

Changes of Advertising in the New Media Era

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Abstract. The advancement of the digital and network has fostered the rapid growth of new media in people's lives, so that emerging technology has been changing the advertising. For example, the stronger interaction and greater visual impact are required in the process of advertising design, strategy and communication. The change of new media for advertising can be summed up as five aspects: Model, Content, Audience, Interactivity and Standards.

Keywords: Advertising Industry; New Media; Communication Effect.

1. Introduction

As the fifth kind of communication media, new media are different from traditional ones and are based on the Internet in the era of big data information, which make full use of video, image, graphic information and various forms of emerging digital media.

New media advertising, the result of the further innovation and development of traditional one, greatly mobilize the public's participation and interaction. Though it is closely related to advertising broadcast on television, film and print, new media advertising is one of the major communication forms that the public are more pleasant to accept and immerse.

2. New Media are Changing Advertising Model

Marshall McLuhan, the great master of mass media, once wrote a book named "*Understanding Media: The Extensions of Man*". He proposed an innovative idea which can still apply today. Text and printing media extend people's visual ability, radio extends hearing ability, television is a combining extension of visual and auditory ability, and new media, with a variety of hypertext form technology, is a comprehensive extension of human's hearing, vision, touch, even taste and smell.

The traditional model of advertising used to be displayed in the newspaper, magazine, radio and TV. However, new media has brought more creativity to advertising model which can combine combination forms, broaden media channels and further expand dissemination scopes. In addition to functions, it also has more obvious features such as scalability, interactivity and immediacy. Phones were once used only as a means of communication, while now they can convey advertising message and various pop-ups.

With the support of new media, the advertising is indeed extending human sense, but every coin has two sides. In the era of visual impact, the flood of new advertising information has become a common problem. The problem about how to make the brand and product advertising stand out from the numerous advertisements and even deepen the impression of consumers requires advertising creators to solve fundamentally.

The main approach is multi-sensory communication. Relevant surveys show that Internet multimedia technology based on intelligent display screen enables the communication of various advertising information to be integrated into various visual expression forms such as text, pictures, video and three-dimensional space.

Moreover, the impact of new media advertising has been expanded to all corners of life, such as the electronic screens of public transportation when passers-by are taking the bus and subway, and three dimensional or virtual reality products set in the atrium of shopping malls. While in China, when users are immersing in smart phones, the insert of social media is a popular form of advertising in recent years. Advertising refers to the use of social platforms such as Weibo and WeChat, two of most influential apps of the country, by advertisers to release advertising information, which has significant advantages in the speed of information release and the scope of dissemination.

At the same time, advertising in new media persuades the audience to prompt more consumption. Thanks to visual effect or other aspects enhancement, the purchasing desire will be generated secretly and frequently. That is to say, the new media can effectively help advertising to lead to more consumer behaviors.

3. New Media are Changing Advertising Content

The new media technology has enhanced accuracy and multi-dimensionality of advertising. There are two main reasons from both sides of dissemination.

On the one hand, the communicator gains more chance to tell informative stories. That is because the visual advertisement released by smart devices has a fast speed and high efficiency, and greatly reduces the cost of advertising, so that advertising does not need to shorten the time as much as possible. Therefore, the current advertising information is relatively rich.

On the other hand, in today's marketplace, consumers are increasingly focusing on information, and they will actively choose their preferred way of getting goods or services. Thus, in order to attract more attention, the vitally important thing for the brands is to enrich the content of advertisements, the communications with readers and the patterns of expressions.

You may enjoy product placements with music, short video, micro film and so many forms, which shows that more and more new advertising forms are conducive to advertising communication.

Gradually, the phenomenon that traditional media transmit information in a large number of homogeneous ways by virtue of its characteristics to form a wide audience in the sense of communication has been disappearing. Various tools in the new media era can let the advertising industry clearly know the needs of customers. Meanwhile, advertising is also displayed more accurately than traditional media, whether it acts as website or keyword on search engines.

To promote the accuracy and richness of diverse advertisements, there are emerging more and more requirements for advertisers and brands. Based on the in-depth exchange and cooperation, both of them need not only master the unique media consumption of the masses in terms of effective advertising coverage, but also further expand the depth of media communication, which will make it easier for the advertising industry to target the specific audience and build up a large turnover.

4. New Media are Changing Advertising Audience

As Marshall McLuhan mentioned before, the medium is the message — the idea that technological form shapes and determines the culture.

Traditional newspapers, magazines, radio, television and other media advertising effects are mainly found in post-investigation, requiring a large amount of manpower, but the authority and accuracy are questioned. Nevertheless, mobile advertising relying on the delivery system can get timely statistical user feedback, more scientific and objective evaluation of advertising communication effect, which greatly reflect the characteristics and advantages of quantitative communication, so that advertisers and audiences obtain higher value services.

