Research on Internet Advertising Science Based on New Media Marketing Environment

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Abstract: With the emergence of new communication technologies, advertising creativity is gradually breaking the framework limitations of traditional advertising design. At present, in the new media environment, the expression of advertising creativity is increasingly diversified. For example, game embedded advertising, rich media advertising, virtual interactive advertising, etc., have become the promotion of China's product / brand advertising. A new impetus for rapid development. However, new media advertisements have also exposed many problems in the rapid development. The excessive separation of consumers and products/brands caused by excessive pursuit of creativity, the over-implantation of advertisements caused by neglecting creative ideas, etc. are becoming obstacles to new media advertising. The barrier to development. This thesis comprehensively uses the theories of advertising, communication, media ecology, brand marketing, cultural innovation, etc., to make a realistic analysis of the creative ideas and development trends of advertising in the new media environment, and finally predict that in the new media environment, advertising Creative interaction, entertainment, integration and plat forming will lead Chinese advertising to another peak.

1. Introduction

In the new century, for consumers, after experiencing the consumption of products and quality, they have entered the stage of personality and emotional consumption of products/brands, and the demand for innovation and change of communication methods is increasing day by day; The new media style and the modified traditional media or the old and new technologies combined with the created media style are much more novel than the old media, and the communication effect is unique. Therefore, we need to do some forward-looking research on the creative ideas of advertising in the digital age, so that our future creative design and publishing of advertising can fully play the role of innovative media.

The theoretical basis and knowledge of new media advertising ideas cover network communication, advertising creativity, audience analysis, media economy and many other fields. From the day when new media represented by the Internet was born, experts and scholars constantly put forward some innovative advertisements. Performance and publishing methods, such as experiential advertising, game advertising, viral advertising, and more. However, the current scholars' research on this topic is very scattered, mostly on the macroscopic discussion of online advertising, advertising in the digital age; or microscopic discussion of game advertising, experiential advertising, etc., few scholars can be in the new media environment The creative theory of advertising has done a systematic investigation from the aspects of creative process, creative audience, creative evaluation criteria and creative development trends.

2. New media marketing environment concept

2.1 New media definition

The concept of "new media" includes two meanings: one is the new media form based on the advancement of science and technology, such as the Internet, digital TV, mobile phones, e-magazines, blogs, and so on. Second, along with the change of people's life concept, some channels and carriers that have existed but have not yet been discovered to spread the value, because the change of communication concept has also become a medium for disseminating information, thus being given the meaning of the media, such as many emerging outdoor Media, including car mobile TV, building TV, etc. The new media we are talking about today mainly refers to new media forms that have emerged and developed based on computer information processing technology. However, the new media is not just a platform for digital media and online media. It is a concept of dynamic development. The newness of new media lies not only in technology but also in its "new" meaning to society. It can bring "new" changes to communication between people.

2.2 The form of communication of new media

The new media and the traditional media are fundamentally different in the mode of communication. The new media has realized the transition from a point-to-multipoint to a multi-point to multi-point. The mode of communication is based on the two-way interaction of mass communication, as shown below. The new media uses the information of the inductive symbols and distinguishes the content requirements of the information; the interactive or quasi-interactive two-way communication mode enables targeted transmission of relevant information to the audience. Using this type of communication, even "broadcast" digital TVs are called "narrowcasts" because they can provide personalized services to some audiences. With the deepening of the concept of insertion and broadcasting in broadcasting, there have been modes of transmission of on-demand and time-shift.
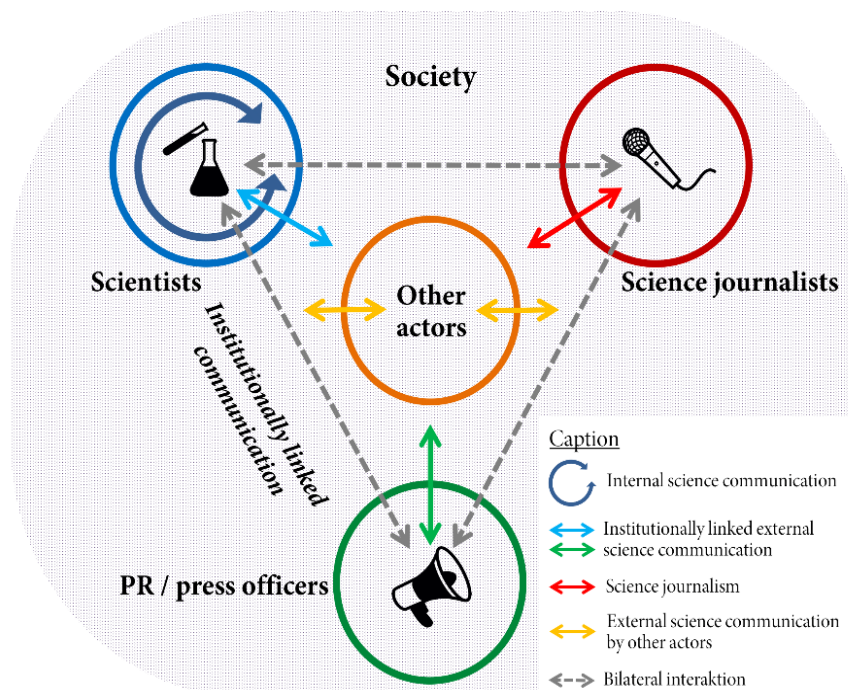

