In China, a web celebrity is someone who becomes famous on social media such as Sina Weibo.

On Sina Weibo, many female web celebrities who tagged as beauty models and online shop owners, such as twins Vivilandan & MiuMiu, Zhang Dayi, XueLi, bring the aesthetic standards and stereotype about the term “web celebrity” to the public, which perceives female beauty is with attractive appearances such as awl faces or “V face”, literally means a conical face shape made by plastic surgery. They update status by posting sexual picture and video with heavy makeovers, sexy breast and long leg on social network to create controversial topic gimmicks. Plastic surgery violates the Chinese traditional culture of “xiao”, means filial piety that “The body, hair and skin, all have been received from the parents, and so one doesn’t dare damage them—that is the beginning of xiao” (Feng, 2011), so web celebrity in Mandarin Chinese were called “Wang Hong”, it used to be a derogatory term for describing those girls who shapes their identities of pretentious girls who live a voluptuous life.

Perception of “Wang Hong” firstly changed because of Papi Jiang, a video producer who shares original content of funny-sarcastic videos on Sina Weibo. Now, public accepts the term “Wang Hong” to describe web celebrities of all sorts. The year of 2016 is considered as the first year of “Wang Hong” era (Lan, 2016), because the concept

of “Wang Hong” has changed by media reports, backstage producers of entertainment and the public relation industry. When Papi Jiang’s Weibo was popular among Sina Weibo users and was commented with “congratulation, you have become a Wang Hong”, the term Wang Hong turned to be a term to illustrate a person who successfully gains attention on social networks. This fact indicates that the web celebrity effect gets more attention than ever. People increasingly accept “Wang Hong” or web celebrity as a popular figure that they would like to appreciate and recommend to friends. Such change is caused by the social media usage and the context of attention economy which “treats a potential consumer’s attention as a resource” (Pedrycz & Chen, 2013) and that “focused mental engagement on a particular item of information. Items come into our awareness, we attend to a particular item, and then we decide whether to act” (Davenport & Beck, 2001). The Internet continues to grow, driven by ever-greater amounts of online information, knowledge, commerce, entertainment and social networking (Aun, 2007).

One of the reasons behinds web celebrity production is to attract endorsement. Khatri (2006) states that “endorsement celebrities usually lend their names to advertisements for product or services for which they may or may not be the experts” (cited in Kansu & Mamuti, 2013). People who become a web celebrity on Sina Weibo can earn money from endorsement.

In China, web celebrities have following approaches to realize their commercial value. Traditional approaches of endorsement, e-business, intellectual property still play role. The majority of endorsements happen to celebrities such as film actor and actress, professional models, and sport stars. E-business that relates to selling products online happens to both traditional celebrity and young models who became famous on social network due to the fact that they own thousands fans and followers. E-business approach was first popularized by Taobao, a Chinese website for online shopping similar to eBay and Amazon, referring to a whole traditional commerce process including manufacture, customer service, stocks, logistic and marketing. On Taobao, web celebrities signed contracts with e-business corporates as models to promote commodities such as clothes and cosmetics on online shops; on the other hand, they represent characteristics such as

goodness, sense of humor, physical appearance, shopping feedback and reviews to attract followers' shares and discussion.

Now, web celebrity endorsement has extended to entertainment industry, film production, course promotion, book publication, and the gaming industry as long as finding web celebrities whose personalities match with the different commodities they are set to promote (Wei, 2016). Schiavenza (2013) commented that Chinese netizens are “young, urban, educated, and wealthy”. Indeed, the majority of Chinese web celebrities shaped themselves as living a lifestyle referring to fashion, pet, gym, food and travel topics that many people dream of. It reflects the importance of a web celebrity's role in the contents of his or her post. Because the words and tone of a post will convey individual value that may influence audiences' point of view and, brands can reach consumers directly via web celebrities by making a product placement and recommendation.

Thus, many web celebrities face the problem of how to show their ability of attracting fans and endorsement on Sina Weibo. Plans and strategies are necessary for them to prepare for future development.

Sina Weibo, is one of the most active social media platforms in China. An important trait of Sina Weibo is that it allows interactivity by giving autonomy to users to become active participants, including following, reposting, comment, and thumb up “like”, which transformed it into a very popular digital tool for self-presenting and building marketing relations. From web celebrity's perspective, many of them use Sina Weibo to connect directly with their fans (Marwick, 2015). Sina Weibo enables users to create a sense of intimacy with followers through posting snapshots and video of daily lives that may be perceived as authentic, addressing rumors and even disclosing a large amount of personal details. The reality is that users keep an asymmetrical information flow (Marwick, 2011; 2015; & Boyd, 2011) that causes misinformation once the key opinion leaders online together with their endorser show just one side of the information to the viewers, which limits the viewers to see and think of the other side. Thus, compared to traditional forms of media such as newspapers and magazines, social

networks just provide an easy venue to look for information to the public.

At the conference of “New Media Video Content Current and Future” in 2016, Pi Li, senior operation manager of Chinese famous internet video platform Youku Toudou Inc, pointed out that at the beginning of 2014, around 80 percent of the professionally-generated content (PGC) was produced by individuals; then developed better by groups and teams of two and three persons; now 99% producers are private companies (Ding, 2016). Pi also mentioned that a PGC team should be evaluated by team member’s persona, by their thinking way and whether they are sensitive to things happened around themselves and the internet. A team that likely rejects new themes with conservative attitude or has no strategic plan to operate and manage content will be rapidly funneled by thousands of competitors. Thus, web celebrities’ original content and their marketing activities are supposed to be managed and planned strategically to maintain their performance, community relationship and to create engagements with the supporters on digital platforms.

Then, the concept personal branding is addressed for web celebrities to manage their further development on Sina Weibo. Personal branding was first introduced to encourage personal service and sales of idea by Napoleon Hill. Napoleon Hill (1937) asserts that desire, faith and persistence can propel one to great heights if one can suppress negative thoughts and focus on long-term goals. Later, personal branding is popularized and discussed contributed to Tom Peters (1997), which is advocated thinking oneself differently and views a person as a brand. Asacker (2004) illustrated that with a little dedication, including money, time and buzzword, a person probably makes more money in the practice process of personal branding. By analyzing usage of Facebook and LinkedIn, Van (2013) concluded that the individual is purposely shaping its image or persona, while self-expression can even be a byproduct of promotion. Such process reflects a new level of the concept personal branding which emphasizes internet and social media can be utilized to affect the real world by shaping invidious personality image and online identity.

Therefore, the aim of this thesis is to explore the phenomenon of personal

branding on Sina Weibo in order to uncover how the web celebrities build and maintain their person-brand via the content that they produce and, thereby, increase the knowledge and understanding of their movements.

1.2 Objectives of Study

On the basis of the background and problem that were discussed above, the purpose of this paper is to obtain a better understanding of the process of personal branding on Sina Weibo. In particular, we aim to investigate and further conceptualize the key elements needed to be effective with personal branding on social media. In this respect, what makes web celebrity interesting to study in the context of personal branding is that, in order to become famous and create a persona of themselves, we believe they must be doing something “interesting” in terms of the content they share. For a web celebrity to stand out and be interesting to such a large audience, individual have arguably managed to master the tactics of personal branding, even though they are not necessarily knowledgeable with the theories of branding and marketing. Moreover, being effective with personal branding on Sina Weibo has been proven to lead to money gains, as they are rewarded through sponsorship (ads in their content), views per Weibo and E-business endorsement (Hei, 2017). In other words, Sina Weibo is currently providing individuals with a new way of making money if they manage to attract a large follower base and brand themselves effectively. For this reason, the researcher would like to study on the personal branding strategy of web celebrity on Sina Weibo to reach the objectives as follows:

1. To analyze how does the web celebrity build the person-brand, and
2. To find out what influential insights may be utilized to maintain the person-brand on Sina Weibo.

1.3 Scope of Study

This research examines web celebrity’s personal branding strategy on Sina Weibo. First of all, the paper defines how web celebrities shape their identity in terms of brand salience. Then, in order to define the positive accessible reactions of connecting with the viewers, content analysis is conducted to examine the tactics of maintaining intense,

active relationships with viewers. Because the way that web celebrities shape their identity, present themselves to netizens and interact with the viewers affects their community of fans' thinking, feelings and acts towards their person-brand. The paper selects 45 short videos of a Chinese web celebrity named Papi Jiang on Sina Weibo, to analyze her personal branding strategy. Findings and implications are concluded for constructing a stronger brand resonance and interacting effectively to create long-term brand value on social network.

Papi Jiang

Jiang Yilei, known under the nickname Papi Jiang on Sina Weibo, is a web celebrity in China's most popular social network. According to 2015 China Web Celebrity Ranking List reported by CIWEEK agency, Papi Jiang ranks the second by a comprehensive comparison of internet word of mouth, creativity and influence (Zitali, 2016). She is commented as "the most popular online celebrity" by Kunkun Yu, chief executive of the Beijing-based online community app Linglong (Amy, 2016). Papi Jiang's rise to fame started on October 2015 with a rapid increasing number over 19 million followers so far on her Sina Weibo. Except for Sina media, Papi Jiang is known for using other social media platforms that are popular in mainland of China such as WeChat, Meipai, and Youku as part of her communication tools. On July 11, 2016, Papi Jiang's simultaneous one hour twenty-five minutes live broadcast on eight different social media platforms achieved a peak of 20 million viewers combined, and a view record of 743.5 million the next morning (Qin, 2016).

Within a few months, Papi Jiang raised her fame rapidly. Social media and news coverage report and comment about her attitude towards social events and daily life that presented on her videos; netizens and fans discuss about feelings and opinions towards her videos and text; what makes her more attractive is that she successfully obtains financing support for 12 million yuan (1.85 millions US dollar) from several domestic VC funds, including ZhenFund, Luogic Show, Lighthouse Capital and Xingtu Capital; this is the highest funding for a young Chinese cyber celebrity on record (He, 2016). According to Tencent Tech, Papi Jiang's first advertisement was bid at a historical high

price of 22 million Chinese yuan in the business of web celebrity (Yu, 2016). Such movement raises scholars and specialist experts' interests in studying the reason and consequence behind investing in Papi Jiang's brand value and sustain development in the whole digital media context. A reporter states that the auction shows that "online celebrity marketing" or "cyber-star economy" is alive and kicking in China, where self-made celebrities are mushrooming all over the internet; supporters consider the price was not so expensive because it rewards Papi Jiang's huge success (Koetse, 2016). Luo Zhenyu, one of Papi Jiang's investors, comments that "Papi Jiang appealed 8 million followers only within a few months, but I obtained 6 million using the past three years through creating stories with rich information" (He, 2016), which implies that the online celebrity marketing is gradually accepted by netizens and it extends to a new web celebrity branding industry.

Papi Jiang's success reveals audience desire for a certain type of original content producer, mainly in terms of a web celebrity who represents the opinion of the masses of netizens in China. Personal branding is practical for individuals' self-branding strategy in communication plan and activities application. Discovering a joint between web celebrity's particular characteristics that relates to a brand Points of Difference (PODs), point of parity (POPs), and recipients' need and awareness in terms of feedback is a significant outcome for any celebrity and person brand.

1.4 Significant of Study

This research presents a process of how Papi Jiang create, develop and maintain the person-brand on Sina Weibo. Individuals can learn how to convey effective contents that generated by the viewers to promote themselves. The findings significantly help to find out personal branding tactics by mean of shaping impression (Makkai, 2016) imagery in terms of brand resonance model (Keller, 2013) on social media.

Besides, the study may also be a practical guideline to enhance or maintain a long term stable relationship with community and partnership by studying the approach of sustaining a person brand value. To keep active interaction, positive reputation and even provide distinctive products, services and experience, effective relationship

communicating feedback are significant to study.

1.5 Research Question

In response to the objectives of the study, the research questions were purposed as follows:

RQ 1. How does Papi Jiang identify herself on Sina Weibo in terms of building brand salience according to Keller's brand resonance model?

RQ 2. How does Papi Jiang develop her person-brand meaning on Sina Weibo in respect to establish POPs and PODs according to Keller's brand resonance model?

RQ 3. How does Papi Jiang sustain her person-brand in terms of maintaining relationships with her viewers on Sina Weibo?

1.6 Definition of Terms

Followings are the definition of terms in this study.

1.6.1 *Person brand* refers to communication of how a person communicates and presents to others by showcasing attributes of the individual self which will differentiate the personal brand from others (Arruda, 2003).

1.6.2 Keller's (2013) *Brand resonance pyramid*, or Brand resonance model, in respect of salience, performance, imagery, judgments, feelings, and resonance, refers to how to take brand competitive advantages and create intense, active loyalty relationships with customers for brand

1.6.3 *Brand Salience* refers to the most noticeable and important aspects of the awareness of the brand and how easily the brand is evoked by various measures of brand name, logo, symbol, and so forth (Keller, 2013)

1.6.4 *Performance* defines how well the product meets your customers' needs. According to Keller's sub-dimensions of branding block, performance consists of five categories: primary characteristics and features; product reliability, durability, and serviceability; service effectiveness, efficiency, and empathy; style and design; and price (Keller, 2013)

1.6.5 *Imagery* refers to perception of brand to its consumers (Aaker, 2012) measuring by how well the brand meets customers' needs on a social and psychological

level, which including user profiles, purchase and usage, situations, personality and values, history, heritage and experiences (Keller, 2013)

1.6.6 *Judgments* refers to customers' personal opinions about and evaluations of the brand by quality, credibility, consideration, and superiority with respect to brand performance and brand imagery (Keller, 2013)

1.6.6 *Feelings* refers to customers' emotional responses and reactions to the brand, basically with respect to warmth, fun, excitement, security, social approval and self-respect (Keller, 2013)

1.6.7 *Resonance* refers to the ultimate relationship and level of identification that the customer has with the brand (MacInnis, Park, & Priester, 2014) Keller (2013) breaks down it into four categories of behavioral loyalty, attitudinal attachment, sense of community and active engagement.

1.6.8 *Attitudinal attachment* refers to a strong personal attachment required by brand resonance. Creating greater loyalty requires creating deeper attitudinal attachment beyond positive attitude or satisfied to viewing the brand as special (Keller, 2013)

1.6.9 *Active Engagement* refers to the strongest affirmation of brand loyalty. It occurs when customers are engaged, or willing to invest time, energy, money or other resources in the brand (Walker, 2009).

1.6.10 *Brand identity* refers to *brand elements* that serve to identify and differentiate the brand with brand name, logos, symbols, characters, spokespeople, slogans, jingles, packages, signage and so forth (Keller, 2013)

1.6.11 *Brand personality* refers to a brand self-expression and symbolic, functional ability (Keller, 1993).

