

New Media Communication Strategy Based on Brand Advertisement in the Era of Media Convergence

Xiaodan Jin

Liaoning Communication University, Shenyang, Liaoning 110136, China

ABSTRACT. The media environment is changing with each passing day, the new media is developing in full swing, and the media pattern is changing dramatically. Traditional advertising platforms have strict boundaries and divisions due to technical reasons. Media convergence breaks the constraints of advertising platforms, and all kinds of advertisements can be presented and disseminated by digital means. To realize the spread and influence of brand, it is necessary to find a three-dimensional way of communication, so as to truly realize integration, three-dimensional and multi-angle. Based on this, this paper will analyze the existing problems of brand advertising communication under the background of media convergence, and then put forward the new media communication strategy of building brand advertising. New media brand advertising communication should consider media positioning, put advertisements more accurately, try to achieve even distribution at the artistic and innovative levels, and consider the audience's intuitive feelings, so as to achieve brand advertising communication more accurately.

KEYWORDS: Media convergence, Brand advertising, New media, Communication strategy

1. Introduction

With the development of science and technology and the changing market structure, the competition among enterprises is becoming increasingly fierce. Therefore, it is very important for enterprises to keep up with the pace of development of the times and formulate and implement brand marketing strategies that cater to the characteristics of the times [1]. In the process of integrated marketing communication, the dominant position of mass media has gradually declined. Instead, the characteristics of new media have been brought into full play in the process of integrated communication. In recent years, new media has been developing and expanding, changing people's work and life style, and gradually becoming the mainstream of information dissemination. According to the latest monitoring data released by CCTV market research media Zhixun, in recent years, the number of traditional media advertisements in all regions of the country has been declining, while the growth rate of digital advertisements has been significantly improved, which shows that new media can effectively enhance the popularity of advertisements in the spread of brand advertisements and have good application performance [2]. Under the background of the new media era, the ultimate target characteristics of brand marketing communication are mainly reflected in differences, communication, experience and relevance.

With the country's macro-economy entering a new normal, the deepening of the trend of media convergence, technological innovation and the evolution of the domestic market structure put forward new demands for the performance and dissemination of advertisements in the advertising industry. In the process of media diversification and integration development, the consumers in the central position first began to differentiate according to personal media usage habits, income level, age, educational background and other indicators, and then began to reunite with various media platforms on the basis of differentiation [3]. Traditional advertising platforms have strict boundaries and divisions due to technical reasons. Media convergence breaks the constraints of advertising platforms, and all kinds of advertisements can be presented and disseminated by digital means. Therefore, the analysis and research of brand advertising communication strategy in the era of media convergence is of great practical significance.

2. Characteristics of Brand Marketing Communication in the New Media Era

2.1 Accurate Target Customer Orientation

New media such as WeChat, QQ, Weibo, Post Bar, Forum and Microfilm provide a platform for everyone to publish news. Enterprises can analyze the user data information on these social platforms, understand and mine the actual needs

of users, and then guide the design and development of products according to the needs of users, making the target customer orientation more accurate. For example, Adidas, Coca-Cola, McDonald's and Volvo attach great importance to the brand's mobile phone marketing. According to data and research, the biggest feature of mobile phone marketing is its high interactivity, and at the same time, it can reduce the influence of geographical restrictions as much as possible [4]. For brand advertising, this is a hard-won publicity opportunity: the traditional media communication form is relatively simple, and the coverage rate is not high. For various reasons, the publicity effect that can be gained by using traditional media for publicity can not meet expectations. This shows that the new media has accumulated many audiences, which is a rare opportunity for brand advertising communication. Rich new media forms can be selected by different brands to target audiences of different brands, which is helpful for advertisers to spread brand information to specific groups. On the one hand, the communication objects are accurate, on the other hand, the communication effects of brand advertisements are maximized.

2.2 Close the Distance with the User

Close the distance with users. Although the new media has solved many advertisers' concerns about publicity efficiency, there are many kinds of new media, and the amount of information contained in them is very large. Under such a big environment, many kinds of media will be separated, resulting in that no media form can attract all audiences as before. Audience is used to getting all kinds of information from new media carriers such as mobile clients. The use of new media for advertising can undoubtedly attract more customers to buy products and expand brand influence. Users can get rid of the embarrassing situation that they can only passively receive information, and can communicate effectively with manufacturers and other users with the help of Internet technology [5]. Through the statistics and analysis of the network system, the consumption characteristics of the brand target audience are summarized, and finally the specific information is targeted to the target audience. The complex pattern of traditional media has not changed with the collectivization of media, and the quality and influence of media still cannot reflect the value of media advertising.