Fig. 1 The form of communication of new media

On-demand is a desirable requirement for people, such as on-demand services based on PZP technology, which utilizes the audience's demand for specific content, providing a mode of on-demand directed delivery; while time shifting is in the face of the audience. And spatial transformation, to provide directional one-to-one propagation in a more autonomous and freeway, in order to achieve the needs of each time and space. The development of digital technology has

strengthened the two-way nature of communication, enabling information to be communicated quickly and diversely in an accurate, real-time interactive manner. As shown in Figure 1, it is the form of communication of new media.

2.3 New media related features

Digitizing. Relying on advanced digital technology, the performance of new media is more vivid, more attractive, and richer in information and capacity. Technologies such as touch screens, QR codes, and virtual spaces have been widely used, and sensors can interact with consumers through sensing devices. Precise positioning [1]. Traditional media faces a very simple content for the masses, while new media does not. In the Internet field, the network tracking technology can accurately analyze the user's network behavior, and judge the characteristics of the user, and then target the advertisement; in the mobile phone field, the application of the radio technology enables the advertiser to use the mobile phone of the specific user. Numbers and personal information to deliver ads. Interactivity. Through digital technology, consumers and advertising activities are linked together, just like playing games in the same way, through the touch or sensing device, consumers are involved in advertising communication, and make them feel the advertisement in personal experience and interaction. Information, accepting advertising information in entertainment. Time and space freedom. The application of digital technology and network communication has broken the geographical and time constraints of traditional media when publishing information [2]. Now, whether the consumer is at home or outdoors, they can receive information anytime, anywhere via a wireless terminal.
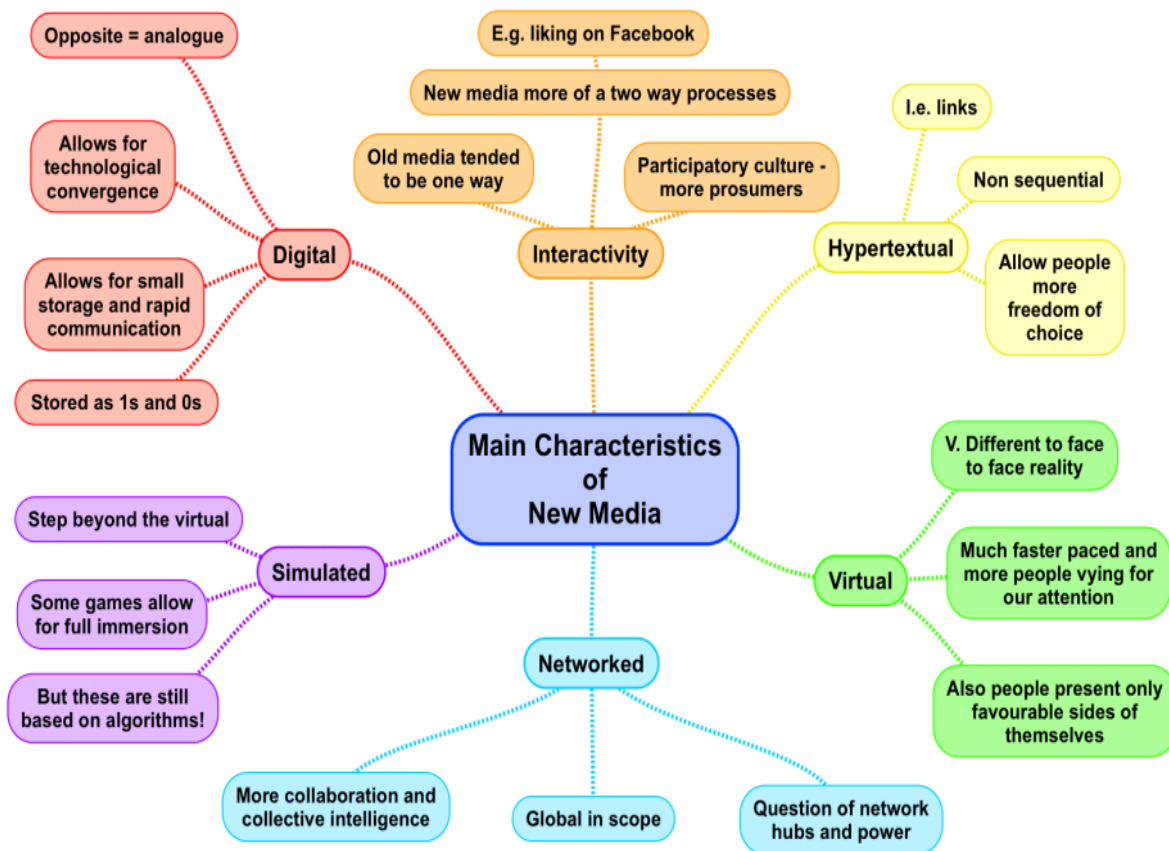