1.6.12 *Sence of Community* refers to broader meaning that conveyed to the customer by the brand (McAlexander, Schouten & Koenig, 2002). Identification with a brand that reflect an important social phenomenon in which customers feel a kinship or affiliation with other people associated with the brand (Keller, 2013)

1.6.13 *Points-of-parity (POPs)* refers to provide a competitive advantage and the "reason why" consumers should buy the brand (Keller, 2013).

1.6.14 *Points-of-difference (PODs)* refers to provide “no reason why not” for consumers to choose the brand (Keller, 2013).



CHAPTER 2

LITERATURE REVIEW

To begin the investigation of Papi Jiang's personal branding strategy on Sina Weibo, firstly, the paper presents a synthesis studies related to the phenomenon of personal branding on social media. In the following chapter, then this paper provides the understanding of how Keller's branding theories can be extended to include humans and presents existing theories related to personal branding.

2.1 A Synthesis of Related Past Studies

Findings of the study Navigating person-branding in the fashion blogosphere (Delisle & Parmentier, 2016) provides insight into successful personal branding in the fashion blogosphere. It demonstrates that to build a strong person-brand, fashion bloggers must engage in *Person-brand capital fueling practices*, which contains finding a unique voice and an editorial line that stands out from the vast crowd of fashion blogs found on the web, embodying the fashion code rough daily self-presentations; connecting with other bloggers and flocking with the fashion crowd (Delisle & Parmentier, 2016). The study argues that engaging in spamming is a form of self-promotion that contradicts the communal norms of the fashion blogosphere and signals a lack of understanding of the rules of the game (Delisle & Parmentier, 2016). Besides, the study notes that bloggers risk legal disputes because of adopting a style and blog content that imitates or directly mirrors that of successful bloggers (Delisle & Parmentier, 2016). Thus a valuable and effective marketing communication strategy for brands is needed (Heine & Berghaus, 2014). To study the relationships between self-presentations and person branding, the paper exams the themes that presented in individual's video, which contains showing emotions, showing personality, uncovering (things about oneself), sharing personal stories and experience, and sharing values and opinions.

Mingyi Hou (2013) identified lyrics, beats, dance gestures, characters, objects and places as the major elements of expression in Psy's video Gangnam Style, which is significant for studying personal branding on social media. Thus, it seems reasonable to argue that people may be engaging in personal branding on social media through setting

element and codes to establish person brand imagery. In this study, the research examines the elements applied in the video, including setting the scene, recognizable personal information, promotion of products and brands, use of positive laden words, and use of music.

Marwick and Boyd (2011) studies celebrity practice on Twitter. According to the findings, Internet gossip sites such as Perez Hilton, Pink is the New Blog, and The Superficial are less regulated and subject to commercial pressures than magazines or television shows, and user-contributed content sites like Oh No They Didn't often scoop the tabloids. It indicates the importance of content especially when people trying use social media to extend marketing effect. This study is valuable because it focuses on the content as a method to develop a person brand on social media. Simultaneously, the past decade has seen a massive increase in celebrity-related magazines, tabloids, television programs and 'celebrity' shows, increasing spaces for celebrity images and discussion. Some scholars argue that the popularity of celebrity gossip has increased the public's capacity to 'exercise control' over the processes of celebritization (Feasey, 2008; Turner, 2004); this process is compounded in online venues where people can contribute content, post comments, or simply view a larger set of opinions than those presented in the mainstream media. Arguably, this 'new media democracy' (Braudy, 1986; Turner, 2004) allows celebrity personas to be constructed and interpreted in an ongoing process that exists between reader, fan, and celebrity, both on and offline. Thus, the aim of this paper is to explore the phenomenon of individual's personal branding in order to uncover how individual creates and builds person brand via the content that published on one's videos. Some basic statistic such as number of reviews, likes, comments, and repost (of a video) will be examined to explain the phenomenon.

2.2 Keller's Brand Resonance Model

Keller's (2013) brand resonance model helps marketers to build and manage their brands in a dramatically changing marketing communications environment. The model emphasizes the importance of understanding consumer brand knowledge structures. Specifically, the brand resonance pyramid is reviewed as a means to track how marketing

communications can create intense, active loyalty relationships and affect brand equity. According to this model, integrating marketing communications involves mixing and matching different communication options to establish the desired awareness and image in the minds of consumers. Mostly, the model describes how to create intense, active loyalty relationship with customers and considers how brand positioning affects what consumers think, feel, and do and the degree to which they resonate or connect with a brand (Keller, 2013).

Four steps are put forth to build a brand. First of all, ensure identification of the brand with customers and an association of the brand in customers' minds with a specific product class, product benefit, or customer need. Secondly, establish the totality of brand meaning in the minds of customers by strategically linking a host of tangible and intangible brand associations. Then, elicit the proper customer responses to the brand. Finally, convert brand responses to create brand resonance and an intense, active loyalty relationship between customers and the brand. The brand resonance model and process is illustrated in Figures 1. Keller (2013) points out that each of the following steps are contingent on successfully achieving the objectives of the previous one. As will become apparent, building blocks up the left side of the pyramid represent a more "rational route" to brand building, whereas building blocks up the right side of the pyramid represent a more "emotional route" (Keller, 2013).

This paper shows an overview of the specific steps in the Keller's brand resonance model (see Figure 1), and then based on the model, present a discussion drawing on Papi Jiang's person branding strategy, that is how she establishes a route to promote her original video as an essence of a person brand.

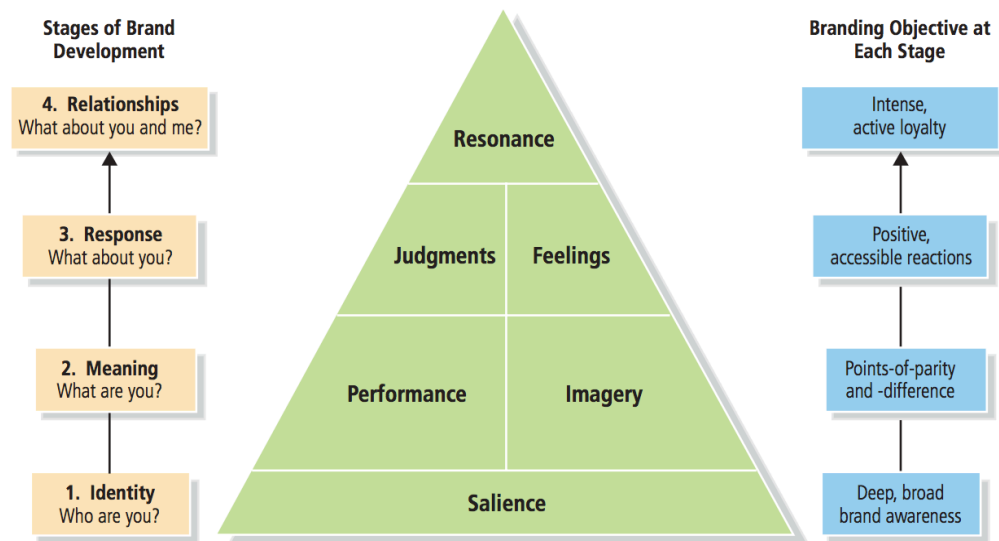


Figure 1: Brand Resonance Pyramid

Source: Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity*. Harlow, United Kingdom: Pearson Education.

2.3 Personal Branding and Social Media Content

Branding theories can be extended to include humans is a topic of discussion among academics (Shepherd, 2005). For instance, Roper and Fill (2012, p. 190) explain that the individual has now become a brand because the image of the sport star no longer belongs to their club but to the individual sports person. Kotler and Levy (1969, p. 10) argue that the same marketing concepts used to promote and sell products can in fact be extended to include humans.

Khedher (2015, p. 19) states that “researchers recognize that brands can also be human because they 1) can be strategically managed and 2) have additional associations and features of a brand”. For example, according to Biel (1997, cited in Fill, 2005), a brand is composed of three features: brand skills, brand personality and brand relationships. Brand skills refer to the functional abilities that the brand possesses and delivers. In the context of personal branding, brand skills can be interpreted as the particular set of skills or knowledge that the individual inhabits. Brand personality refers

to the “personality of the brand and its fundamental traits concerning lifestyle and perceived values, such as being bland, adventurous, exciting, boring or caring” (Biel, 1997, cited in Fill, 2005, p. 394). This definition makes it arguably easy to see how the feature of brand personality can also be applied to personal brands, as the idea of brand personality is built on the fact that brands can have human characteristics, also known as brand personification (Cohen, 2014). Lastly, Biel (1997, cited in Fill, 2005) uses the term brand relationship to explain the importance of brands interacting with consumers. This implies that there must have a two-way relationship between the brand and the consumers. Two-way communication is a fundamental part of how we interact. Thus, Khedher (2015) concludes that personal branding is a planned process in which individuals should strategically manage their personal brand and relation with consumers. The objective of the study is to examine the planned process of Papi Jiang personal brand, and also to explore the factors that affect her brand imagery and brand resonance. This paper examines whether Papi Jiang’s personal branding applied any skills to construct her brand personality among her videos or not; also study brand relationship with her audience based on the content that related to value and opinions.

Today, individuals on social media can communicate freely and immediately without boundaries as well as they can create relationships (Berthon et al., 2012). This development has disrupted how people share information and has given rise to a whole new degree of consumer-to-consumer information (Deighton & Kornfeld, 2009; Hennig-Thurau et al., 2010). That is, with social media, consumers can effectively and efficiently share information with one another to a greater degree and with a greater reach than ever before. Social media has enabled individuals to create personal ‘profiles’ on various sites, through which they can construct and present themselves to broad audiences (Labrecque, Markos & Milne, 2011; Shih, 2009; Holt, 2016). According to Labrecque, Markos and Milne (2011), this can then be understood as a way for individuals to build a personal brand identity. They suggest that in an online context, personal brand identity relies on self-presentation as identities are created while using social networking profiles, blogs and personal Web pages. The social online environment

with Instagram, Twitter, LinkedIn, Facebook and YouTube supports the concurrent growing phenomenon of personal branding (Khedher, 2015; Chen, 2013). Social media can be seen as the ‘primary mechanism’ (Labrecque, Markos & Milne, 2011, p. 48) that enables a wider spreading of the personal branding phenomenon. Based on above literature review, the study put forth that engaging to social media context, audience interaction (sharing information) and self-presentation contribute to Papi Jiang’s personal brand identity.

Online content refers to “information made available by a website or other electronic medium” (Slind and Urbanova, 2016). Content fundamentals are divided into five categories, including text and document-based materials, videos, audio content, interactive functionality and third-party sources of the above (Love 2011). Content is understood as anything that provides information such as written texts, pictures, icons, logos, videos and audio files (Slind and Urbanova, 2016). Online content is categorized as either firm-generated content (FGC) or user-generated content (UGC) (Kumar *et al.*, 2016). While FGC refers to “the messages posted by firms on their official social media pages” (Kumar *et al.*, 2016, p. 9), UGC is defined as the “material on a website that is voluntarily contributed by members of the public who use the site” (Oxford dictionaries, 2016c, n.p.). Slind and Urbanova (2016) promote a term “personally branded content” that refer to the content posted by the personally branded. Thus, in the context of this study, personally branded content refers to the information published by individuals that enables them to build, communicate and promote their personal brand.

Researchers have suggested that content that evokes high-arousal emotions (both positive and negative) is more frequently shared (Berger & Milkman, 2012). This study makes an observation to examine how important is emotional expression among a person brand building. Besides, according to Wu’s notion (2013), on the context of social media, the user who has a personality of performers is likely to promote personal brand. So does a critic. Because a performer easily creates his or her outstanding personality that others do not have (to attract audience’s admiration), and a critic criticizes on issues with very sharp tongue (to obtain supporter and to be an opinion leader). Wu (2013) also mentions

that uncovering personal life is a method to promote the content marketing of personal branding. Thus, this study examines the factors that are applied individuals' presentation when branding themselves.

Douglas Holt (2016) emphasizes that promoting crowdsources is an alternative approach for branding, because a brand breaks through in culture will be easier to obtain support from crowds than those who just promote product information. According to Hu and Li (2016), web celebrity obtains the right to speak because of three reasons, satisfying netizens' objective of entertaining, creating sense of empathy, and (encourage netizens to) venting emotion. These factors effectively indicate that having a deep understanding on crowdsources is significant (target audience). Based on above literature, this study studies how individuals maintain relationship with audience, especially studying on the methods that organize high quality contents to create sense of empathy, and venting emotion (encouraging audience' co-creation) to keep a strong brand resonance.

2.4 Theoretical Framework

Following is the theoretical framework of this study.