2.3 The Cost of Enterprise Publicity is Reduced

Regardless of the traceability requirements based on the innovation of media operations or the integrated communication of advertisers, media operations cannot be separated from brand strategy and performance strategy, but have to be integrated into the whole brand strategy operation. Lock the target consumers in the minimum range, and provide the brand with an accurate list of target consumers, so that it can make targeted information conforming to the characteristics of the communication objects in the next step, and fully meet the needs of the target audience. The audience is gradually "fragmented" and "niche", which seems to be unfavorable for enterprises to carry out brand advertising communication, but "fragmentation" brings about the "homogenization" of the audience [6]. Through the real-time monitoring of public opinion, the loss of enterprises can be minimized. It can not only realize intelligent and flexible application, save time, but also reduce investment cost. In the context of new media, only by making full use of all kinds of new media platforms and formulating targeted strategies in brand advertising communication can enterprises adapt to this ever-changing market and win the favor of consumers.

3. The Significance of Applying New Media in Brand Advertising Communication

3.1 It Provides More Opportunities and a Broader Platform

With the continuous progress of modern social science and technology, the application of the Internet plays an increasingly important role in people's real life. People use various softwares to socialize on the Internet, share their own lives, learn current affairs news through the Internet, and watch videos and read articles according to their own preferences. Diversified advertising platforms also create pressure on traditional advertising broadcast platforms, and the limited time and energy share of the audience is being eaten by emerging media, which is bound to reduce the attention to traditional advertising media. For example, brands around animation can put their own advertisements on animation forums or animation websites to achieve targeted advertising for anime fans; In the production of advertising content embedded with brand information, the use of new media technologies, such as the Internet, has enabled the communication content to spread to target groups through multi-channel forms such as words, pictures, videos and sounds. These new media tools have their own characteristics and advantages, and all have different technical support. While publicizing the products, it can also publicize the corporate culture, highlighting the depth and thickness of the corporate culture. For example, Coca-Cola's classic color, youth, personality, etc., these extended elements should not only conform to the brand vision, but also conform to the corporate image. Finally, we should pay attention to the integration of brand vision and cross-media, and strengthen the super-contemporary sense of brand vision.

3.2 Brand Advertising Spreads Advertising to Achieve Targeted Delivery

As a tool of brand advertising communication, new media's own brand influence plays a great role in shaping and promoting the brand image of advertisers who carry out brand advertising communication through it. More and more advertisers require media companies to know their brand strategy and advertising performance content in advance, and put forward suggestions for advertising performance based on the characteristics of media tools. Attention should be paid to the penetration of marketing strategies into all aspects of enterprise development and media integration. For example, film and television advertisements can be placed in large-scale film and television portals, and animation can also be placed in special post bars and forums for discussing animation. New media can meet the targeted placement of advertisers' brand promotion and accumulate high-quality customer resources. Brands can consider using the existing relationship chain between users, injecting information at a certain point in the relationship chain, and spreading it quickly through the relationship network [7]. Because the brand information disseminated in the new media environment has professional characteristics and can release original content in real time, even if the brand information is constantly updated, it cannot adapt to the increasingly competitive social environment, so it is extremely difficult for the audience to pay attention to the brand information disseminated. In order to attract consumers' attention, brand advertising must pay attention to the application of creativity and art in new media advertising and adopt novel advertising forms.

4. Brand Advertising Communication Strategy in the Era of Media Convergence

4.1 Constructing Cross-Media Communication Brand Vision

Constructing brand vision of cross-media communication is an important prerequisite for improving brand advertising communication effect in the era of media convergence. Constructing brand vision of cross-media communication can make brand advertising communication more directional, effective and strategic. That is to say, the potential needs of users are mined by data, and the advertising information of scenes is transmitted to users by using precise personalized content, so as to stimulate users' consumption desire and trigger their consumption behavior. The application of social platforms, such as WeChat and Weibo, reduces the cost of information dissemination, gives the audience greater choice and autonomy, and even participates in the interactive process of advertising and marketing. Changing forever is the law that the market remains unchanged. The innovation of enterprises should not only be reflected in product design and development, but also in brand marketing communication. Especially in the new media era, it is particularly important to innovate brand marketing innovation. Every microblog user can be a self-media, so anyone can become the image spokesperson of a brand, and use the real evaluation of self-media to promote the advertising brand for advertisers. Therefore, in order to achieve the ideal effect of brand advertising, enterprises should finely divide the advertising audience and dig deep into the media contact characteristics and needs of the audience.

