

Research on the Creative Communication Mode of Advertising under the New Media Perspective

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Abstract. With the continuous development of new media technology and the increasing number of audiences, the effect of new media advertising gradually exceeds the advertisements published in traditional media such as newspapers, television, radio, magazines, etc. Under the influence of the new media era, the way advertising art is disseminated has also undergone tremendous changes. It is necessary to keep up with the pace of the times and make the advertising model close to the taste of the masses. This article first introduces the characteristics of advertising mode in the era of new media. Under the influence of new media, the advertising industry must make changes and enhance innovation, so as to effectively conform to the trend of social development, achieve the established development goals, and enhance the core competitiveness of the advertising market. How to adapt to the advertising environment of new media and survive in the new media environment has become a major difficulty facing the advertising industry. Advertising practitioners must explore the expression of new media advertising creativity in order to maximize the dissemination of advertising information. Advertising creative designers need more attempts to enhance creative interactivity, create a creative cultural atmosphere, and improve creative quality.

Keywords: New Media; Advertising Creativity; Propagation Mode.

1. Introduction

New media refers to the new media form that provides information services to the audience based on the digital technology revolution and relying on new technologies such as wireless communication technology and Internet technology to provide information services to the audience compared with traditional media such as newspapers, magazines, radio, and television[1]. Most of the information disseminated in the new media environment adopts digital processing, and the mainstream way of information dissemination has gradually shifted from words to images and even to videos, and its transmission speed is amazing[2]. New media advertising is a form of advertising produced by the development of Internet technology[3]. The theoretical basis and knowledge of new media advertising creativity cover many fields such as network communication, advertising creativity, audience analysis, and media economy[4]. As the main carrier of information resources, the change of information dissemination form has caused great changes in advertising mode[5].

At this stage, the development of new media has brought about a change in the advertising model, and the Internet-based new media relies on its practical advantages, interactive advantages and digital communication advantages to be widely accepted by the public and filled with people's daily lives[6]. Traditional advertising will be limited, can only play an advertising role in a small space, and the emergence of new media to solve this spatial limitations, new media environment to get better development, play a role in advertising, we must carry out essential innovation in advertising creativity[7]. Advertising creativity should be based on the characteristics of the product, related information and as the starting point, exploring product characteristics, looking for unique appeal points is one of the bases for creative communication, and it is also necessary to innovate advertising creative design, optimize advertising design, and promote the sustainable development of the advertising industry. Creativity is the soul of advertising, that is, creativity, is the idea, is the expression of the advertising theme content of the novel ideas, ideas, ideas, etc. Under the influence of the environment of the new media era, advertising has produced new models such as layered communication, content communication, and scenario-based communication. New media advertising has also undergone tremendous changes compared to traditional media advertising, although it is still

for the traditional public, mainly with the help of network digital technology as the basic core, and in the context of the continuous development and enrichment of computer technology to continuously improve their own creative ideas and communication concepts.

2. The Current Situation of Advertising Creativity in the New Media Environment

2.1 The Survival Dilemma of Advertising Creativity in the New Media Environment

In the new media environment, advertising creativity is facing the dilemma of urgent innovation of the operating model, the weakening of the value status and the intensification of the contradiction between the difficulty of creative generation and the short period of activity.

2.1.1 The "Sleepy" of the Operating Mode

In the development process of the advertising industry, the overall operation process of traditional media in the creative design of advertising is solidified[8]. At this stage, most of the new media advertisements follow the idea of traditional advertising creative design, which is not consistent with the actual needs of new media, and wastes the advantages of new media. In the era of traditional media, the core of advertising creativity lies in how to grasp the characteristics of goods; In the new media environment, the focus of advertising creativity is how to mobilize more consumer participation. Content assimilation is serious, there is a lack of sound design processes and operating systems, and there is a shortage of professionals who understand the advertising design of new media environments. It has become particularly important for advertising creative to seek breakthroughs in the operation mode, and the core of the operation mode breakthrough is to enhance the interactivity of advertising creative design. However, the specific way to improve consumer engagement by using the interactive characteristics of new media is still the main dilemma that needs to be overcome in the creative design of advertising. Break through the advertising creative operation mode and strengthen the interactive characteristics of the advertising scene.

2.1.2 The "Trap" of Value Status

In the new media environment, advertisers invest much more in advertising media than in advertising creativity. Most advertisers prefer to invest the vast majority of their resources in the media and very little in their ad creatives. In the new media environment, the active period and vitality of advertising creativity are like the generation of short-lived creativity with great sporadic nature, which requires long-term accumulation and precipitation, and it is even more necessary for advertisers to be inadvertently triggered. The current situation in China is that practitioners do not pay enough attention to advertising creativity and spend less thought, and the cultivation of advertising follow-up forces has not kept up. The advertising creative design in the new media environment faces the problem of advertisers continuously increasing media and advertising investment and controlling advertising creative investment in actual operation. In the new media environment, we will attract more consumers and strengthen the effectiveness of advertising communication, so as to improve the value status of advertising creative design after consumers receive the product information in creative advertising. The new media environment has brought development opportunities to the advertising industry, but also brought many tests, the competition is more intense, to ensure that ideas and concepts keep pace with the times, so that the broad audience is willing to accept, so as to enhance the value of advertising creative design.