Fig. 2 New media features

3. Advertising ideas in the new media environment

3.1 Network Media Creative Performance

In the new media environment, the Internet is not only a carrier for disseminating information, but also a platform for interactive communication. Making full use of this platform to set a strategic creative framework can attract consumers to fill content and form a topic. At present, the creative framework has been extended to all aspects of products/brands. From product development to brand communication to user experience, each link can be integrated under a unified and large creative framework.

3.2 Media innovation performance

In the new media environment, traditional media can use its own media form, combined with the latest digital technology, to create new consumer touch points and form differentiated product/brand information communication channels. This kind of fusion innovation of traditional media fully reflects the characteristics of "media is information" and can bring consumers a unique media contact experience. In addition, the innovation of current niche media is becoming more diverse. For example, the electronic display in the back seat of the taxi—touching the media, handrail advertising on the bus, etc., is an effective media innovation.

3.3 Online and offline integration performance

In the new media environment, the Internet has become an important frontier for consumer and brand contact. In the digital age, advertisers are more innovative in their advertising and communication modes by integrating new and old media resources. For example, by using traditional media to draw consumers' attention and then attracting it to the online platform, it is possible to achieve a good communication effect by completing the recognition of the brand in the interaction. The Korean brand – a 2% drink, first used the creation of beautiful TV commercials to spark the topic, and then attracted the audience to the Internet to discuss, is a typical media integration from TV to the Internet.

4. Problems in the development of advertising creativity in the new media era

4.1 Excessive pursuit of creativity leads to the separation of consumers from products/brands

The quality of creativity determines the success or failure of advertising, and whether creativity is appropriate, not only directly affects the effectiveness of advertising, but also indirectly affects many aspects of advertising. The soul of creativity in advertising is understandable, but its excessive exaggeration and rendering will often make advertising spread into the creative "one-way street." In the new media era, advertisers have a richer creative carrier, Internet, mobile phones, outdoor LEDs, blogs, etc. However, many of them are over-respected for creativity: blindly emphasize the release form of innovative advertising, ignore the impact of advertising Many other factors of creativity; one-sided thinking that as long as a "good" idea can successfully complete the advertising mission; as long as the creativity is different, unconventional can make the ads stand out in the market and so on. They have strayed into the strange circle of creativity, and they have seen the high level of creativity, so that they are high and widowed, and they have entered the position of "supreme". In this way, the idea slowly began to be isolated and differentiated in the production of advertisements, and began to separate from other advertising elements. Market research, audience positioning, sales targets and other factors have become pale and weak in defining and restricting advertising creativity.

4.2 Ignore creative ideas, over-embedded advertising

In the era of new media, we opened our computers and mobile phones, and all kinds of advertising information swarmed. Real estate advertisements, car advertisements, food advertisements, etc., came one after another. We seem to be in the sea of information provided by the new media, and the advertising information is almost inaccessible. For example, pop-ups are one of the most common forms of online advertising [3]. Whenever an audience opens a web page with great interest, a window that pops up suddenly or an ad that is automatically opened when it is touched by a mouse tends to grab their attention. However, after reading it carefully, they often find that these advertisements are not what they really need; after the audience is forced to read, they often have a feeling of disgust. This kind of lack of creative advertising, once excessively implanted into new media such as the Internet, will not only make consumers leave a good impression on the product/brand, but will make consumers feel resentful.