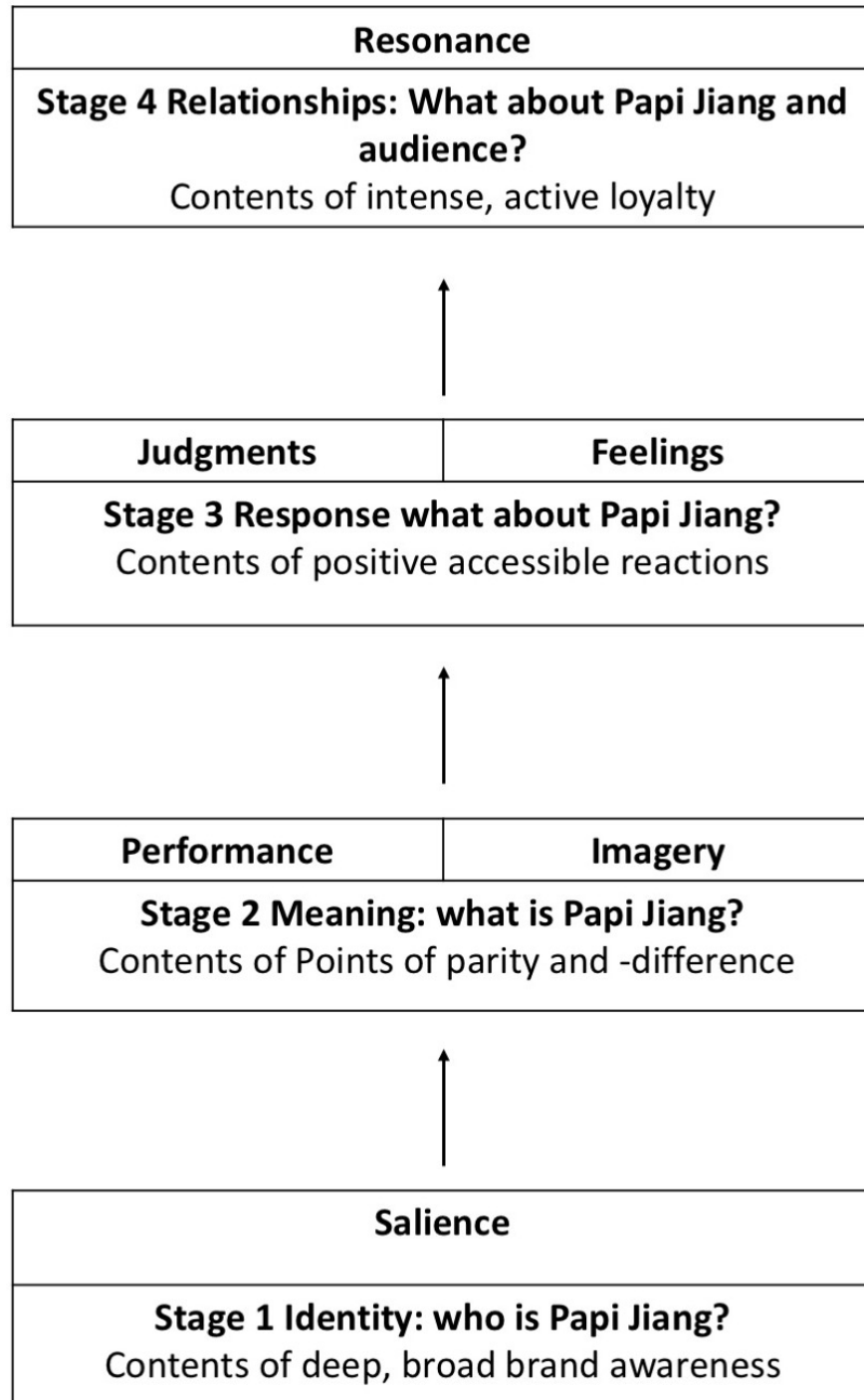


Figure 2: Theoretical frameworks of study

CHAPTER 3

METHODOLOGY

This chapter presents the methodological choices of this paper. Firstly, the research design and content selection describe the rationale logic for the research approach. This is followed by a discussion of data collection procedure, the choice of method for both data coding and data analysis is presented and reasoned for. Lastly, the chapter addresses the ethical considerations of the selected method, limitations, as well as the trustworthiness of the research.

3.1 Research Design

Papi Jiang's being popular on Sina Weibo leads to the trend of studying internet celebrity's personal branding activities in China mainland (Wu, 2016). The selected method of this research is a qualitative content analysis. As Papi Jiang's video contents are one of the reasons that makes her famous, the researcher chooses content analysis as a method to study how Papi Jiang organize her video content on Sina Weibo.

This method has been chosen for several reasons. Firstly, the most apparent reason is that a qualitative content analysis enables a proper investigation of the video content from any internet celebrity. In order to fulfil the research question and objectives of the paper, it is necessary that the empirical material includes information on what the published video content contains, both in terms of what he or she is talking about and how the message is conveyed. Secondly, content analysis is a flexible approach to the collection of information that allows the researchers to move more freely between the stages of data collection, analysis, interpretation and conceptualization (Bryman & Bell, 2015). According to Altheide (1996, cited in Bryman & Bell, 2015, p. 569), "the aim (of content analysis) is to be systematic and analytic but not rigid. Categories and variables initially guide the study, but others are allowed and expected to emerge during the study, including an orientation to constant discovery and constant comparison of relevant situations, settings, styles, images, meanings and nuances." Because it is considered unlikely that the internet celebrity explicitly says 'this is how I create my brand' or 'this is what makes me a Wang Hong', the method of qualitative content analysis is deemed to

fit, as it enables researchers not only to consider the explicit information of the video content, but also to interpret the latent messages that are being conveyed. Thirdly, the method of content analysis is chosen, because it is often considered as an appropriate method to use when investigating “social groups that are difficult to gain access to” (Bryman & Bell, 2015, p. 313). Successful Sina Weibo accounts have in many cases become celebrities in their own right and are not so easy to gain access to. Due to the author failed to interview Papi Jiang to get the first-hand insight information, so the content analysis is considered to be the suitable choice for this study.

3.2 Content Selection

In order to do the content analysis, the researcher selected Papi Jiang’s Sina Weibo official account as the media platform. Because of this media can on behalf of the authoritative media of uploading and spreading Papi Jiang’s message and contents. From September in 2015 until January 2017, Papi Jiang used her Sina Weibo official account to release 636 pieces of Weibo that contains message of video, status, hashtag and related information of her. The researcher applied random selection method to collect 45 pieces of original videos and did analysis on them.

Method of Selecting the Videos

All videos were selected from the video archive of Papi Jiang’s released video, see Table 1. The videos to be analyzed are selected through two methods. The first method chooses every 5th video from the first video posted and counting upwards. This method was applied to ensure a bias-free selection of videos and in order to ensure that the data collected included videos that were both old and recent. The second method had to be developed and applied to selected videos from the video archive of Papi Jiang’s channels according to the videos which were the highest hit rate on Sina Weibo. If one video is as same as the video selected from the first method, the researcher will count up for the next until it reaches 40 pieces.

Table 1: The selected 40 videos of Papi Jiang

No.	Headline
1	The Whole Process of Weight Loss
2	The Satire Between Two Celebrity When They Meet Each Other
3	To Be An Elegant Wine Taster
4	Pretty Women's Pains That You Do Not Understand at All
5	You Can also be on the Movie as Long as You Want
6	To Those Who are Graduated and about to Graduate
7	If Mahjong were an Olympic Sports
8	Do Not Let Others Know That You Travel Abroad
9	Do Not Read Your Diary in Your Spare Time
10	Lonely Workaholic
11	Various Expression of "I like you"
12	The Experience of Being in a Bad Health Condition
13	Ms. Papi's English Lesson
14	Big News in 2016
15	Let's Speak out the Fact
16	To Some Nasty Relatives
17	#Fantasy New Year Greetings# Grab Lucky Money
18	Wow! Why I Am so Pretty

(Continued)

Table 1 (Continued): The selected 40 videos of Papi Jiang

19	Street Interviews on Spring Festival
20	It Would be Fantastic if Christmas Were a National Holiday in China.
21	Year 2017, Please Treat Me Better
22	“Love All, Trust A Few, Do Wrong to None”.
23	The Daily Life of a Keyboard Man
24	Papi Jiang Teaches you how to play KFC Trolls
25	Think of My 2016
26	Game Widows
27	Everyone Needs An Idol
28	These Kinds of Persons Must be Around You
29	These Words and Behaviors Come from Your Parents
30	All of the Internet Words come through Daily Life
31	Salesman
32	Does Your Family Know that You Treat Others so Nice?
33	CEO Zhang Teaches You to Revise a Script
34	Who can Dub for Dami (the cats)?
35	Why You Are Always Unsatisfied to Everything
36	Teacher Cosplay
37	Eight Methods for Mashing up English and Chinese

(Continued)

Table 1 (Continued): The selected 40 videos of Papi Jiang

38	I Think Everyone's Mothers Are the Same
39	Popularize Olympic Game Knowledge
40	Oh! Life.

Pilot Study

In order to uncover some initial elements that would help in understanding and interpreting the findings, the researcher conducts a pilot study on five pieces of video, hoping to discover some insight implications of the study. These five pieces of videos are very importance, because they represent the different time period of the development of the person-brand Papi Jiang.

“Survival Tips for Male, Ep 1” (2015), is Papi Jiang’s first original video on Sina Weibo. The researcher tries to observe this video to explore the initial clues and criteria that Papi Jiang produces an original video.

“Does Your Idol Start a Relationship” (2015), is Papi Jiang’s first video that is added the slogan of “I am Papi Jiang, a woman who combines beauty and talent”. The researcher tries to find out the reasons why Papi Jiang creates such a slogan to represent her online persona.

“Popularize the Knowledge of Olympic Game” (2016), is Papi Jiang’s first video that is produced with the commercial pre-movie adverts. The pre-display adverts are an explicit manifestation to display the information of a product or brand to the viewers. The researcher observes this video to study how Papi Jiang tries to transfer the person-brand influence to commercial value, meaning that the approaches to collaborate with different companies might be different.

“This is a Video for Recruit” (2016), is the first time Papi Jiang encouraging her viewers to participate in producing video with her. This video may imply the future development of the person-brand “Papi Jiang” and suggests a degree of engagement for the viewers with “Papi Jiang”.

“The recruit video of @papitube, Ep 1” (2016), is the first video uploaded on @papitube, a platform for Papi Jiang’s viewers to promote themselves. The researcher tries to examine the interactions and relationships between Papi Jiang and her viewers.

Based on above five videos, the pilot study gives the researcher an all-round understanding of the person-brand Papi Jiang in respect of creating a brand identity, developing brand meaning as well as maintaining the relationship with the viewers.

3.3 Data Collection Instrument

For the instrument of this study, the researcher used computer because the data can be gained from Sina Weibo Website easily. On Sina Weibo there are certain statistics that are attainable for the public, such as the amount of subscribers, total views, number of uploaded videos, and thumb-up “likes”. The researcher already subscribed Papi Jiang’s Sina Weibo official account. Therefore, the researcher can get all of the video that Papi Jiang have released, as well as the contents that are related to her. The method for collecting data for the purposes of this study was primarily centered on the video observation transcriptions taken by hand. Then the researcher categorized the selected videos and did content analysis on them to find how those contents were presented by Papi Jiang.

3.4 Data Coding

The coding manual was then used to guide the collection of empirical material. The coding units and coding manual are presented in this section. For the first time to code all the 45 video content, the researcher used themes in each video as the coding unit. Themes are based on the contents which presented on literature review section. Many themes are very evident in the video and each video could have more than one kind of theme. The themes can be considered as a set of written rules allowing to record the data in a consistent manner (Bryman & Bell, 2007). Thus, the coding manual can be referred to as the content analysis dictionary (Bryman & Bell, 2007). The same form of the coding manual was used for each video. Themes are presented at the Table 2.

Table 2: Theme and explanation of coding manual

Theme	Explanation
Showing Name	Does Papi Jiang introduce herself by name?
Showing logo or symbol	Does Papi Jiang show any things in frequency as her logo or symbol?
Showing slogan	Does Papi Jiang set any slogan? what is it? And how does she use it at her video?
Showing emotions	What emotions are shown in Papi Jiang's video? or What emotions are evoked with the viewers?
Showing personality	What personality traits does Papi Jiang show? How does she show it? What is she saying about herself?
Uncovering	Does Papi Jiang reveal things about herself that others not know? Does she reveal flaws or vulnerability?
Sharing personal stories	Does Papi Jiang tell personal stories and share personal experience?
Expression of values and opinions	Does Papi Jiang communicate her values and opinions? What is her opinion?
Setting introduction to the content of the video	Does Papi Jiang introduce the topic of the video? How does she organize the contents of that topic?
Recognizable personal information	What are the elements that appear in almost every video, for example products or things Papi Jiang uses, wears or says, her pets? What is it that makes her recognizable?
Use/promotion of products/brands	Does Papi Jiang promote brands? How?
Use of positive laden words	Does the video contain excessive use of words, such as "fantastic", "amazing", "great", "magnificent", "wonderful", "love", "awesome" and so on?

(Continued)

Table 2 (Continued): Theme and explanation of coding manual

Exemplifying recognizable situation for target audience	Is it likely that the situations described and exemplified in the video are recognizable among her viewers? What are the situations?
Encouragement of co-creation	Does Papi Jiang encourage the viewers to co-create video? If yes, how?
Use of multiple channels and promotion of these	Is Papi Jiang present on multiple social media? Does she promote these? How?
Addressing the audience	Does Papi Jiang talk in the video to her viewers in the same way as if the audience were next to them? Does she refer to the viewers directly?

3.5 Data Analysis

After collecting the whole 45 videos from Papi Jiang's Weibo official account, the researcher uses the data to do content analysis. For the first time, the researcher looked through the headlines, paragraphs and words of the 45 videos to see the aspects that are emphasized in the video. And after the second time watching, the content of those 45 video were divided into four main stages of the brand resonance model to deep analysis. Those four stages are identity, meaning, response and relationships.

3.6 Validity

First of all, the samples are selected randomly by the researchers to avoid bias and subjective feelings. The researcher viewed and analyzed a total of 45 videos from Papi Jiang. Although this number is fairly low in terms of numbers of videos available on the site of Papi Jiang's Sina Weibo channel, it is deemed that the number of videos and the way they were studied and analyzed, were sufficient to ensure a satisfactory level of congruence between the observations made and the theoretical framework developed within this paper. Clifford Geertz (1973) points out that thick description helps understand the absolute meaning of local cultural elements and themes which only an ethnographic researcher commit himself can he understand and interpret a semiotic

concept behind the words. In this paper, the author interprets the language meaning, physic symbol and words to study related explicit concepts, because such interpretation is from the perspective of a local researcher and it is essentially contestable (Gallie, 1955). At the end of the discussion section, the author conducts content validity test to re-exam whether the findings and conclusions is valid to answer the research question of the paper, then to find out any suggestion or limitation for further research.



CHAPTER 4

FINDINGS AND ANALYSIS

The researcher applies content analysis to analyze 40 pieces of original videos from Papi Jiang's Sina Weibo. In this chapter, the researcher presents detailed findings and analysis through the collected data to answer the question of how Papi Jiang manages and develops her person-brand on Sina Weibo. According to the stage of personal branding pyramid blocks, the findings were divided into four parts to be discussed:

- 4.1 The overall analysis of video contents of Papi Jiang's official account
- 4.2 The analysis of the first stage that Papi Jiang creates the brand identity
- 4.3 The analysis of the second stage that Papi Jiang develops the brand meanings
- 4.4 The analysis of the final stage that Papi Jiang maintains relationships with

audience

4.1 The Overall Analysis of Video Contents of Papi Jiang's Official Account

Based on the data collection and findings of 40 pieces of videos (see Table 1), the researcher examines the four stages that consists of building the person-brand "Papi Jiang". The researcher applied random selection method to collect 40 pieces of original videos and did analysis on them. The videos to be analyzed are selected through two methods. The first method chooses every 5th video from the first video posted and counting upwards. This method is applied to ensure a bias-free selection of videos and in order to ensure that the data collected included videos that are both old and recent. The second method has to be developed and applied to selected videos from the video archive of Papi Jiang's channels according to the videos which were the highest hit rate on Sina Weibo. The researcher does analysis on the 40 pieces of videos to study the overall characteristics of Papi Jiang's video.