4.2 From Media Standard to Target Group Standard

From the perspective of media characteristics, the classification of traditional media is simple and clear, with obvious differences in forms, and there are few inclusive and overlapping parts between them. When formulating the communication strategy, the media choose either or the other, and it is difficult for the media value to replace each other, so the cross combination of media forms is emphasized. Brand advertisement communicators of related enterprises can make use of big data to investigate and make statistics on consumers' media usage, and on this basis, combine the actual situation of enterprises, formulate the contents and methods of marketing communication strategies. Modern advertising should pay attention to the interaction with the audience, and communication is very important. When using microblog marketing and communication, we should try to include hot topics and labels, and pay attention to the diversification of content expression forms-words, pictures and videos; Media convergence provides the possibility for the new advertising marketing communication mode. Micro-movie advertising, a new form of advertising, can embed products into the micro-movie storyline, and subtly integrate the performance and advantages of products into the audience's subconscious, so as to promote products and brand spirit. If we want to do a good job in marketing in the era of media convergence, we must grasp all links and channels, so as to achieve the effect that one plus one is greater than two.

4.3 Dig Deep into the Audience's Needs and Realize Brand Advertising Communication in a Refined Way

Database marketing is a typical marketing mode of advertising according to customers' needs. Enterprises can incorporate database marketing into brand advertising communication strategy. Brands can be marketed and disseminated through WeChat, and good results can be achieved. Therefore, if the products of the enterprise are sold to

the mass consumers, then the marketing propaganda of the products should conform to the concept of popularization, and the more grounded the better; Brand organizations can set up their own electronic suggestion boxes, interact and communicate through official website, Weibo, WeChat public account and other media forms, and improve themselves through consumers' opinions and suggestions. Microfilm advertising is quite different from traditional advertising marketing in the subdivision of marketing objects. Search engines can filter targets, and the subdivision of network channels is becoming more and more fine. The audience who actively click and browse the same micro-movie has high similarity in interest, preference, age and lifestyle. Therefore, how to attract the audience and make them have a deep and good impression on the brand through advertising is an important issue in formulating advertising strategies. The purpose of brand advertisement is to attract consumers, and the best scheme to attract consumers is the novel advertisement presentation form.

4.4 Integrated Marketing of Micro-Film Advertising Marketing Brand Spirit

Integrating the target audience is an important basis for the expression and communication of micro-film advertising brand spirit. The shaping of brand spirit and integrated marketing communication focus on gaining the recognition of target audiences, which requires enterprises to accurately identify target customers when formulating marketing strategies. Attention should be paid to the penetration of marketing strategies into all aspects of enterprise development and media integration. In the traditional media environment, multi-dimensional management of communication means and multi-level management of communication are simply extravagant hopes, but today, with various media forms and complicated communication modes, they can be realized completely. Users can enthusiastically participate in brand advertising communication according to their own interests, so as to better experience the brand. This advantage of new media provides a broad space for brand performance, and users participating in the experience get a positive and good brand experience. On this basis, it can promote the initiative of consumers' participation and the spontaneity of communication. The selection of color tone, setting of plot and setting of characters are consistent with other print advertisements and TV advertisements of Pepsi-Cola, and the image is harmonious, which is of great benefit for the audience to understand the brand spirit and memorize the brand.

5. Conclusion

To sum up, strengthening the media integration in the process of brand advertising communication is not only the requirement of enterprise modernization, but also an important means to improve the influence of enterprises and promote the economic benefits of enterprises. Under the current trend of rapid development of new media, enterprises should realize brand communication by accurately positioning new media, paying attention to the combination of creativity, art and new media, and digging deep into audience needs. It is necessary to rethink the overall vision of brand three-dimensional communication, deeply study the target audience, observe the target audience from multiple dimensions, and react to the brand concept and product concept from the deep communication with the target audience. Only by formulating practical and effective new media application countermeasures can the enterprise's advertising strategy succeed and the brand occupy a place in the market.

References

- [1] Liu Xiaomei. Analysis on the marketing communication strategies of jewelry brands in the new media era. *Modern Business*, No. 12, pp. 30-31, 2017.
- [2] Li Lan. Brand Communication Strategy in the Age of Media Convergence. *Communication Power Research*, Vol. 2, No. 27, pp. 95, 2018.
- [3] Li Qingchun. Media fusion advertising communication strategy from the perspective of AISAS theory. *News Knowledge*, No. 01, pp. 63-64, 2012.
- [4] Xiang Sa. On the network communication strategy of periodical brand influence under media integration. *Publishing Wide Angle*, No. 008, pp. 66-67, 2012.
- [5] Xia Chulei. The brand communication strategy of TV entertainment programs under the background of media convergence. *Western Radio and Television*, No. 012, pp. 23-24, 2014.
- [6] Li Xiaoying, Hong Huihui. Brand communication strategy of household appliance industry under the integration of new and old media. *Chinese Market*, No. 036, pp. 119-120, 2018.
- [7] Li Zhifang. The dissemination strategy of domestic TV series in the new media environment. *Youth*, No. 005, pp. 141-142, 2019.