Therefore, advertisers should use the feedback data of mobile phone users to evaluate the effect of a communication advertisement and provide a basis for the formulation of the next advertising communication strategy. Merchants can measure the communication effectiveness of mobile advertisements according to the data such as arrival and viewing feedback, and re-market the feedback users to promote their re-consumption and develop loyal customer groups.

Unlike traditional ones, the advertising platform in new media is pervasive around us, and even one-to-one reach specific readers as quickly as possible based on the big data and customer flow positioning. During this process, classification helps advertising more humanized and targeted rather than brainwashing type of the past, which will make the audience have empathy and agreements with the brands.

New media has become inseparable from online to the real world, and has formulated a wide influence on all aspects of everyone's life. People's living basic has been met, which most directly reflected in the increasing number of online shopping platforms to sell clothes, daily necessities and so on.

In the past, the forms of advertising were similar, and the frequency of appearance was too high, which easily caused the audience to feel tired and bored. Moreover, consumers had no choice but to receive limited choices due to the one-way output of advertising shown in the traditional media. However, due to high technology, the impact of advertising in daily life is directly elevated, prompting a large number of commodities rushing into people's eyes.

Besides the rich information and unlimited options, the viewers also enjoy free feeling and friendly service behind abundant advertisements. Coca-Cola set a smooth example. When launching a new product featuring Coke zero, the brand designed multi-content for different targeted communities and advertisement putting platforms. For instance, "drinkable" ads put to those at home. When the commercial was aired, the app-Shazam would be used to interact with the Coke Zero commercial on TV to receive a free glass of Coke Zero.

5. New Media are Changing Advertising Interactivity

According to McLuhan, TV was a "cool medium", because it did not dictate the participant actively engage in order to participate. The application of new media in advertising thoroughly updated the traditional forms of separate channels and enhances the interactivity of advertising products by combining cool and hot medium together, which is an important feature of the development of new media.

The relationship between the ad and the audience has turned to a human and active connection through a smartphone app, so that the process of disseminating advertising information becomes realer and more enjoyable for viewers.

Both for brands and readers, as well as for communicators and receivers, the interactivity is one of the greatest advantages that new media technology provides to us. The traditional media are in a one-way communication approach. On the contrary, new ones promote a multi-dimensional and bi-directional environment, which enables the audience to participate smoothly in the creation, dissemination and sharing of information products.

Furthermore, behind information-exchanging atmosphere, equality is the deep empowerment between the two sides of communication, which helps the development of media market demand a lot. The process of advertising communication tends to be more diversified, including pictures, text, video, animation and other means, which greatly improves multiple sense judgements, and makes advertising get rid of the defects of single information transmission in traditional media era.

6. New Media are Changing Advertising Standards

In the new media era, advertising presents the characteristics of diversified subjects, rich information, interactive experience, wearable machines, etc., but at the same time, it also faces the new characteristics of information overload, reduced credibility, disordered communication activities, etc. Under such circumstances, the advertising ethics in the new media era also presents some new characteristics.

In order to feedback the audience, the mobile advertising industry should also implement good faith communication, make good use of mobile phone this new media, improve the utilization rate of data, give full play to the advantages of mobile advertising communication, and comprehensively improve the effect of advertising communication.

Furthermore, fair and independent third-party monitoring is a necessary process in the dissemination of mobile advertising. Relevant departments are required to continuously improve the third-party monitoring technology platform and supervision and management mode, not only to fully

explore the value of mobile advertising, but also to build a solid defense environment. Most importantly, government departments should vigorously supervise the market of mobile media, put the responsibility on the head, and strengthen the training of daily media maintenance personnel.

7. Conclusion

The advancement of digital network has fostered the rapid growth of new media in people's lives. For decades, new media are changing advertising in five main ways. While traditional media are eliminating in all aspects, advertising in new media has become less homogeneous, more creative, and more focused on the competition of customers' attention economy. Tailored injecting and perceptive experience both encourage people to accept and immerse the advertising information, emotions and even values, which also increases their willingness to buy the goods and services conveyed by advertisers. All those changes in the stage of new media bring more opportunities to achieve innovation and development for the service sector, especially advertising industry. Furthermore, the market supervision and self-regulation need keep pace with technological development. Only under the new ethical standards, can it help guide an advertising environment with harmonious development of social and economic benefits. Thus, as long as the new media play a more scientific, reasonable, powerful and effective function, the future of advertising will certainly provide a brighter and more diverse future.

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