And then, in order to uncover some initial elements that would help in understanding and interpreting the personal branding process, the researcher conducts a pilot study on five pieces of video, hoping to discover some insight implications of Papi Jiang's videos. These five pieces of videos are very importance, because they represent the different time period of the development of the person-brand Papi Jiang.

“Survival Tips for Male, Ep 1” (2015), is Papi Jiang’s first original video on Sina Weibo. The researcher tries to observe this video to explore the initial clues and criteria that Papi Jiang produces an original video.

“Does Your Idol Start a Relationship” (2015), is Papi Jiang’s first video that is added the slogan of “I am Papi Jiang, a woman who combines beauty and talent”. The researcher tries to find out the reasons why Papi Jiang creates such a slogan to represent her online persona.

“Popularize the Knowledge of Olympic Game” (2016), is Papi Jiang’s first video that is produced with the commercial pre-movie adverts. The pre-display adverts are an explicit manifestation to display the information of a product or brand to the viewers. The researcher observes this video to study how Papi Jiang tries to transfer the person-brand influence to commercial value, meaning that the approaches to collaborate with different companies might be different.

“This is a Video for Recruit” (2016), is the first time Papi Jiang encouraging her viewers to participate in producing video with her. This video may imply the future development of the person-brand “Papi Jiang” and suggests a degree of engagement for the viewers with “Papi Jiang”.

“The recruit video of @papitube, Ep 1” (2016), is the first video uploaded on @papitube, a platform for Papi Jiang’s viewers to promote themselves. The researcher tries to examine the interactions and relationships between Papi Jiang and her viewers.

Based on above five videos, the pilot study gives the researcher an all-round understanding of the person-brand Papi Jiang in respect of creating a brand identity, developing brand meaning as well as maintaining the relationship with the viewers.

The first stage: creating a brand identity. In this paper, the brand identity refers to Papi Jiang’s video elements that serve to identify and differentiate “Papi Jiang” with brand name, logos, symbols, characters, spokespeople and slogans, these element is called as brand salience. Brand awareness is related to the strength of the brand node or trace in the viewers’ memory, which can be measured as Papi Jiang’s ability to define her video under different conditions. The researcher studies how Papi Jiang builds the

person-brand salience to achieve a deep broad brand awareness, such as increasing exposure of “Papi Jiang”, creating attractive topics to the viewers to talk on Sina Weibo, ensuring identification of the videos of Papi Jiang and an association of the person-brand “Papi Jiang” in the viewers’ minds with a specific class and benefit of Papi Jiang’s video, or the viewers’ need of watching a certain type of video. The findings and analysis focus on the elements consist of category identification and need satisfied that are clarified and defined in Papi Jiang’s video. Detailed analysis is presented at the section of 4.2.

The second stage: developing brand meanings. The brand meaning explains that how Papi Jiang defines what she is and what she wants her video to be in the viewer’s minds. The researcher examines the characteristics of the original video contents and personalities that presented at Papi Jiang’s video. Based on the observation and data collection from the videos, the researcher finds that the video of Papi Jiang is attractive by establishing primary characteristics and features, which is effective to ensure the quality of original video content. Besides, the researcher analyzes that Papi Jiang achieves the objective of establishing the brand meaning through maintaining product (video) reliability and presenting empathy with user situations. Finally, the functional style, personality, and values are to promote Papi Jiang’s opinion and personal perspective on the very topic mentioned at the video, which are explicit to clarify a positive and credible brand meaning. Detailed analysis is presented at section 4.3.

The final section presents the findings and analysis of the third and fourth stage that Papi Jiang maintains the relationship with the audience. The findings show that Papi Jiang accustomed to creating strong resonance and connections with fans by organizing interactive activities and marketing advertising activities. Interactive activities include both online and off-line activities. Online interaction includes replying the viewers’ comment, encouraging viewers to make comment and conducting live broadcast on Sina Weibo. Off-line activity includes participating in commercial activities and formal ceremony. Three approaches, uncovering information, offering interaction channels, and encouraging co-creation are effective for improving intensive engagement with the viewers and fans of Papi Jiang. Uncovering information and offering interaction channels

open the window for the viewers to know more about Papi Jiang as well as giving feedbacks to Papi Jiang about what they think about Papi Jiang and her videos. Co-creation refers to producing videos with fans and the viewers and providing a platform (@papitube) for the viewers who have the same characteristic of “Papi Jiang” to promote themselves.

4.2 The Analysis of the First Stage that Papi Jiang Creates the Brand Identity

This section presents the data collection and findings about building brand salience. Papi Jiang’s videos achieve the objective of creating brand salience with her audiences via presenting brand name, logo and symbol, and slogan. The phrases of the brand name, logo and symbol, and slogan have benefit for improving brand recall of the audience. Because of it, audience and netizens are able to recognize Papi Jiang easily.

The measured contents include name of the brand, logo and symbol, slogan. The date of publication and social media where it was published are presented too. The checklist is to measure brand salience at Papi Jiang’s video, see Table 3. Based on the observation, each of the video content has certain features that are employed in, which altogether constitute what Papi Jiang’s videos are about.

Table 3: Check list to measure Papi Jiang’s person brand salience

Video No.	Date of publication	Social media where it was published	Brand name	Logo / symbol	Slogan
1	2016.04.18	Sina Weibo	√	√	√
2	2016.05.02	Sina Weibo	√	√	√
3	2016.10.09	Sina Weibo	√	√	
4	2015.10.27	Sina Weibo	√	√	
5	2015.11.20	Sina Weibo	√	√	√
6	2016.07.11	Sina Weibo	√	√	√
7	2016.08.12	Sina Weibo	√	√	

(Continued)

Table 3 (Continued): Check list to measure Papi Jiang's person brand salience

8	2016.09.12	Sina Weibo	√	√	√
9	2016.09.23	Sina Weibo	√	√	
10	2016.10.17	Sina Weibo	√	√	√
11	2016.11.04	Sina Weibo	√	√	
12	2016.11.21	Sina Weibo	√	√	√
13	2016.12.16	Sina Weibo	√	√	
14	2016.12.30	Sina Weibo	√	√	
15	2017.02.06	Sina Weibo	√	√	√
16	2016.02.06	Sina Weibo	√	√	
17	2017.01.20	Sina Weibo	√	√	
18	2017.01.25	Sina Weibo		√	
19	2017.01.20	Sina Weibo	√	√	√
20	2016.12.23	Sina Weibo	√	√	√
21	2017.01.01	Sina Weibo		√	
22	2016.12.15	Sina Weibo	√	√	
23	2016.10.21	Sina Weibo	√	√	
24	2016.12.09	Sina Weibo	√	√	
25	2016.12.26	Sina Weibo	√	√	√
26	2016.10.31	Sina Weibo	√	√	√
27	2016.10.24	Sina Weibo	√	√	√
28	2016.12.19	Sina Weibo	√	√	√
29	2016.11.28	Sina Weibo	√	√	√
30	2016.11.07	Sina Weibo	√	√	√
31	2016.12.12	Sina Weibo	√	√	√
32	2016.12.05	Sina Weibo	√	√	√

(Continued)

Table 3 (Continued): Check list to measure Papi Jiang’s person brand salience

33	2016.10.10	Sina Weibo	√	√	√
34	2016.12.06	Sina Weibo		√	
35	2016.09.12	Sina Weibo	√	√	√
36	2016.09.09	Sina Weibo	√	√	
37	2016.08.22	Sina Weibo	√	√	√
38	2016.05.08	Sina Weibo	√	√	√
39	2016.08.01	Sina Weibo	√	√	√
40	2016.09.26	Sina Weibo	√	√	√
Total			37	40	24

Brand Name

The name of the brand is considered as “papi 酱”, translated as “Papi Jiang” in this paper (see Figure 3). “Papi” has no meaning in Chinese. Papi Jiang once mentioned that many years ago she decided to use the nick name “Papi” on Sina Weibo. But the name “Papi” was registered by the other, she added “Jiang” then. “Jiang” literally means sauces in Chinese language. The pronunciation of “Jiang” in Japanese language is the polite term of address for a young lady and it represents an intimate relationship and an attitude of being adorable. By considering Papi Jiang is a fan of Japanese drama and manga (her tags on Sina Weibo, “Gintama, KinKiKids, fans of Johnnys, Akira Ishida”, are all related to Japanese manga and superstar), the researcher considers the “Jiang” of the name “Papi Jiang” should be the latter meaning, representing a lady who is gentle and adorable. The name “Papi Jiang” is short, which facilitates memorization because the viewers can easily encode and store it in their memory when they view Papi Jiang’s videos. The pronunciation of “Jiang” is Papi Jiang’s surname in the real world. So basically, the name “Papi Jiang” is simple and easy to pronounce, which encourages word of mouth exposure that helps build strong memory links, and the viewers have to do less learning to understand the meanings as brand name.

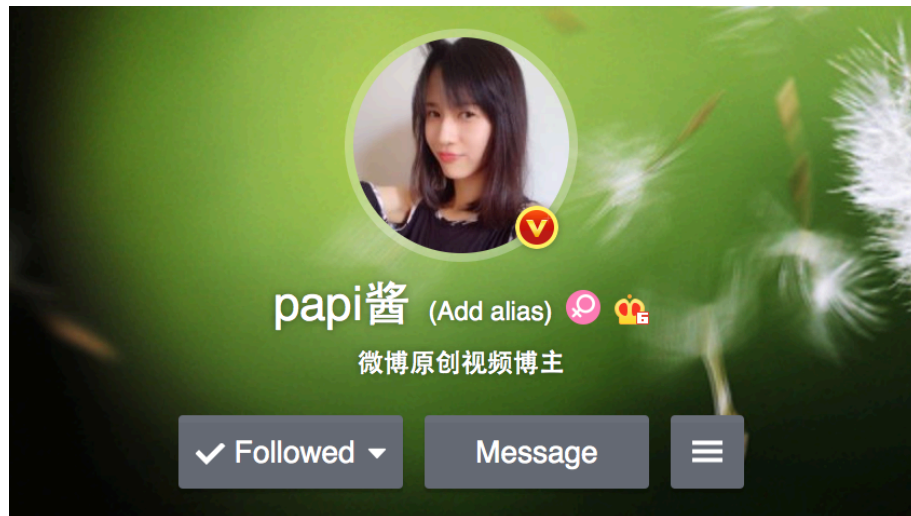


Figure 3: Sina Weibo Profile of Papi Jiang (translated as “Papi Jiang, the original video maker on Sina Weibo)

Based on the observation, the researcher finds out that among 40 selected videos, the name of brand, “Papi Jiang” shows up 37 times, which is 92.5 percent. The brand name “Papi Jiang” usually is repeated for times throughout one video. For example, the categories of the video series are read as: “Papi Jiang’s Monday Broadcast” (“Do Not Let Others Know That You Travel Abroad”, 2016; “Lonely Workaholic”, 2016; “The Experience of Being in a Bad Health Condition”, 2016, etc), “Papi Jiang’s Daily Life Updated in Occasions” (“If Mahjong were an Olympic Sports”, 2016; “Various Expression of “I like you”, 2016; “The Daily Life of a Keyboard Man”, 2016; etc), “Papi Jiang’s Celebrity Series” (“The Satire Between Two Celebrity When They Meet Each Other”, 2016). These findings are not to saying that the brand is established only through being named as the titles of the video but to reveals the regularity of Papi Jiang’s videos. An example and analysis are listed as following.



Figure 4: Screenshot of video No.2. Papi Jiang acts three roles, “Miss Papi Jiang” (right), “Pipa Jiang” (left), and “Pipaqiu Jiang” (middle).

At video No 2, “The Satire between Two Celebrity When They Meet Each Other” (2016), Papi Jiang pretends to be 4 roles, Miss interviewer, Miss Papi Jiang and Miss Pipa Jiang and Pipaqiu Jiang (see Figure 4). In the video, Papi Jiang use a sarcastic tone to satire the friendship between female celebrities. She states that all of the content is not satire to any female celebrity. The names, “Pipa Jiang” and “Pipaqiu Jiang” have no connotative meaning but just a similar pronunciation of “Papi Jiang”, which shows a sense of humor and impresses the name “Papi” in viewers’ mind.

At least, at the video “Survival Tips for Male, Ep 1” (2015), Papi Jiang’s first original video on Sina Weibo, has no oral claims of the name “Papi Jiang” but only with a watermark “@papi酱” (literally translated as “@papi jiang”). This is the first time she reminds her viewers she is Papi Jiang.

According to the video, on one hand, “Papi Jiang” is the director of her video. Her video represents a “Papi Jiang style” of being funny; being original video producer and deriving inspiration from daily live. On the other hand, Papi Jiang acts the roles of three different “Papi” (“The Satire between Two Celebrity When They Meet Each Other”, 2016) showing that Papi Jiang has talent of being a self-directed actress. Papi Jiang once said that she makes videos for fun and she believes that fans’ contributors are important.

Taking notice for fans' prizing but ignoring criticizing that makes "Papi Jiang" into a typical style of original video on Sina Weibo. Not only for the viewers who loves to watch "Papi Jiang style" video but also for those video producers whose style are "Papi Jiang", the name "Papi Jiang" reminds them an original video producer on Sina Weibo named Papi Jiang and her particular style, which implies a strong brand salience of the person-brand "Papi Jiang" is established.

Logo and Symbol

Logo and symbol are the implications of brand identity too. The logo and symbol refer to the textual word marks and non-word marks presented in Papi Jiang's video. The textual word marks is "all by Papi酱", translated as "all by Papi Jiang". (See Figure 5)



Figure 5: Screenshot of video No. 5. At No. 5 video, "You Can also be on the Movie as Long as You Want", "ALL BY PAPI JIANG" is presented.

As known, Papi Jiang's personal profile on Sina Weibo is "the original video maker on Sina Weibo", thus, original content has representative meaning for Papi Jiang. "ALL BY PAPI JIANG" has a connotative meaning that "Papi Jiang is the director" and the video is made of original content, which reminds the viewers that what they are watching, is a video that as interesting as they watched before, and is a video of "Papi Jiang style" that they are familiar with. For example,

At No. 5 video, "You Can also be on the Movie as Long as You Want", a

voice-over asks “Papi, when will you update”, then Papi Jiang answers “I don’t know, making video is a piece of cake for me”. This dialogue indicates that Papi Jiang make video based on her own willingness and also give an answer to her viewers that she will update her next video for sure.

