

Creative Application of Interactive Advertising in New Media Environment

Qu Shujuan

Zibo Vocational Institute, Department of Art and Design, Zibo, Shandong, 255314, China

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Abstract: Interactive advertising plays a very important role in the development of new media. This article takes interactive advertising in various fields as examples to analyze the difference between advertising types and design art. In order to integrate the differences in different fields, a strategy for creating interactive advertisements was developed. In the development of interactive advertising, viewers no longer only receive advertising content, but can participate in interaction after receiving the information, so that their experience is more comfortable.

1. Introduction

Advertisements have many different meanings. It can transmit certain information to a specific location, such as screens with LED displays, TV advertisements, store signs, traffic broadcasts, etc. Now, with the rapid development of technology, can advertisers make large-scale advertisements more memorable and quickly cater to consumer groups? Interactive advertising is a good way. Interactive advertising is an important way to stimulate people's desire to buy. And its specific effect depends on the advertising environment, the composition of the advertising and the resulting interaction.

2. Pay Attention to Adjust Measures to Different Interactive Advertising

Interactive advertising in new media environment is different from traditional advertising in paper media. It is not only an "advertisement", but also adds new media elements to interactive advertisements, attracting many interesting websites to share information on social media and bring visual impact to people. The "adaptation to local conditions" of interactive advertising requires that advertising can be used all over the world, whether it is the platform advertising displayed in the bus station in the morning or the advertising on the trailer, or the advertising board outside the subway window, the mobile advertising car or online advertising on the way home. The design of interactive advertising should focus on "appropriateness, accuracy" rather than blindly put in. As long as the advertisements with different styles and positions are used in different scenes and successfully combined with the local environment for certain interaction, the effect of one plus one is greater than two can be achieved.

2.1 Bus Stop

Bus stops are most commonly used in public transportation in China. People often go to work by this way every day. The design of interactive advertising in bus stops should include natural features, people, cars, roads and so on. For example, in the production of flower advertisements, posters should be pasted on the large bus board, and the surrounding traffic area should be used for publicity. The design process of interactive advertising should consider that the advertising version can be clearly identified in many places. It is worth mentioning that putting the installed dry petals on the large bus stop can make the advertising of the bus stop last longer and make the passengers feel comfortable in the process of passing. During Valentine's day, through the use of vivid bulletin boards and advertisements on various buses, we can have emotional contact with people waiting for buses, thus increasing the influence of flower products. Another example is advertising in IKEA furniture bus station, it put furniture maps on the bus station so that people can feel the smell of furniture when waiting for the bus. Interactive advertising is not only closely related to the content of advertising itself, but also closely related to the realization of consumer interaction. This interactive atmosphere creates consumers' emotion for the product and further strengthens the effect of advertising.

2.2 Metro Station

As an important means of urban rapid transportation, the design of subway station advertising is increasingly affecting the lifestyle of metropolitan areas. We have to mention the inclusiveness of underground advertising. Most of the subway station advertisements are underground, so the design process is often simple. The advertising design can use new media technology and digital technology for product introduction. Subway has the characteristics of one-way, fast and so on. Therefore, the advertisements formed on the subway are very attractive. In recent years, more and more video ads have attracted the attention of the public with amazing speed. Using the principle of “optical compatibility”, the LED is placed on the inner wall of the track to ensure flow rate, so that the screen scanning effect is effective. In the design of advertising content, a specific plot is used to connect the whole screen. The closed design can maintain the integrity of continuous operation and deepen the vision of passengers.

2.3 Outdoor Public Areas

There is no specific definition of advertising scope outside public places. In the design of advertising space, if there is a certain number of people flow and does not affect public transport, we can design interactive advertising in the context of combining the geographical location and facilities of the area. For example, IKEA's rock climbing advertisement layout the house product in the corresponding position, and then put it on the wall for people to climb for free. People can better communicate with advertising products, and touch the device. In the process of advertising design, we need to follow the principle of furniture to set the space and present the protagonist image. The design of interactive advertising should provide customers with the choice of the way they like and follow the behavior process of user in order to obtain psychological satisfaction. IKEA's climbing ads have the competitive atmosphere of outdoor sports. In the process of rock climbing experience, people can feel the advantages of products. Consumers can not only contact the recommended products, but also increase their liking. In the design of scene appearance, the interactive theme of advertising scene must be very prominent to meet people's life experience and advertising intensity.