2.2 The Evolution of Advertising Communication Mode in the New Media Environment

Changes in the media environment have directly affected the mode of advertising communication. The development process of advertising communication mode is classified into three eras: the era of human media, the era of traditional media, and the era of new media[9].

Advertising communication mode in the era of human media. As shown in Figure 1, the characteristics of advertising communication in this period are mainly spoken language, including non-verbal elements such as expressions, tone, gestures, movements, and speech speed, and the fidelity of information is high. The choice of advertising audience is arbitrary, and wherever the advertiser goes, he will get his target audience.

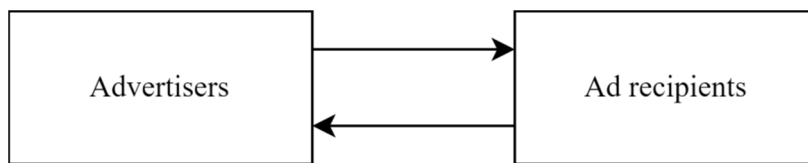


Figure 1. Modes of communication in the era of human media.

Advertising communication mode in the era of traditional media. As shown in Figure 2, the characteristics of advertising communication in this period are to get rid of the human body itself, the transmission distance is expanded, and the scope begins to spread to the world. Advertising effects are increasingly biased towards abstract long-term effects, such as establishing brand image, cultivating brand recognition, changing audience attitudes, etc. Advertising effects are delayed, more macro and abstract.

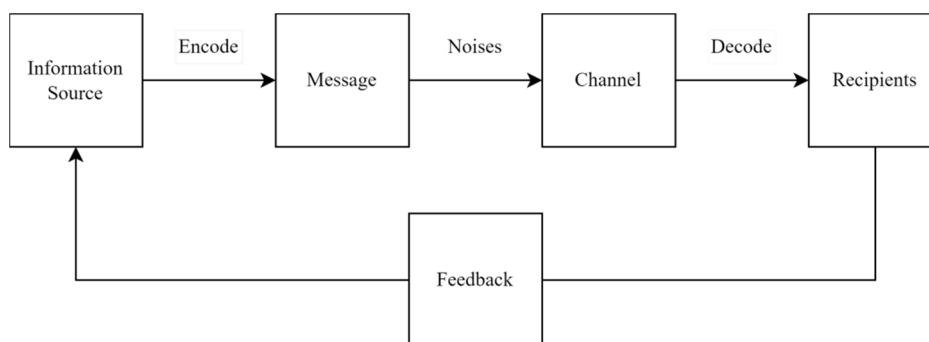


Figure 2. Communication patterns in the era of traditional media.

Advertising communication mode in the era of new media. This model subverts the traditional model of separation of transmission and reception, in which both parties are in an interactive circular exchange, with equal status and easy roles. The advertising communication mode in the new media environment is characterized by the spread of advertising information from the center to the edge; Advertising communication returns from asynchronous linear communication to synchronous interactive communication; The audience-based era is coming, and the status of both sides tends to be equal; Information dissemination is multi-dimensional, and advertisers have weakened their control over the advertising communication process.

3. Innovative Communication Strategies for New Media Advertising

3.1 High Quality Creative Advertising Content

Keep the content fresh at all times, ensure that it is novel and interesting, can attract the attention of the audience, and form a "leader's opinion" communication. Achieve scientific budget and accurate delivery of advertising products to avoid unnecessary cost waste. The new media are widely involved and the relevant norms are relatively free, which is easy to cause the spread of bad public opinion. Therefore, the advertising communication based on the new media environment should strengthen the sense of social responsibility and the awareness of audience supervision, and urge the media to play the role of the second gatekeeper.

The planning of the theme is how to determine the location of the commodity more accurately and summarize the material and spiritual significance that the commodity can bring to customers. This is

the core concept of advertising communication, and also the focus of new media advertising, as shown in Figure 3. New media advertising theme planning, mainly according to the material needs and spiritual needs of consumers to formulate the corresponding advertising appeal focus. In addition, advertising designers can attract consumers with intelligent and high-quality advertising ideas based on the aesthetic characteristics of consumers in the new media era.