Non-word mark logos are called symbols consist of the brand identity, which is helpful to identify a brand. According to the findings, Papi Jiang’s visual figure and face, or her cats named “Dami” and “Ermi” are both important component parts at every video of Papi Jiang (see Figure 6).



Figure 6: Screenshot of Video No. 5 “You Can also be on the Movie as Long as You Want”, Papi Jiang and her cats.

The following presents the statistical findings of the occurrence of brand logo and symbol (see Table 4). The findings show that, among 40 pieces selected video, logos or symbol is present at every video. Papi Jiang’s face shows up 39 times, which is 97.5 percent. Papi Jiang’s cat shows up 11 times, which is 27.4 percent.

Table 4: The statistical findings of the occurrence of brand logo and symbol

	Occurrence	Percentage
Papi Jiang’s face	39	97.5

With no doubt that Papi Jiang's face and figure is one part of the person-brand "Papi Jiang". High occurrence (97.5 percent) of Papi Jiang's face and figure is presented in Papi Jiang's video. Besides, the researcher finds out that Papi Jiang is consistent in having her cats in the video, which have become her symbol. This is apparently especially when Papi Jiang conducts a role-play with her cats. For example, she asks questions about the topic of the very video. Then she encodes the cats' facial expression as an answer. Such as in the following scenes:

At video No. 26, "Lonely Workaholic", Papi Jiang reminds that "Do not raise a cat if you are recording a video". Papi Jiang says to Dami (the cat) "please do not scratch now, look the desk is shaking", then she turns the camera to Dami.

The researcher finds out that, the video No. 34, "Who can Dub for Dami (the cats)?", is the only video without Papi Jiang's face and just records Dami. At the video, Papi strokes Dami's face to make Dami a funny face. The researcher considers this video is important because it suggests that the product of the person-brand "Papi Jiang" is changed from the content of textual words and picture to the content of video. Because from 2012 to 2017, 14 pieces of Papi Jiang's Weibo is found under searching the key term "Dami". Only the latest Weibo is in the format of video (video No.34), the rest of are all pictures. The format of content is changed, while the elements (Papi Jiang herself and her cats) of the content that compose the brand "Papi Jiang" and the fact of being loved by the fans, are remained.

Slogan

Papi Jiang's slogan is "我是papi酱，一个集美貌与才华于一身的女子"， translated as "I am Papi Jiang, a woman who combines beauty and talent". (see Figure 7)



Figure 7: Papi Jiang's slogan is presented at her video.

The following presents the statistical findings of Papi Jiang's slogan (see Table 5). The findings show that, among 40 pieces of selected video, the slogan is presented as a tagline at the end of over a half of the amount of video.

Table 5: The statistical findings of Papi Jiang's slogan

	Occurrence	percentage
slogan	24	60

The researcher finds out that Papi Jiang use the slogan in a very flexible and diverse method. Mostly, Papi Jiang adds some new words to the original sentence of the slogan, which connects to the topic and convey her personal idea to the viewers. For example,

Video No.1 The whole process of a person's weight loss

I am Papi Jiang, a slim woman who combines beauty and talent.

Video No. 39 Popularize Olympic Game knowledge

I am Papi Jiang, a woman who combines beauty and talent, a woman who will not doing exercise and just lying on the sofa and watching Olympic Games.

A slogan should be short and striking or memorable phrase used in advertising.

The first time that the slogan appeared at the video is at the video "Does Your Idol Start a

Relationship” (2015). The slogan plays a very important role on the process of establishing the person-brand “Papi Jiang” on Sina Weibo. On one hand, the slogan literally conveys two key points: 1) Papi Jiang is a pretty woman; 2) Papi Jiang has talent, which is a very simple self-introduction of Papi Jiang. Repeating in frequency at Papi Jiang’s video helps the viewers to memorize the woman named Papi Jiang. On the other hand, the slogan is revised with Papi Jiang’s funny performance and rich dialogue content at different videos, which conveys the convincing message: “Papi Jiang” is a woman who has talent for self-producing and performing video.

At the beginning, Papi Jiang’s video has no slogan. At the end of the video, when the first time Papi Jiang introduced “I am Papi Jiang, a woman who combines beauty and talent”, she then pretends to be angry and shouts “what are you laughing”, giving an implicit meaning of “this is not a joke” to the viewers. (“Does Your Idol Start a Relationship”, 2015). From then on, she ends up or begins her videos with saying that slogan, in confident and serious tone, helping the viewers to imaging about the brand meaning of “Papi Jiang”: who Papi Jiang is, what Papi Jiang is talent for. Papi Jiang once explained that the talent and beauty is her personal goal (Vivickyli, 2016), which is the reason of setting such a slogan. Thus, the brand identity of “Papi Jiang” can be concluded as: a video producer of talent to produces humorous video; a woman who likes to think.

Thus the slogan contains the related messages and meanings that Papi Jiang intends to convey. “Beauty” and “talent” can be interpreted in terms of the personality of a woman in the modern age that Papi Jiang believes in. Because being exposed and covered in many videos of Papi Jiang’s, and being utilized as a basic phrase of “I am Papi Jiang, a woman who...”to create contents that matching a very topic, the slogan achieves a high level of recognition and acceptance.

4.3 The Analysis of the Second Stage that Papi Jiang Develops the Brand Meanings

This section presents the findings and analysis of the second stage: building the brand meanings of the person-brand Papi Jiang. In this study, Brand meaning refers to telling the viewers what Papi Jiang is. The researcher analyzes how the performance and brand imagery of person-brand Papi Jiang impact on the brand Papi Jiang and her viewers.

In conclusion, Papi Jiang develops the brand meaning by setting Points-of-parity (POPs) and Points-of-difference (PODs) in the content of the video, in which Papi Jiang tries to tell what the video means to her viewers. Setting clear POPs helps Papi Jiang to present her videos features and makes the viewers “no reason why not” watch her video.

Meaningful PODs provide a competitive advantage of Papi Jiang’s video and it gives the viewers the “reasons why” watch Papi Jiang’s video. Following check-list presents the observation Papi Jiang’s video content about building brand meanings, see Table 6.

Table 6: Check list to examine Papi Jiang’s person-brand meaning

Theme	Video No.					
	1	2	3	4	5	6
Showing emotions	√	√		√	√	√
Showing personality	√	√	√	√	√	√
Uncovering	√	√		√	√	√
Sharing personal stories	√			√	√	√
Expression of values and opinions	√		√			√
Setting introduction to the content of the video	√	√	√	√	√	√
Recognizable personal information	√		√	√	√	√
Use/promotion of products/brands						
Use of positive laden words						
Exemplifying recognizable situation for target audience	√	√		√	√	√
Encouragement of co- creation						
Use of multiple channels and promotion of these	√	√	√	√	√	√
Addressing the audience	√	√			√	√
Theme	Video No.					
	7	8	9	10	11	12
Showing emotions	√	√	√	√	√	√

(Continued)

Table 6 (Continued): Check list to examine Papi Jiang's person-brand meaning

Showing personality	√	√	√		√	√
Uncovering	√	√	√		√	√
Sharing personal stories	√	√	√		√	√
Expression of values and opinions	√		√	√		√
Setting introduction to the content of the video	√	√	√	√	√	√
Recognizable personal information	√	√	√	√	√	√
Use/promotion of products/brands			√	√	√	
Use of positive laden words			√	√	√	
Exemplifying recognizable situation for target audience	√	√	√	√	√	√
Encouragement of co- creation						
Use of multiple channels and promotion of these	√	√	√	√	√	√
Addressing the audience	√	√	√		√	√
	Video No.					
Theme	13	14	15	16	17	18
Showing emotions	√	√	√	√	√	
Showing personality	√	√	√	√		√
Uncovering	√	√	√			√
Sharing personal stories	√	√	√			√
Expression of values and opinions			√			
Setting introduction to the content of the video	√	√	√	√		
Recognizable personal information	√	√	√	√		
Use/promotion of products/brands	√					
Use of positive laden words						
Exemplifying recognizable situation for target audience	√	√	√	√	√	

(Continued)

Table 6 (Continued): Check list to examine Papi Jiang's person-brand meaning

Encouragement of co- creation						
Use of multiple channels and promotion of these	√	√	√	√	√	
Addressing the audience	√	√	√	√	√	
	Video No.					
Theme	19	20	21	22	23	24
Showing emotions	√	√	√	√	√	√
Showing personality	√	√	√	√	√	√
Uncovering	√	√	√	√	√	√
Sharing personal stories	√	√	√	√	√	√
Expression of values and opinions	√	√	√	√	√	
Setting introduction to the content of the video	√	√	√		√	√
Recognizable personal information	√	√	√		√	√
Use/promotion of products/brands				√	√	√
Use of positive laden words					√	
Exemplifying recognizable situation for target audience	√	√	√		√	
Encouragement of co- creation						
Use of multiple channels and promotion of these	√	√	√		√	√
Addressing the audience	√	√	√	√	√	√
	Video No.					
Theme	25	26	27	28	29	30
Showing emotions	√	√	√	√	√	√
Showing personality	√	√	√	√	√	√
Uncovering	√	√	√		√	√
Sharing personal stories	√	√	√		√	√
Expression of values and opinions	√	√	√	√	√	

(Continued)

Table 6 (Continued): Check list to examine Papi Jiang's person-brand meaning

Setting introduction to the content of the video	√	√	√	√	√	√
Recognizable personal information	√	√	√	√	√	√
Use/promotion of products/brands		√			√	√
Use of positive laden words						√
Exemplifying recognizable situation for target audience	√	√	√	√	√	√
Encouragement of co- creation						
Use of multiple channels and promotion of these	√	√	√	√	√	√
Addressing the audience	√	√	√	√	√	√
	Video No.					
Theme	31	32	33	34	35	36
Showing emotions	√	√	√		√	√
Showing personality	√	√	√		√	√
Uncovering	√	√	√		√	√
Sharing personal stories	√	√			√	√
Expression of values and opinions	√	√			√	√
Setting introduction to the content of the video	√	√	√		√	√
Recognizable personal information	√	√	√	√	√	√
Use/promotion of products/brands		√			√	√
Use of positive laden words					√	√
Exemplifying recognizable situation for target audience	√	√	√		√	√
Encouragement of co-creation						
Use of multiple channels and promotion of these	√	√	√		√	√
Addressing the audience	√	√	√		√	√

(Continued)

Table 6 (Continued): Check list to examine Papi Jiang's person-brand meaning

Theme	Video No.				
	37	38	39	40	Total
Showing emotions	√	√	√	√	37
Showing personality	√	√	√	√	37
Uncovering	√	√	√	√	34
Sharing personal stories	√	√	√	√	32
Expression of values and opinions		√	√	√	25
Setting introduction to the content of the video	√	√	√	√	36
Recognizable personal information	√	√	√	√	36
Use/promotion of products/brands	√		√	√	16
Use of positive laden words	√		√	√	10
Exemplifying recognizable situation for target audience	√	√	√	√	38
Encouragement of co- creation					0
Use of multiple channels and promotion of these	√	√	√	√	37
Addressing the audience	√	√	√	√	35

Based on the observation findings, this section is divided into three parts. The first part is the analysis of primary characteristics and features of the video and viewers' profiles. The second part illustrates product (video) reliability, empathy and usage situation and experience. The third part analyzes the functional style, personality and values. The check-list for observation as followings.

Primary characteristics, features of the video and viewers' profiles

In this study, primary characteristics and features relate to viewers' belief about the levels at which the primary component that vary by product or service category. Viewer's profiles are also important to examine brand meanings. On one hand, viewer's profiles reflect the brand attempts to meet customers' psychological or social needs; on the other hand, the viewer can form imagery associations directly from their own

experience or indirectly through some source of information, such as word of mouth. This part gives the explanation of how Papi Jiang build the primary characteristics and features, and viewers' profiles to form the brand POPs and PODs.

Many findings on the videos prove Papi Jiang's tactics for building her primary characteristics and features. For example, all of the videos in front of her camera, Papi Jiang usually appears without make-up or special hair styling; she always wears casual clothing; her house looks messy; she often uses a self-deprecation tone to say that she is flat-chested and poor. At video No. 25, Papi Jiang reveals that she makes many "to-do-list" in the year 2016 and wastes many days and money for these decisions, but she never accomplishes any of these. For example, Papi Jiang says that she cost one hundred yuan to buy a notebook in the early 2016 to write more diary, but now "I do not know where the notebook is"; she also says that before moving to the new apartment, she made up minds to decorate and remain her new apartment in tidy, but now "I have been live here for a long time, and you see (showing her messy room), messy may be a kind of beauty"; and then, to convince herself to work harder, she bought a new computer with a higher system configuration, "but most of the time I use the computer to visit webpage, shopping on taobao.com and worship my idols"("Think of My 2016", published on December 26, 2016).

The main idea of the video in fact illustrates Papi Jiang has the same characteristics that many young people have. Her interests such as worshipping idols ("Everyone Needs an Idol", 2016), online shopping ("You Can also be on the Movie as Long as You Want", 2015). Her shortcoming such as lazy (Let's Speak out the Fact, 2017), hate to do housework ("Think of My 2016", 2016) or exercise (Popularize the Knowledge of Olympic Game, 2016), or waste time and money ("Think of My 2016", 2016). Viewers enjoy the entertaining context of the video made by Papi Jiang. However, viewers do not know the real Papi behind the camera. These performed behaviors make the viewers be curious about what the real personalities of Papi Jiang have.

As an online original video maker, writing a script and recording it to make a video that fully attracts viewers' attention and exceeds expectations are a prerequisite for

successful self-promoting. Papi Jiang knows to create the script and present her video at the right times and places, which gives a highly salient brand to viewers, such that make sufficient consuming (watching video) as well as always think of Papi Jiang across a variety of settings in which it could possibly be employed or consumed. Followings are some examples:

At video No. 36, “Teacher Cosplay”, Papi Jiang pretends to be a teacher who is different from those strict ones. She imitates the tone, words, and sentences that many viewers are familiar with in the student age, and requires students to play games, focus on beauty and forbid them to study. However, at the end of the video she says “happy teacher’s day to every teacher”. The video is published on September 9th, 2016, the eve of Teacher’s day.

At video No. 38, “I Think Everyone’s Mothers Are the Same”, Papi Jiang imitates the tone, and lists many words and sentences that the viewers may hear from their mother in daily life, at the end of the video she says “happy mother’s day to every mother”. The video is published on May, 8th, 2016, for Mother’s day.