3. New Ways of Designing Interactive Advertising with New Media

In today's new media advertising environment, the working methods of designers must also meet

the changing needs of the times. Designers need to concentrate on designing, improve their work skills to obtain valuable information and design advertisements with authenticity and accuracy. So it can increase the competitive advantage of advertising media and promote the development of the advertising industry.

3.1 Solid Professional Knowledge

Designers need to strengthen the learning of various technical skills. If they have more technical knowledge, they will be able to concentrate on discussing and determine the value of interactive advertising in time and design relevant interactive advertising. After the designs, he should write interactive advertisements based on the information spoken by the customer. When designing the text, the designer must fully understand the specific circumstances of the interactive advertisement, specify the cause, process and result of the event, confirm the time, place and personnel in order to design an accurate statement. The designer must have a lot of professional knowledge and grasp the key details of the relevant event to make the statement more complete. Designers must continuously improve their narrative skills, put forward requirements and summarize in time, so as to find errors and correct them. In addition, the advertising department should regularly train its employees to improve their work skills, and easily apply advertising theory to improve the overall quality of advertising designers. For example, a multinational advertising company has formulated a comprehensive vocational training program, appropriately arranging various departments for advertising designers to study, and hiring professional teachers to teach in order to improve the quality of advertising designers.

3.2 Improve Interactive Advertising Analysis Capabilities

Faced with various social development issues, designers need to be familiar with the meaning of complex things and distinguish the Internet from social debates. In addition, they need to understand the ever-changing laws of reality and enable advertising to always meet the needs of the times and reflect the passage of time. This requires designers to uphold justice and stick to their heart in the process of eliminating false and untrue. If an advertising designer wants to understand the skills of designing interactive advertising, he must develop his interactive advertising analysis capabilities and understand the main points of advertising and design. Designers cannot simply improve their advertising analysis skills, they must learn the meaning of advertising interactive advertising by collecting information. Written interactive advertisements should be based on facts and should be analyzed from various backgrounds.

3.3 Properly Handle Advertising

Designers must handle advertisements properly to design the best interactive advertisements. When we design a statement, it can be divided into three stages: the cause of the event, the development and the end. When designing, designers should try to use logical sentences to meet the needs of consumers with different cultural backgrounds, so that readers can read interactive advertisements in a relaxed and pleasant atmosphere. In order to improve the advertising designer's ability to deal with advertising, advertising designers should develop the habit of seeing more and listening more and writing more. While learning excellent works, they should continuously analyze design concepts and alternative design methods to improve their ability to handle interactive advertising. Designers can also learn from experienced predecessors to minimize errors at work.

3.4 Advertising Design Should Be Malleable

With the development and innovation of technology, more and more people are using mobile phones and other gadgets to read advertisements. In the Internet age, everyone can access advertisements and express their opinions. The production of advertisements is uncertain and sudden, and advertising designers may be surprised that the event has ended after receiving clues. To ensure timely and effective media coverage, designers should use the flexibility of advertising to design. For emergency disaster situations that cannot be reached immediately, designers can adopt the video design mode to design and ask questions to on-site personnel to improve the timeliness of advertising design.

4. Conclusion

The development of new media advertising will develop in a personalized way, requiring advertising designers to design with technological upgrades and creative designs. With the emergence of new media and the combination with many media advertisements, the public should be immersed in advertisements. The continuous development of network technology has brought many new changes to advertising models around the world, such as car advertising, outdoor LED advertising in buildings, etc., making advertising more interactive. The era of new media communication puts forward high demands on advertising. Designers also need to adapt to the new environment, expand knowledge accumulation and strengthen skill learning.

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