4.3 Implementing illegal "creatives" and infringing consumer power

Infringement of consumer privacy in online advertising often occurs. In order to effectively obtain consumer personal information, some advertisers often adopt some special technical means to create some digital programs and then compulsory advertising for specific users. Among them, the most common one is consumer tracking-recording advertising using cookies technology [4]. Cookies are small packets of data that are used by consumers to browse the web, including online habits, browsing paths, transaction records, items of interest, and more. Once the consumer's private information is captured by cookies, it is automatically forwarded to the advertiser's database where cookies are set. The primary use of cookies is for advertising agencies to track demographics, analyze consumer composition, and provide a reference for subsequent advertisers to accurately target their audience. In addition, some commercial websites use cookies to store consumer account information. Although this kind of private service can bring convenience to consumers to browse the web, the transition application is also very easy to invade consumer privacy.

5. The development strategy of advertising creativity in the new media era

5.1 From creating attention to weaving experience

In the new media era, new technical means have given more meaning to advertising creativity. The fully interactive communication environment brought by Web technology provides a possibility for advertising creative to weave a virtual experience space for consumers. Advertising in the digital age should impress consumers with an intuitive interface and a real experience. Excellent interactive advertising no longer requires text to explain. In the era of Web, the popular "creative atmosphere" advertising creative strategy must give way to "please invite consumers into the shackles", that is, let the vast number of consumers become the elements of advertising creativity, making them immersive in advertising communication. Throughout the process, he became the protagonist of the advertisement, the celebrity spokesperson and the opinion leader. Therefore, the focus of the creative transformation of the Web era should be: from "creating the atmosphere to attract consumer attention" to "weaving experience, dancing with consumers."

5.2 Talk to the public from the wide public

The application of Web technology provides unlimited possibilities for advertisers to imagine and create attractive content [5]. At present, YouTube, which has attracted much attention by playing audience-made video programs, has begun to have many loyal fans. It is reported that millions of fixed netizens log in to the network every day to upload or play related videos. This shows that traditional video programs have not lost their vitality, if they can fully utilize the wisdom of a wide audience, use Internet creativity and disseminate distinctive content. Like Youku, video sites that have created user-generated content are gradually nurturing a new world of advertising. In the new media era, the huge amount of delivery plans and creative methods related to traditional media are

being marginalized, and advertisers no longer must put millions of budgets on traditional media placement, planning and creativity. Smart advertisers are engaging creative content and engaging with new ways of communication to engage and interact with each other to create online hotspots and resonances.

5.3 From forced push to resort to culture

Advertising in the new media environment also presents many new connotations. The traditional "strong push" advertisements are fading away. Instead, they are an "interactive" soft advertisement, which relies on the power of a certain concept and culture to Silent ways affect potential customers. In the new media era, the creative creators of the media environment, new consumer needs and new changes in the way of communication, new technologies and new trends cannot be discussed on paper, only to verbally; but need to keep pace with the times, constantly understand consumers In the new media, I personally feel the information receiving method of the target consumer group.

5.4 Innovative advertising performance, enhance visual impact

For advertising, creativity is an eternal theme. The development of new media technology has given more creative means of advertising creativity. In general, advertising creative appeal, outstanding advertising performance, will achieve higher advertising results. In this regard, trying new forms of advertising and innovating advertising expressions to enhance the visual impact of advertising has become the key to the success of advertising creative [6].

5.5 Creative media choice, everything is media

In the age of everything, for advertisers, any consumer-related touch points: products, services, rumors, complaints, word of mouth, and every piece of news that is constantly being distributed are all channels for advertising. The responsibility of communicating advertiser product/brand information. Therefore, in the new media era, in addition to the traditional four newspapers, magazines, radio and television, emerging online media, mobile media and personnel promotion, all the windows that can display brand information can be used as a vehicle for advertising.

6. Conclusion

Through the research on the new ideas presented by the creative ideas in the new media environment, the development of digital technology not only provides new information dissemination channels for traditional advertisements, but also creates more opportunities for advertisements to be effective with consumers. The future of advertising is destined to be more interactive, and the factors of its sale will be less and less, and it will become less and less like advertising in the traditional sense. It is foreseeable that future advertisements will evolve into a sensory feast in which advertisers invite consumers to participate, and put the consumer's experience in the first place. In the digital age, traditional advertising will not die immediately. It will co-exist with new media advertisements, accommodate all information dissemination channels, and communicate with consumers in a more direct way. At the same time, the creative ideas in the new media environment will no longer be limited to the level of works like traditional advertising, but will be extensively deep into all aspects of advertising activities, relying on creativity and creating communication.

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