At video No. 16, “To Some Nasty Relatives”, Papi Jiang composes a poem, comic dialogue and a rap to satire the nasty relatives that people have to meet with at dinner. At the end of the video she advises that even though there may be some nasty relative, please go back home to visit parents as often as possible. Then Papi Jiang ends up with the blessing “Wish you a safe tour and Happy Chinese Spring Festival”. The video is published on January 23rd, 2017, the beginning of Spring Festival holiday.

Above examples show the clear primary characteristics of the person-brand Papi Jiang. On one hand, the videos are made of creative original content as usual, which ensures the viewers’ expectation of watching videos in good quality. On the other hand, these videos indicate one of the primary features of Papi Jiang’s video is to give her viewers a promise that “I am here when I am being needed”, and the approach to realize promise is to record and publish a video to say something in time. Papi Jiang’s funny presenting style combined her promising to show that Papi Jiang actually takes the responsibility of being a public figure to remind the netizen do not forget to send wishes

to their teachers (“Teacher Cosplay”, 2016), parents (“To Some Nasty Relatives”, 2017), and mothers (“I Think Everyone’s Mothers Are the Same”, 2016) on the very festival.

Product (video) reliability, empathy and usage situation and experience

Above findings and analysis give a previous understanding of Papi Jiang’s video pattern, that is, Papi rarely stray away from the category of topics she talks about, the environment where she films the video, or the tone of voice used when talking about the topic. This part analyzes how Papi Jiang’s video works to achieve the objective of building video reliability and showing the presenter’s empathy to viewers.

The researcher finds out that Papi Jiang links the video to viewers’ usage situation. For example, all of her videos are short videos without a running time of around 3 to 5 minutes, which is convenient for the viewers to use their spare time for relaxing and keeping concentration on her performance and video content.

Besides, at the end of every video Papi Jiang promotes both her Sina Weibo account and WeChat official account (see Figure 8 and Figure 9).



Figure 8: Subscribe channels of “WeChat official account: DAPAPI” and “Sina Weibo: Papi Jiang”



Figure 9: QR code of Papi Jiang's WeChat official account

Despite what channels Papi Jiang promotes, all of the online platforms serve as a tool for attracting more subscribers. Also, they enable Papi Jiang to use her social media accounts for self-promotion.

Papi Jiang pokes fun at everyday topics including entertainment news (“Big News in 2016”, 2016), dating (“Game Widows”, 2016) and family relationship (“Does Your Family Know that You Treat Others So Nice”, 2016) and social relationship (“These Kinds of Persons Must Be Around You”, 2016), things happened in daily life such as losing weight (“The Whole Process of Weight Loss”, 2016), studying (“Ms. Papi's English Lesson”, 2016; “Eight Methods for Mashing up English and Chinese”, 2016), working (“Salesman”, 2016; “Lonely Workaholic”, 2016), travelling (“Do Not Let Others Know That You Travel Abroad”, 2016), and hot issues happened online (“Big News in 2016”, 2016). For example, at the video No. 16, Papi is consistent in being sarcastic and unconventional when sharing her dislike about the relationship between young people and relatives. Huang's research gives evidence for the analysis of this study. According to Huang (2016), 43 percent of the viewers consider that watching Papi Jiang's videos gives them a topic to talk about while participating in social activities so it helps them improve social relationships. Also, the viewers' repost, thumping up “like”,

and make comment on Papi Jiang's video to express the same interest in Papi Jiang and to find a group of viewers who has the similar feeling about that topic.

In order to develop the brand imagery, Papi Jiang practices to be a video blogger who has the capacity to understand or feel what other persons are experiencing from within the other person's frame of reference. Then Papi Jiang applies her professional performance skill to present her emotional expressions and rational thinking via her videos. For example, video No. 27, "Everyone Needs an Idol", shows that Papi Jiang is good at expressing empathy with the same topic that many viewers' once experienced. Papi Jiang insists that worshipping a star is reasonable. She lists many personal real experiences to convince people give up bias on any fans groups, because "if worshipping a star gave you any positive influence, that is worthy" (Video No. 27, 2016).

Functional style, personality and values

This part explains the functional style of Papi Jiang's video and her personality and values that are embodied in the video. This is the last and the most critical step for setting the POPs and PODs of the person-brand Papi Jiang. The POPs of the brand—a funny video maker, a down-to-earth web celebrity, and a style of sarcastically and exaggerated performance, makes the person-brand Papi Jiang be followed on Sina Weibo and be partial by many viewers; the PODs—concentrating on content creation, staying real, promoting positive value makes Papi Jiang a long term development.

Among the 40 pieces of video studies, 60 percent of the topic is related to sarcastically commenting on the daily occasions. For example,

At video No. 15, "Let's Speak out the Fact" (2017), Papi Jiang sarcastically criticizes people who always lie to others in many situations.

At video No. 28, "These Kinds of Persons Must Be Around You" (2016), Papi Jiang sarcastically criticizes the kind of people who always pretend to be very knowledgeable about everything.

At video No. 40, "Oh! Life" (2016), Papi Jiang lists many wonderful scenes about what the life looks like in imagination; then she sarcastically complains the unlucky scenes happen in the reality.

Papi Jiang's success is based on her excellent original video content as well as the sarcastic tone at the video. The topics that she selects are common and happen on the viewers' daily life, and are performed brilliantly. Papi Jiang turn these familiar scenes to life, which not only bring enjoyable performances but also help the viewers identify themselves since they have the same experiences. The sarcasm spots portray Papi Jiang as a sarcastic and humorous web celebrity. However, the researcher notices that, at the end of that very 60 percent of video, Papi shares her advice on the topic being discussed by, basically being positive, encourageable and motivated. For example,

At video No 15, "Let's Speak out the Fact" (2017), Papi Jiang asks the viewers "do you feel tired (about lying)?" She refuses to giving a promise of "being a frank person all the time "because of cowardice. However, in the end of the video she calls for everyone to be "less ambiguous and more straightforward, less scheme and more sincereness".

At video No. 28, "These Kinds of Persons Must Be around You" (2016), Papi Jiang says she "admires the smart people who can see a situation clearer than many others"; and she is explicit about her "dislike to those people who always pretend to be very intellectual and then humiliate others".

At video No. 40, "Oh! Life" (2016), she says "do you think life is aimed at you? No, it is aimed at everybody", then she encourages that "even when life do not treat us well, we should keep smile".

Papi Jiang is familiar with the approach of keeping in line with her viewers. She sarcastically reveals the problems behind the situation that many people understand and dislike too. Meanwhile, she is used to present her positive advice and solution for her viewers. It balances Papi Jiang's imagery of a sharp tongue and positive influential web celebrity. The positive, accessible reactions are present as her positive opinions that are the highlight at the end of every video. What can draw from this is that by being consistent with brand salience, Papi Jiang is able to clearly showcase her brand name, logo and symbol, slogan to give the viewers a clear idea of who she is. Then, the brand meaning comes out: the person-brand Papi Jiang is categorized as an original video

maker who focus on producing funny content (setting POPs); even better, she presents her personality, values and thus to convey what she stands for, and perhaps more importantly, give the viewers a good understanding of what to expect from the content of Papi Jiang's video (setting PODs).

4.4 The Analysis of the Third Stage that Papi Jiang Maintains Relationships with Audience

The final objective of Papi Jiang's branding strategy is to build the brand resonance to strengthen the relationship between Papi Jiang and her viewers. The researcher investigates Papi Jiang's interaction tactics from three perspectives: uncovering information, offering interaction channels, and encouraging co-creation. Uncovering information means that Papi Jiang exposes information that related to herself on her own initiate. Offering interaction channels includes organizing lottery on Sina Weibo, fans Q&A, and promoting advertising, which is helpful to strengthen the viewer's loyalty. Moreover, Papi Jiang also encourages fans' co-creation by submitting their original videos to @papitube, an official account on Sina Weibo, which shows the power of the person-brand Papi Jiang. Based on above three perspectives, the findings and analysis are divided as followings.

Uncovering information

Uncovering information means that Papi Jiang exposes information that related to herself on her own initiate. This tactic increases fans intimacy because revealing self-information break the boundary between Papi Jiang and her viewers, creating a feeling of "we know Papi Jiang more than others".

The information that are covered by Papi Jiang at her video mostly are related to privacy, such as her mother's job ("Do Not Read Your Diary in Your Spare Time", 2016), relationships with her husband ("Game Widows", 2016), and herself ("Do Not Read Your Diary in Your Spare Time", 2016; "It Would Be Fantastic if Christmas Were a National Holiday in China", 2016). For examples,

At video No. 6, “To Those Who Are Graduated and about to Graduate” (2016), Papi Jiang says she is “graduated from postgraduate school”, and then shares the video of the graduation ceremony on 6th, July 2016.

At video No. 9, “Do Not Read Your Diary in Your Spare Time” (2016), Papi Jiang reveals that she is “a diary enthusiast from childhood” and says that “now I read my hand writing diary to my viewers”. Then she reads a diary written in 2013: “watching movie and American drama with Hu is happy, but we are so poor”; she also tells the viewers that she “began to write diary online from year 2015”; and then she reads that, “Valentine’s Day is the busiest day for my mother, because my mother works at a jewellery shop where there will be many people shopping on that day”.

At video No. 22, “Love All, Trust A Few, Do Wrong to None” (2016), Papi Jiang reveals that “at the beginning, producing video is for my interest and for fun”, and “when I noticed more and more people watch my video, I did not know what to do at that moment”.

At video No. 26, “Game Widows” (2016), Papi Jiang performs many scenes and conversations between girls and their boyfriends who are addicted to playing computer games. Papi Jiang explains the video “is derived inspiration from a conversation with my husband, Mr. Hu”. Because when she asks Hu “what’s your final dream in your future”, Hu answers “I will buy an island and build a villa. Then I can install WI-FI to play games”, then Papi Jiang asks “so you mean, there is no me in your dream”. Finally, Hu asks Papi Jiang in reply “do you play game”, which makes Papi Jiang feels depressed. And then Papi Jiang produces the video “Game Widows” to describe her unhappy experience of communicating with her husband, who indulges in online games.

In summary, the findings that have been presented above clearly illustrates that Papi Jiang moderately uncovers her privacy stories to response the audience’s curiosity about a celebrity. At Papi Jiang’s videos, Papi Jiang is an ordinary girl who has no any powerful family background because her mother is an ordinary worker as same as many viewer’s mother (“Do Not Read Your Diary in Your Spare Time”, 2016); and she is a post-graduate student from Communication University of China (“To Those Who Are

Graduated and about to Graduate”, 2016). These findings indicate that Papi Jiang proves that she is an ordinary netizen which is the same with many thousand viewers via the exposure of private stories. Besides, Papi Jiang looks like a friend of those who as having the similar experience as many girls’ (“Game Widows”, 2016), and she feels interested to share to her viewers about many experience of social relationships and marriage relationships (“Love All, Trust A Few, Do Wrong to None”, 2016). The first-hand experience that is recorded and uncovered increases persuasive that effects and infectious of the person-brand “Papi Jiang” and her product “original video”.

Offering interaction channels

If uncovering information was a one-way communication method for Papi Jiang to attract her viewers, offering interaction channels is a window for receiving the viewers’ feedback. Increasing interaction chance between Papi Jiang and her viewers helps Papi Jiang take on broader meaning to the viewers by conveying a sense of community.

Q&A, means questions and answers, is a plot on Papi Jiang’s videos for replying viewer’s questions. For example,

At video No.27, “Everyone Needs an Idol” (2016), a Q&A is set to reply her viewer’s question of “do you think worshipping idols costs too much money” and Papi Jiang replies “money? I cost my life for him”.

At video No. 35, “Why You Are Always Unsatisfied to Everything” (2016), a Q&A is set to reply her viewer’s question of “will you wear Spaghetti Shirt when you are recording video” and Papi Jiang answers “I mean I will wear whatever I like”.

Together with Q&A, lottery and rewards, also provide chance to engage with Papi Jiang’s viewers. Lottery and rewards is an engagement activity for self-promoting on Sina Weibo. Netizens who reposts the Weibo as required will have equal chance to obtain rewards from someone who organizes that activity. This activity benefits for Papi Jiang’s branding marketing activities, which not only creates the viewer’s behavioral loyalty (watching video), obtains viewers’ possible attitude towards Papi Jiang, but also repays to the viewers’ supports (watching video and participating in the marketing activities) with small money and gifts.

Followings are some examples to illustrate how Papi Jiang uses lottery and rewards to engage to her viewers,

At video No 17, “#Fantasy New Year Greetings# Grab Lucky Money” (2017), Papi Jiang uses the hot topic “the New Year’s Eve” to reward her viewers by “lucky money”.

At video No. 11, “Various expression of ‘I like you’” (2016), Papi Jiang asks the viewers what their personal expression of ‘I like you’ are and encourages the them to write down the answers while reposting this on Sina Weibo to “gain rewards by lottery”.

At video No 24, “Papi Jiang Teaches you how to play KFC Trolls” (2016), Papi Jiang is told to obtain advertising endorsement from KFC. Papi Jiang feels confused and asks that “why KFC selects a 30-year-old woman to promote toys”. After teaching playing trolls, Papi Jiang says “the toys will be rewarded by lottery to one viewer who reposts this Weibo” (see Figure 10).



Figure 10: Screenshot of Video No. 24. Papi Jiang holds a KFC toy and her workmate explains “the toys will be rewarded by lottery to one viewer who reposts this Weibo”.

Advertising is quick for realizing a Web celebrity’s value—get money from the advertising. Advertising here includes two kinds, one is advertising for the person-brand Papi Jiang herself, the other is advertising for others brand or product, called endorsement. Followings are the videos that contain advertising among the 40 videos (see Table 7).

