ROLE OF NEW MEDIA IN ADVERTISING

LOVELY
PROFESSIONAL
UNIVERSITY

Transforming Education Transforming India

School Of Bussiness And Arts

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CONTENT

KEY WORDS

New Media
Advertising
Interactive
New Technology

KEY WORDS

INTRODUCTION

The term New Media is a very misunderstood word or definition. There is a big misconception about the term that everything related to computers, digital or on-line is related to new media. But, according to my assumption new media is something new in the approach or idea, with the consistent help of new technologies. It's like new approaches with the help of new technologies. New media are the contemporary media of that time. Anything which brings change by breaking the continuity is something new to its field. New is always the approach but the basic idea behind it remains the same.

The main idea behind my research is how new media is beneficial and more interactive or user friendly. New media attracts more attention of viewers and also last long in the minds of the viewers. The main purpose of my study or research as how we can make ideas and advertising more interesting. Though many advertisers feel that it's a kind of risk they feel and the don't wanna come out of their secured shell. When I started my research I expected that their will be more user friendly ideas or ads by the company as now a days it's a good strategy which last long. But my findings got my attention as I saw in India as other countries there is less amount or less approach to such type of ideas. The reason could be fear or risk behind it and could be the acceptance in the target audience of people.

CHAPTER - 1
ADVERTISING

What is Advertising ?

It is a form of calculated and planned marketing strategy which is used to promote or sell a product or service. It's the best form of communication. It can't be done by one man itself, by just sitting in an armchair. It's all about the team work to make it successful. Advertising has become a kind of necessity these days. Any type of message or service which is required to be announced to the large no of people needs advertisements. It has become a part of every ones life weather someone like it or not, one cannot get rid of it.

Term Advertising can technically termed as:

(1) "a notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy.

(2) Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK.

History of Advertising

Advertising history can be traced back down to our ancient civilization. It was a major fore in capitalist economies in mid - 19th century. Major media's of that time were newspaper & magazine. Where as in 20th century other media like direct mail, radio, television, internet and mobile devices grew rapidly which can be said as new media of that time. Many places such as Egypt, Ancient Greece and Rome, advertising can be traced on these places since then. In Ancient China earliest advertising were recorded in forms of classic poetry. A cooper plate found back to the song dynasty which was used to print posters is considered the worlds earliest identified printed advertising medium.

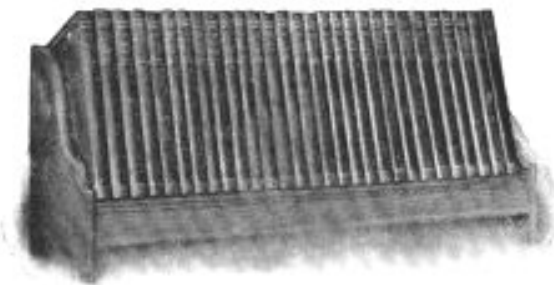**Bronze plate for printing an advertisement for the Liu family needle shop at Jinan, Song dynasty China**

Back to the times of pre-internet days. The days when advertising was carried out via cheesy infomercials on radio, and old fuzzy televisions and billboards. This was called as golden era of advertising, this movement was considered as a huge part of society and also on cultural status.

Quaker Oats 1909 newspaper ad directed at white consumers with stereotypical images and dolls.

In 1440's during invent of printing press. There is much repeated advertising which helps to develop brand names and also there is huge impact of television. Where as advertising has constantly had to adapt and change to suit new mediums and an increasingly savvy audience.

WHEN IN DOUBT—"LOOK IT UP" IN
The
Encyclopaedia Britannica

The Sum of Human Knowledge

29 volumes, 28,150 pages, 44,000,000 words of text. Printed on thin, but strong opaque India paper, each volume but one inch in thickness.

(New 11th Edition) Issued 1910-11 by the
CAMBRIDGE UNIVERSITY PRESS (England)

THE BOOK TO ASK QUESTIONS OF	FOR READING OR FOR STUDY

An American magazine ad for the 1913 issue of the Encyclopaedia Britannica.

By the invent of World Wide Web that's had a bigger impact on advertising than anything before it. The internet has brought astounding revolution in the fields of advertising. It not only changed the ways of broadcasting ads, but also changed the way consumers react towards them.