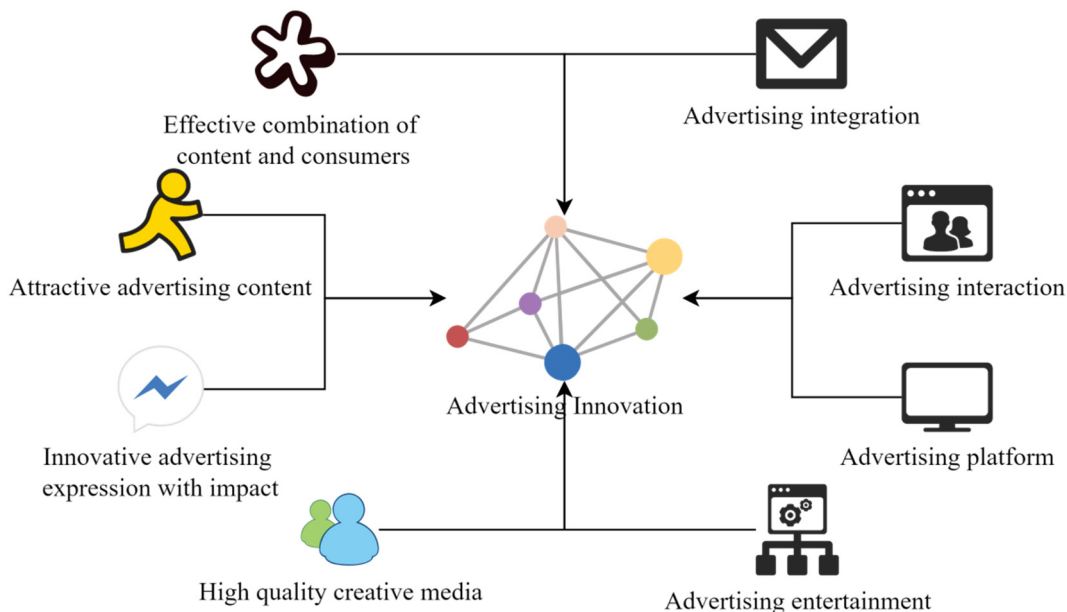


Figure 3. New trends of advertising creativity development in the new media era

3.2 Advertising Creative Design based on Audience

No matter how the technology changes in the future, researchers should discuss and study around the audience, media, and brand, plus big data, algorithm recommendation and other technologies to filter the appropriate advertising types and advertising presentation methods for the audience, so as to target and accurately advertise them.

First of all, the design ideas are adjusted to meet the changes in the advertising needs of the audience in the new media environment. Good advertising must be considered from the consumer's point of view, strengthen consumer engagement, with the help of new media platforms, explore consumer reactions, so as to promote better ideas. The first is to find the focus of the audience, and the second is to base on the popularity of interactive media terminals in the audience. Create a culture that celebrates creativity. The new media communication model has led to the continuous weakening of the creative value status of advertising, but at the same time, we should see that the new media cultural atmosphere has also cultivated a new type of audience. In these ways, we guide the value orientation of the audience and reshape the value of the creative.

Second, enhance value through continuous innovation in advertising creative[10]. If you want to enhance the value status of advertising, you need advertising creative designers to maintain a fresh concept and achieve continuous innovation. Advertising design should be in line with people's psychology, choose some more practical things as prizes, introduce advertising from the actual problems of consumers, pay close attention, and close to life is the best way to innovate. According to the needs of different consumer groups, the rational use of technical means, tailored for them, through the program to achieve simulated interaction. The increase in the creative dimension of advertising refers to the fact that advertising designers start from multiple angles, think about the core content of advertising creative design, clarify the content that their creativity needs to express, and avoid the advertising creative points being forgotten in the new media environment with high update speed.

4. Conclusion

While the new media environment brings convenience to advertising communication, it also brings many difficulties to the survival of advertising creativity. The integration of new media technology and the advertising industry puts forward more requirements for the innovation of advertising models. Creative advertising has not only become the mainstream form of advertising in the advertising industry, but also the most effective form of advertising. We need to understand the communication mode of advertising art in the new era, so that the advertising content is more meaningful, the advertising form is more novel, and the revenue of advertising is increased.

The progress of media elements has a profound impact on advertising communication, which affects the relationship between the two sides, so that the advertising communication mode in the new media environment presents different characteristics from the previous model. Advertising creative designers should closely focus on the needs of consumers, take technology as the support, constantly innovate, highlight the personalization of products, make the content of advertising closer to people's lives, strengthen the experience of consumers, and promote consumers' resonance. Advertising creativity has a greater space for play in the new media environment, and cleverly using audience psychology to enhance advertising expression plays an important role in promoting the development of advertising. In the era of new media, according to the basic needs of consumers, design more high-quality and highly creative advertising programs to strengthen the advertising presentation effect.

Finally, focus on interactivity and increase participation. If the advertising idea is novel enough, unique enough, enough to attract the attention of the audience, then as more and more audiences participate in the advertising creative activities, we can see the audience's tendency to accept the type of advertising. Users will choose the order of receiving information according to their subjective wishes, or what information they do not accept, they often do not like to passively accept information, but actively participate in the dissemination of information. Focus on increasing interactivity and enabling audiences to participate in the dissemination to increase interest in upcoming messages. At the end of some advertisements, a voting session and a position will be arranged; Some advertisements will set up a special unit after the end of the advertisement, specifically for the author to express their own positions and views, deepening the communication between readers and authors, in this way the dissemination of advertising art, can promote the formation and development of a harmonious society. Advertising creative designers can rely on the technical means of new media to maximize the expression of creativity, and can consider adding 3D technology to highlight the expressiveness, thereby improving the innovation of advertising creative design.

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