Table 7: Advertising at the videos of Papi Jiang

Video No.	Published Date	Advertiser	Type of display advertising	Content descriptions
39	2016.08.01	MG facial mask	Pre-display	Brand name
37	2016.08.22	MG facial mask	Pre-display; oral advertising	Brand name; product picture; “extremely effective facial mask”; “promotion activity on Aug. 25th”
35	2016.09.12	MG facial mask	Pre-display; oral advertising	Brand name; product picture; “extremely effective facial mask”;
9; 36	2016.09.23; 2016.09.09	MG facial mask	Pre-display; product placement	Sitcom of creative content advertising
40	2016.09.26	MG facial mask	Pre-display; oral advertising; product placement	Brand name; product picture; “extremely effective facial mask”; product placement with cat
10	2016.10.27	MG facial mask	Pre-display; oral advertising	Brand name; product picture; “extremely effective facial mask”;
23	2016.10.21	MG facial mask	Pre-display; product placement	Brand name; Sitcom of creative content advertising

(Continued)

Table 7 (Continued): Advertising at the videos of Papi Jiang

26	2016.10.31	MG facial mask	Pre-display; oral advertising	Brand name; product picture; “extremely effective facial mask”;
11	2016.11.04	MG facial mask	Pre-display; oral advertising; online engagement activity;	Brand name; product picture; “extremely effective facial mask”; “repost this Weibo and write down how do you express 'I like you' to participate”
30	2016.11.07	Lily& Beauty	oral advertising	Live broadcast on Tmall; print advertising of Lili& Beauty
29	2016.11.28	DadaABC	Pre-display ads;	Video advertising of DadaABC
32	2016.12.05	DadaABC	Pre-display ads;	Video advertising of DadaABC
13	2016.12.16	DadaABC	Product placement	Sitcom of creative content advertising
24	2016.12.09	KFC	Advertising	Papi Jiang experience of playing KFC trolls
22	2016.12.15	Jaeger-LeCoultre	Advertising	Papi Jiang’s self-story-telling

Among 40 videos, 16 pieces of video include advertising. The endorsement comes from follows, DadaABC (English training school), Lily& Beauty (an online cosmetic dealer), MG facial mask (cosmetic brand) and KFC (food industry). The advertising of Lily& Beauty at Papi Jiang’s video, “All of the Internet Words come through Daily Life” (2016), was paid by the bid price of 22 million, which is a historical high price in the video advertising (Yu, 2016).

Based on the observations, Papi Jiang’s approach of advertising is change by time. “Popularize the Knowledge of Olympic Game” (2016), is Papi Jiang’s first video that is produced with the commercial pre-display adverts, which just presents the brand name “MG facial mask” at the beginning of the video. Later, Papi Jiang improves the advertising quality with interaction activity.

At video No. 30, Papi Jiang says she is invited to “conduct a live broadcast with a fashion blogger at Tmall (an online shopping website)” and encourages the viewers to “watch and obtain gift and surprise” (see Figure 11)



Figure 11: Screenshot of Video No. 30. “All of the Internet Words come through Daily Life” (2016), the printed post attached to the video showcases that @papi酱 (Papi Jiang’s Sina Weibo account) and @gogoboi (the fashion blogger’s Sina Weibo account) are to conduct a web celebrity ceremony on 9th November, 2016, the endorser Lily & Beauty and many cosmetic brands are presented at the right side and bottom of the printed post.

Four types of displaying advertising are pre-display ads, product placement, oral advertising and online engagement activity. Pre-display ads here mean displaying the products and brand names before Papi Jiang’s video displays. Product placement is subtly promoted products through appearances in Papi Jiang’s video. Oral advertising relies on the added credibility of Papi Jiang’s personal recommendation. Online engagement activity requires the viewers to participate in a brand activity on Sina Weibo that

conducted by Papi Jiang. The findings illustrate that Papi Jiang tries to narrow the gap among her person brand “Papi Jiang”, the endorsement, and the viewers by improving the quality of advertising with interesting planned contents that match to her video features. For example,

At video No. 36, “Teacher Cosplay” (2016), Papi Jiang uses a scene of Q&A between student and teacher to promote a product placement of the “MG black facial mask”. Similarly, at video No. 13, “Ms. Papi’s English Lesson” (2016), Papi Jiang promotes a product placement of “DadaABC” into the scene of teaching English grammar.

Because adding product placement and advertising to a content, such as textual word, oral words and image, is a challenge for a web celebrity. On one hand, it is an opportunity for gaining money from endorsement; on the other hand, it has a risk of reducing viewers’ loyalty if the viewers dislike product placement or they worry about the video quality is influenced by the advertising. The findings—“setting different sitcoms of using a facial mask” (“Do Not Read Your Diary in Your Spare Time”, 2016), “writing ‘DadaABC’ on the blackboard”, and linking the MG facial mask promoting activity to the video topic (“Various expression of ‘I like you’”, 2016), no matter subtly displaying or directly advertising, showcase the credibility and consideration of the person-brand Papi Jiang and proves that she has capacity for conducting creative content to obtain support from endorsers and to reduce her viewers’ concern, which is helpful for a long-term development of a person-brand.

However, Papi Jiang should consider there must be a reasonable match between her and the product. The video No. 22, “Love All, Trust A Few, Do Wrong to None” (2016), is an advertising of the Swiss luxury watch brand Jaeger-LeCoultre. This video causes many viewers’ discussions. Some viewers consider Papi Jiang distracts attention from the brand in ads; some viewers state that the video looks “a bit low-brow; her hair looks too casual for a high-end watch brand” (Hao, 2016). Less people notice the content or the product of the ads. But for Papi Jiang, this ad is successful. Because she matches the watch brand’s decision of “girl next to door with attitude” and may increase her

advertising value. When the video ad posted on Sina Weibo, it has spurred engagement between Papi Jiang and her viewers— has around 114,297 likes, 12,379 shares, and 17,000 mostly positive comments (Flora, 2016).

Co-creation with viewers

Papi Jiang tries to use co-creation for maintaining the relationship with her viewers. Papi Jiang engages with her viewers by encouraging her viewers and fans community to “share interesting stories, make comments on Sina Weibo and send message” (Huang, 2016) to her what they want to complain.

Co-creation is an effective approach for Papi Jiang to improve engagement with viewers. The stronger active engagement happened when viewers participate in a long-time online activity called “@papitube” which is established by Papi Jiang. @papitube, a channel for Papi Jiang’s fans to submit and present their original videos, is claimed as “a video platform that featured contents of creative, interesting, and positive” (“This is a Video for Recruit”, 2016).

Papi Jiang uses her influences to drives those who are interested in becoming a web celebrity to produce video content, so that even without Papi Jiang’s appearance, many of high-quality content which are produced by her fans still can attract opportunity for realizing money purpose and for fame. Because the features of the videos that are selected to upload on @papitube are as same as Papi Jiang’s video—messy house, comedy, tone of sarcasm. For example, at video No. 45, “The recruit video of @papitube, Ep 1” (2016), three fans’ videos are selected to be presented on @papitube. This video includes three topics:

The first topic is called “The Video Submitted to Papi Jiang” and is produced by four college students. They highlight that they own many features which are similar to Papi Jiang’s: comedian, writing script, actor, even the messy house they live. They express their expectation of “becoming a web celebrity” and they promise they have the right value judgement. (“The recruit video of @papitube, Ep 1”, 2016)

At the second topic “Strange America”, a girl talks about her experiences while in America. The tone she uses at the video is as same as Papi Jiang’s: tone of sarcasm. And

the contents she selected is about the cultural things which makes her hard to understand— “dating relationship in America”, “the manner of ‘sorry’” and “the popular phrase of casual greeting ‘what’s up’”. (“The recruit video of @papitube, Ep 1”, 2016)

At the third topic, “Do You Finish Your Graduate Paper”, the producer lists many questions that many students are asked by their advisors while they are preparing for their papers. The selected topic is closed to many students’ life and it describes their anxiety of graduating. (“The recruit video of @papitube, Ep 1”, 2016)

Above examples show that the viewers are active in providing responses (submitting videos), thus, when Papi Jiang repost the video posted on @papitube, meaning that the interactions occur between contributors (people who submit video to @papitube) and Papi Jiang.

Besides, the contents of the videos reflect that Papi Jiang focuses on attracting the group of people whom likes her video style of comedy presenting. These people have the same features of telling the fact by a tone of sarcasm, enjoying on producing comedy video, and producing the content that filled with positive power. Papi Jiang utilizes her fame to promote the platform @papitube, which is helpful for creating a win-win opportunity for both Papi Jiang and the contributors. Because they can increase their exposure on Sina Weibo, producing good quality of video contents, and share the support from the same group of fans, then realize their money purposes and fame purposes, which all are benefit for strengthening the relationships between Papi Jiang and her viewers.

CHAPTER 5

CONCLUSION

This chapter gives a summary of the qualitative research results on original video producing by Papi Jiang on Sina Weibo. The person branding strategies resulted in the use of elements in branding and the applications of brand resonance pyramid (Keller, 2013) and contents producing. Based on Keller's brand resonance pyramid, the analysis of Papi Jiang's video contents is concluded to answer the research question: how does Papi Jiang develops and maintains the person-brand Papi Jiang (see Figure 1). Then, limitations and implications of the research are discussed. Finally, the suggestions and solutions on the potential areas of research within web celebrity personal branding are proposed for future research.

5.1 Summary of Results

The observation is conducted to study Papi Jiang's personal branding on Sina Weibo via producing original video. Based on the brand resonance model (see Figure 12), the findings are summarized as follows to answer the research questions.

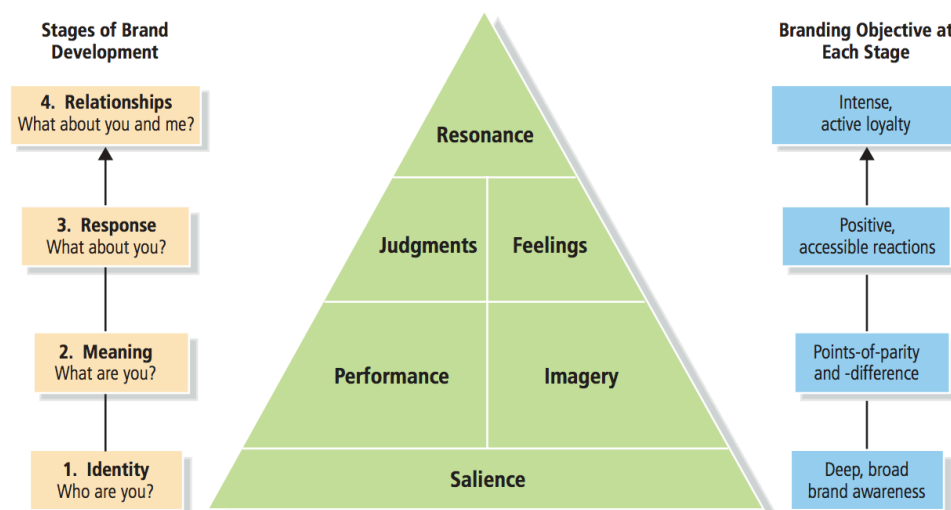


Figure 12: Brand Resonance Pyramid

Source: Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity*. Harlow, United Kingdom: Pearson Education Limited.

Research Question 1: how does Papi Jiang build the person brand on Sina Weibo?

To establish a brand, the founder must be able to create the brand awareness, which means creating the brand elements that can be recognized and memorized. Papi Jiang's person brand consists of the primary elements of a brand needed, including brand name (Papi Jiang), logo (textual word marks "All by Papi Jiang"), symbol (non-word marks—Papi Jiang's visual figure and face), and slogan "I am Papi Jiang, a woman who combines beauty and talent". The name, logo or symbol, slogan and the product (Papi Jiang's videos) defines the person-brand identity of Papi Jiang.

The name "Papi Jiang" is short, which facilitates memorization because the viewers can easily encode and store it in their memory when they view Papi Jiang's videos. All of the videos made by Papi Jiang and all the videos reposted by Papi Jiang on Sina Weibo defines a style of Papi Jiang: short videos, original contents, funny and positive, which encourages word of mouth exposure that helps build strong memory links, and the viewers have to do less learning to understand the meanings of her videos. That is, not only for the viewers who loves to watch "Papi Jiang style" video but also for those video producers whose style are "Papi Jiang", the name "Papi Jiang" reminds them an original video producer on Sina Weibo named Papi Jiang and her particular style, which implies a strong brand salience of the person-brand "Papi Jiang" is established.

Textual word marks "All by Papi Jiang" and non-word marks—Papi Jiang's visual figure and face that are exposed in Papi Jiang's video represents a type of Papi Jiang's person-brand symbol which takes on human or real life characteristics. Papi Jiang as a live-action performance, she enhances likeability and helps create perceptions of the brand as fun and interesting, which creates Papi Jiang's identity on a certain range of products and to endorse products and brands in the future development stage of the brand.

The slogan, "I am Papi Jiang, a woman who combines beauty and talent", is powerful to build both awareness and image. Because the slogan gives a brief introduction about whom Papi Jiang is. Being exposed on Sina Weibo and many social media, the slogan helps the person-brand Papi Jiang achieves a high level of recognition

and acceptance on social networks.

In conclusion, Papi Jiang achieves the objective of creating brand salience with her audiences via presenting brand name, logo and symbol, and slogan at the original video production. The phrases of the brand name, logo and symbol, and slogan is being in the embryonic stages of the person brand “Papi Jiang”.

RQ 2: How does Papi Jiang develop the person brand on Sina Weibo?

Papi Jiang develops the person brand “Papi Jiang” through strengthening the meaning of the “Papi Jiang”. To tell the viewers what Papi Jiang is, Papi Jiang develops the brand meaning by setting Points-of-parity (POPs) and Points-of-difference (PODs) in the content of the video.

Setting clear POPs helps Papi Jiang to present her videos features and makes the viewers “no reason why not” watch her video. Papi Jiang categorizes herself as an original video maker, thus she needs to ensure the quality of video that satisfied viewers preference as well as her own expectations. Besides, Papi Jiang keeps her presentation style with a clear sarcastic tone and criticizing attitude. She provides viewers with access to watch her videos on the different popular social media channels such as WeChat and Sina Weibo. And she updates video regularly. These behaviors of Papi Jiang are as same as many web celebrities’ on Sina Weibo.

Therefore, creating meaningful PODs and competitive advantage helps Papi Jiang to give the viewers the “reasons why” watch Papi Jiang’s videos —an original video producer who concentrates on content creation (Han, 2017), a web celebrity who encourages stay as real as what you are in the real world (“Let’s Speak Out the Fact”, 2017), a public figure who promotes positive value (Oh! Life”, 2016), which promotes a clear direction for a future development for her videos. That is, Papi Jiang’s videos are focused on creative contents rather than just being funny, which aim at producing videos to be liked by the viewers and to initiate them to think of things happening in their lives.

Research Question 3: how does Papi Jiang maintain the person brand with audience on Sina Weibo?

In summary, Papi Jiang strengthens the relationship with the viewers via

uncovering information, offering interaction channels, and encouraging co-creation at video production. For positive accessible reactions and response from viewers, as an original video web celebrity on Sina Weibo, Papi uncovers her privacy and story in moderation to maintain the viewers' feeling of keeping grounded, for example, uploading the videos about her graduation ceremony, exposing the story with her husband. Besides, Papi Jiang offers interaction channels and engagement activities at her video, such as Q&A, lottery on Sina Weibo, and advertising. These acts increase fans intimacy because revealing self- information break the boundary between Papi Jiang and her viewers.