First TV ad pop up on screens in 1941 in America. Much later, characters were built around products to create a sense of connection between viewers & brands and also by using famous faces to see everything from washing machine to cigarettes. The best examples are Marlborough Man, who became a recognizable cultural figure in 90's & Think Tony the Tiger and Frosted Flakes.

Marlborough Man, 1960s and 1990s, best advertisement campaigns of all time.

Think Tony the Tiger and Frosted Flakes

The characters were central to the ads & played a major part in creating an ad culture for consumers, but the product was always at the forefront. The next era was when thing get commercial rather than the selling mentality. Ads are focussed on community building & brand awareness. The product is no longer the centre piece.

1916 Ladies' Home Journal version of the famous ad

Types of Advertising

- Online Advertising
- Print Advertising
- Cell phone and Mobile Advertising
- Periodical Advertising
- Handouts and Point of Sale Advertising
- Direct Mail Advertising
- **Guerrilla Advertising**
- Broadcast Advertising
- Product Advertising
- Corporate Advertising
- Direct Response Advertising
- Financial Advertising
- Out-Door Advertisement
- In-Door Advertisement
- Non-Product Advertisement
- Radio Advertisement
- T.V Commercial
- National Advertisement
- International Advertisement
- Retail Advertisement
- Classified Advertisement
- Local Advertisement
- Brand Advertisement
- Covert Advertisement
- Infomercials Advertisement
- Celebrities Advertisement
- Online advertising
- Surrogate Advertising
- Broadcast advertising
- Public Service Advertising
- Local Advertisement
- Retail Advertisement
- Non-Product Advertisement
- Public Service Advertisement
- Transit Advertising

CHAPTER - 2
NEW MEDIA

What is New Media ?

The term New Media is itself justifies. Word is made up of two words i.e. New+Media. One can interpret it as a new approach to the advertising. New Media is a very broad term to be used in advertising. New Media is generally related to digital aspect of advertising which includes website such as online, newspapers, blogs, wiki's, video games and social media. It can vary from region to region because of the advancement in technologies. Generally people describe "new media" are digital, often have
some characteristics of being manipulated, network able, dense, compressible and interactive. The definition of "New Media" has been constantly challenged.

New Media can be technically termed as:

(1.) Means of mass communication using digital technologies such as internet.

(2.) New Media can be understood as," it's a mixture between
older cultural conventions for data representation, access, and
manipulation where as newer conventions of data representation
access and manipulation. Where "old" data represents visual
reality and human experience where as "new" data is all about
numerical data.

History of New Media

In the 1950s, the connections between computing and radical art began to grow stronger. Conceptually it makes sense that the Cold War and the design of the Web took place at exactly the same time."Until the 1980s media relied primarily upon print and analog broadcast models, such as those of television and radio. In the last 25 years have seen the rapid transformation into media which are predicated upon the use of digital technologies, such as the internet and video games. However, these examples are only a small representation of new media. The use of digital computers has transformed the remaining 'old' media, as suggested by the advent of digital television and online publications. Even traditional media forms such as the printing press have been transformed through the application of technologies such as image manipulation software like Adobe Photoshop, Adobe Illustrator etc. and desktop publishing tools.

According to scholars such as Douglas Kellner and James Bohman that new media, and particularly the Internet, provide the potential for a democratic postmodernism public sphere, in which citizens can participate in well informed, non-hierarchical debate pertaining to their social structures.

Scholars, such as Lister et al. (2003), have highlighted both the positive and negative potential and actual implications of new media technologies, suggesting that some of the early work into new media studies was guilty of technological determinism– whereby the effects of media were determined by the technology themselves, rather than through tracing the complex social networks which governed the development, funding, implementation and future development of any technology.

As people have a limited amount of time to spend on the consumption of different media. The viewership or readership of one particular outlet leads to the reduction in the amount of time spent by the individual on another. The introduction of New Media, such as the internet, therefore reduces the amount of time individuals would spend on existing "Old" Media, which could ultimately lead to the end of such traditional media.

Mexico were the first major movement to make a widely recognized mark and effective use of New Media for communiques and organizing in 1994. Since then, New Media has been used extensively by social movements to educate, organize, share cultural products of movements, communicate, and more.

LITERATURE REVIEW

FORMAL ANALYSIS

(T Flew,2007,researchgate)

Youngsters of eighteen to twenty five years have become major consumers and create a strong market for all companies, mainly because they have a larger amount of money and because of this can make their own decisions as consumers exercise their rights and duties and influence consumption. From the perspective of product marketing, the young consumers acquire great importance because it is seen as a potential customer in the future. Market strategies point to products that appeal to young people and the lifestyle they aspire to; this so, used to attract customers and make youth choose certain brands that to remain faithful throughout their lives. Hence, the hypothesis was proven correct as new media marketing techniques are not only targeted for young consumers but also are proven to be very effective for companies.