To avoid the threat of fans relationship caused by advertising in her videos, Papi Jiang narrows the gap by improving the quality of advertising with interesting planned contents that match to her video features. Also, she provides interactions and rewards activities to her viewers.

Encouraging co-creation keeps Papi Jiang's video creative and profitable. As long as being an active web celebrity on Sina Weibo, Papi Jiang has the power to call for the viewers to be involved in her branding activities, such as viewing the business live broadcast on Sina Weibo, purchasing goods which are recommended by Papi Jiang. Based on the influence of Papi Jiang, @papitube attracts a group of people who are interested in producing short video on Sina Weibo. Papi Jiang and @papitube help these people to "build their person-brand" (Han, 2017) meanwhile increasing the fame of herself. Thus, co-creation could be considered as a long-term branding strategy for Papi Jiang because it blazes a road for co-creating video contents as well as produce chance for the endorsement and money investment to herself and the web celebrity of @papitube.

5.2 Discussion

This paper concludes with a discussion of Papi Jiang's personal branding strategy. The brand resonance pyramid (see Figure 1) is used as a model to analyze the content of Papi Jiang's video and to conclude a new model of personal branding strategy: Papi Jiang's person-brand pyramid (see Figure 2).

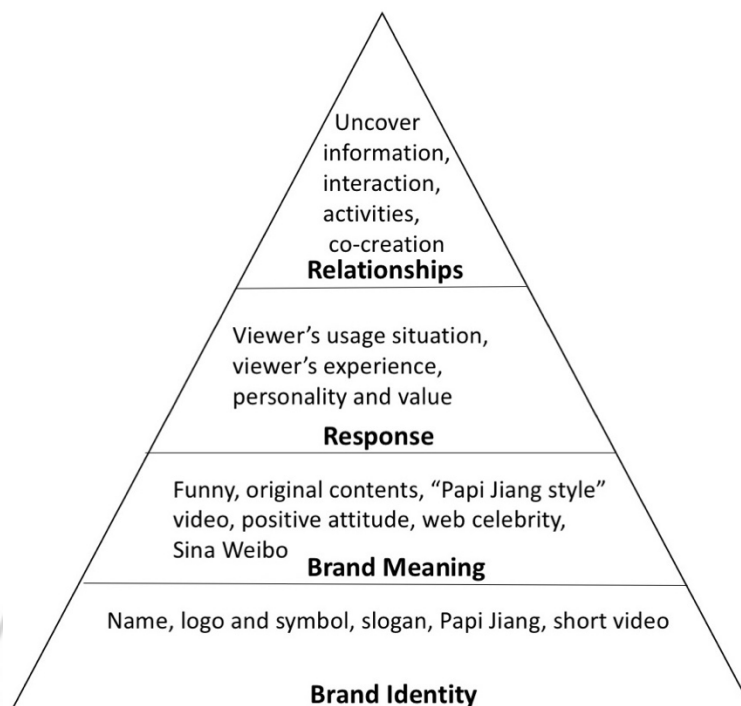


Figure 13: Papi Jiang's Person-Brand Pyramid

Based on the results, the researcher concludes four steps for building the strong person-brand "Papi Jiang", (1) establishing the brand identity—an original video maker on Sina Weibo; (2) creating the appropriate brand meaning—a grass-root web celebrity who produce original video content; (3) eliciting the right brand responses—except for being critical via satire and funny, "Papi Jiang" is a web celebrity with positive energy and unique value; (4) forging appropriate brand relationships with the viewers—for endorser, Papi Jiang is a web celebrity who has professional competence for the promotion of creative products and brands with advertising contents; for the fans, Papi Jiang is a web celebrity who concentrates on making video.

Referring to all of the stages of branding, the researcher recognizes that the core stages at the bottom two levels of the pyramid, building identity and meaning, are idiosyncratic to the video production and web celebrity category than other branding stages.

First of all, Papi Jiang's success on Sina Weibo is a process of accumulation. Papi Jiang once wrote "I seem to begin to be famous" (San, 2016), which indicates she is

famous for being famous. The distinctive reason is that she insists to produce and post original videos on Sina Weibo. A long-term producing and acting experience form her own style and personality that are admired by the viewers.

According to the findings, many of the video content is related to the viewer's experience and feelings, such as hot news, chasing star, dating and relationships. For example, at the video ("Why You Are Always Unsatisfied to Everything", 2016) of acting as the people who are always picky about anything and anyone, Papi Jiang concludes that people never satisfy anybody, so for those who are fastidious, "please keep the super standard for yourself"; and she encourages people to be severe with oneself and lenient with others. The example illustrates that the contents produced by Papi Jiang, on one hand, performing the entertaining function by her verbal performance; on the other hand, the contents concentrating on provoking thoughts and reinforcement of the voice of many young people by putting forward an issue frankly, which makes her outstanding and particular because it renews the stereotype of "Chinese people are comfortable with ambiguity" (Liu, 2014). Most of the contents of Papi Jiang's video conveys the message of preferring to speak freely, insisting on truth, dislike hypocrisy or traditional rules, which are the unique personality that many young people have, as well as a web celebrity named Papi Jiang's, which supports Douglas Holt's points that a brand breaking through in culture will be easier to obtain support from crowds (2016).

Moreover, the researcher found that Papi Jiang creates brand resonance with the viewers by making people feel like as the same type of person, which corroborates Keller's statement that the strongest dimension, brand resonance "occurs when all the other core values (salience, performance, imagery, judgments and feelings) are completely 'in sync' with respect to customers' needs, wants and desires" (2016). In other words, Papi Jiang presents the voice of the viewer via video contents; the viewers who like Papi Jiang because Papi Jiang speaks out what they want to say.

In addition, Papi Jiang's tactics of producing creative content contributes to improve brand resonance with both fans and the endorsers. According to the research findings, all of the video contents including performing, product placement, and

marketing activity are made by Papi Jiang. For example, at video No. 9, “Do Not Read Your Diary in Your Spare Time” (2016), Papi Jiang reveals some ideas for a facial mask advertising are rejected because of “unserious”. Then she roughly performs that rejected idea at the video, which proves that such “unserious” idea matches viewers’ expectation of funny, creative and original-producing.

Last but not least, encouraging co-creation is also an important tactics of Papi Jiang to reinforce the viewers’ loyalty, attachment and engagement. For example, Papi Jiang encourages the viewers to participant in the activities that she organizes, including product promoting advertising (“Various Expression of ‘I like you’”, 2016) and video co-creating (“This is a Video for Recruit”, 2016; “The recruit video of @papitube, Ep 1”, 2016). The researcher also found that Papi Jiang once encouraged “sending message and comment about things that are intolerable” and promised to perform at video (Huang, 2016). These results support the previous study by Berthon (2012) that the shared information on social media creates relationship and the content is frequently shared when evoking high-arousal emotions (Berger & Milkman, 2012). Thus in the future, the researcher may choose to examine the brand resonance from the perspective of Papi Jiang’s viewers.

5.3 Limitations

This research has some limitations. First of all, it has a risk that the interpretations of the researcher are biased, which could be considered as a limitation of all the qualitative research. The researcher conducts content analysis on Papi Jiang’s video on Sina Weibo to interpret meanings from what is being observed, which might heavily rely on the understandings and interpretations of the researcher. To minimize to subjectivity, the researcher in accordance with the statements mentioned at literature review to encode the data and interpret the findings.

A second limitation of this research refers to the sample collection. This research focus on studying Papi Jiang’s personal branding, thus it might increase the research credibility if the researcher interviewed Papi Jiang. However, the researcher failed to contact Papi Jiang. Despite the fact that lack of insight information from Papi Jiang, the

researcher collects the first hand resource from the selected video contents to conduct an overall observation and interpretation.

The third limitation of this research is data collection. Because of the limited time, this research selects Papi Jiang's 40 pieces of video uploaded from September in 2015 until 2017. For Papi Jiang, 40 pieces of video on Sina Weibo is a small quantity. To avoid the bias in selection process, the researcher applied random selection method to collect 45 pieces of original videos, which are consider as the first-hand resource to conduct the whole process of observation and analysis. In order to achieve a comprehensive outcome, the researcher collects all the detailed raw data from the video samples.

5.4 Implications for Personal Branding on Sina Weibo

This research presents a process of how Papi Jiang creates, develops and maintains the personal brand on Sina Weibo. Individuals can learn how to convey effective contents that generated by the viewers to promote themselves. The researcher concludes two implications for personal branding strategy on Sina Weibo.

The first implication is establishing the unique brand meanings. In other word, individuals should have ability to generate and present the content to the viewers in appropriate, which helps to find the proper position in the minds of a group of viewers. Papi Jiang's four steps for building person brand are a good example.

The second implication is creating brand resonance and utilizing it. Individuals can imply the research findings to obtain tactics of creating brand resonance. On social media, utilizing the outcome of brand resonance will evoke a stronger brand resonance, because the words of mouth are very typical and powerful on Sina Weibo, which is critical for the sustainability and reputation of a person brand.

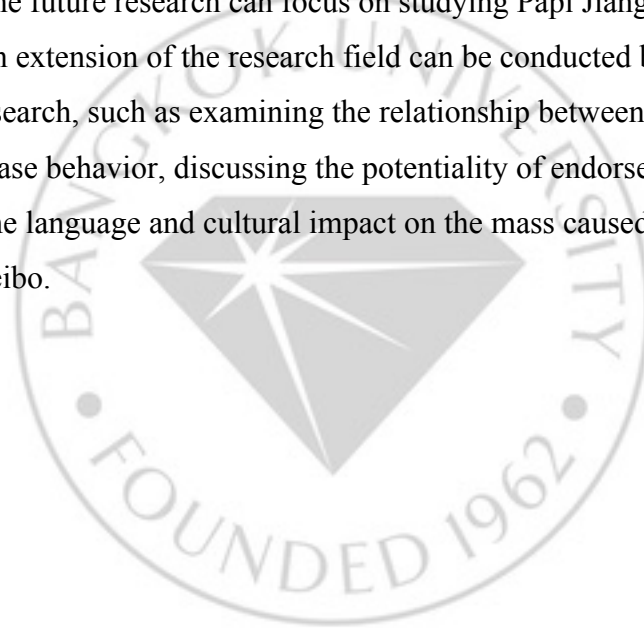
5.5 Suggestion for Future Research

This paper studies and concludes Papi Jiang's personal branding strategy. Followings are two suggestions for the future research,

Firstly, the researcher can adjust the methodology of studying the brand planner. Selecting different planners and compare their personal branding strategy can be helpful for different categories of planner in practice application on Sina Weibo. A larger amount

of sample collection is helpful to study both the generality and peculiarities of the content. In the context of observation, to avoid the subjectivity, the research can be conducted in groups, which means the researchers observe the videos and analyze the findings individually. The interpretations are then discussed among the researchers and validated against the findings before a conclusion was drawn.

Secondly, based on the results of this research, building brand resonance is revealed as a vital tactic for strengthening brand relationship with the target viewers. Therefore, the researcher suggests some other topics study the personal brand resonance. For example, the future research can focus on studying Papi Jiang's branding impacts on the viewers. An extension of the research field can be conducted by both qualitative and quantitative research, such as examining the relationship between brand resonance and viewer's purchase behavior, discussing the potentiality of endorsement of web celebrity, and studying the language and cultural impact on the mass caused by the web celebrity on the Sina Weibo.



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APPENDIX



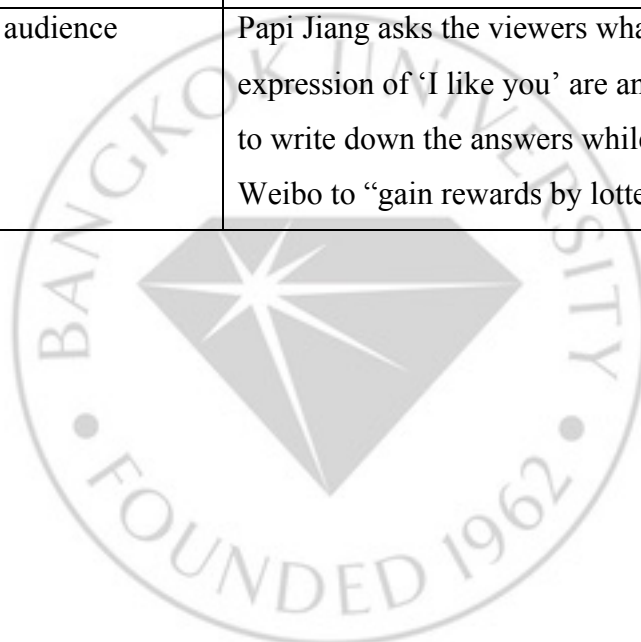
Appendix 1: Example of Video Record Form

Video No.11	Various Expression of “I like you”		
URL	http://t.cn/RVk9Fiw?m=4038148235953985&u=2714280233		
No. of view	No. of repost	No. of comment	No. of Like
35 million	226,866	132,428	232,049
Date of published	Date of record	Video runtime	
2016-11-04	2017-03-21	3’23	
Themes	Note		
Showing name	Papi Jiang’s Daily Life Updated in Occasions; written “BY PAPI 酱”;		
Showing logo or symbol	Papi Jiang’s Solo acting;		
Showing slogan	None		
Showing emotions	Excited; shy; cool; serious;		
Showing personality	Humor; funniness; comedy.		
Uncovering	Bonus scene: upstairs decorating noise		
Sharing personal stories	Bloopers: frustrated by upstairs decorating noise		
Expression of values and opinions	None		
Setting introduction to the content of the video	What are the expression of “I like you” among different groups of people?		
Recognizable personal information	Shooting environments: messy, untidy surroundings; casual wear; no-make up face; no hair style.		
Use/promotion of products/brands	MG facial mask		
Use of positive laden words	extremely effective;		

(Continued)

Appendix 1(Continued): Example of Video Record Form

Exemplifying recognizable situation for target audience	Different group of people including IT technician, workaholic, teacher, investor, musician, school-canteen workers are being portrayed to express “I like you”
Encouragement of co-creation	None
Use of multiple channels and promotion of these	Subscribe channels of “WeChat official account: DAPAPI” and “Sina Weibo: Papi Jiang”
Addressing the audience	Papi Jiang asks the viewers what their personal expression of ‘I like you’ are and encourages the them to write down the answers while reposting this on Sina Weibo to “gain rewards by lottery”.



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