(wikipedia)

In 1984, Rice defined new media as
communication technologies that enable or facilitate user-to-user interactivity and interactivity between user and information. Such a definition replaces the "one-to-one" model of traditional mass communication with the possibility of a "many-to-many" web of communication.

([www.exchange4media.com)](www.exchange4media.com)
New media advertising is a powerful medium of advertising through the Internet. In today's highly competitive environment, new media advertising acts as a cost effective medium with a wider reach, targeting a huge online audience. New media makes it possible to communicate with the audience using the benefits of technology on a interactive platform. Unlike traditional media, it is possible to track the audience usage and traffic by using new media as a marketing medium. Due to its unique features and benefits it has become popular among the users and advertisers alike. Marketing and advertising companies use creative banner ads to generate curiosity among the users so that they click on the banner to see further information. This gives greater visibility to the advertiser with more audience reach and helps in branding.Rich media gives an extensive range of new technologies that could be used as a powerful advertising medium. These technological innovations have given tremendous scope to the advertisers which helps them target consumers with their products

(wikipedia)

Interactive new media has become a true benefit to every one because people can express their artwork in more than one way with the technology that we have today and there is no longer a limit to what we can do with our creativity.
New media have created virtual realities that are becoming virtual extensions of the world we live in.

(exchange4media)

New media advertising is a powerful medium of advertising through the Internet. In today's highly competitive environment, new media advertising acts as a cost effective medium with a wider reach, targeting a huge online audience. New media makes it possible to communicate with the audience using the benefits of technology on a interactive platform. Unlike traditional media, it is possible to track the audience usage and traffic by using new media as a marketing medium. Due to its unique features and benefits it has become popular among the users and advertisers alike.

- **New Media as Computer Technology Used as a Distribution Platform** – New Media are thecultural objects which use digital computer technology for distribution and exhibition. e.g. (at least for now) Internet, Web sites, computer multimedia, Blu-ray disks etc. The problem with this is that the definition must be revised every few years. The term "new media" will not be "new" anymore, as most forms of culture will be distributed through computers.

- **New Media as the Mix Between Existing Cultural Conventions and the Conventions of Software** – New Media today can be understood as the mix between older cultural conventions for data representation, access, and manipulation and newer conventions of data representation, access, and manipulation. The "old" data are representations of visual reality and human experience, and the "new" data is numerical data. The computer is kept out of the key "creative" decisions, and is delegated to the position of a technician. e.g. In film, software is used in some areas of production, in others are created using computer animation.

- **New Media as the Encoding of Modernist Avant Garde; New Media as Metamedia** – Manovich declares that the 1920s are more relevant to New Media than any other time period. Metamedia coincides with postmodernism in that they both rework old work rather than create new work. New media avant-garde is about new ways of accessing and manipulating information (e.g. hypermedia, databases, search engines, etc.). Meta-media is an example of how quantity can change into quality as in new media technology and manipulation techniques can recode modernist aesthetics into a very different postmodern aesthetics.

SCOPE OF THE STUDY

(1.) This research will be limited in itself until the new technology comes.

(2.) Definition and approaches changes or vary to the need & demand of the target audience.

(3.) Documentation done for this research is limited in its periphery and approach. More thoro research could be done on this particular topic.

(4.) Survey would be conducted, would be limited to the LPU premisses. Results could vary with respect to the number of respondent.

OBJECTIVES OF THE STUDY

(1.) To come up with that form of ideas of advertising which will be more interactive and more user friendly ideas.

(2.) New Media definition is changing as per the requirement and growth or new inventions in technology.

RESEARCH METHODOLOGY

Future Prospects

- Documentation
- Interviews
- Library Visits
- Surveys

I will try to find the relevant information by surfing the Google and also going through the scholar projects, researches, blogs, website, articles and also from books if any available in college library and also by consulting my respective mentor. I will try to get the opinions of the people by doing some questioners or interviews along with some group discussions.

PICTURE GALLERY

NEW MEDIA WITH RESPECT TO IDEA

FANTA AD - NEW MEDIA

SCOTCH-BRITE AD - NEW MEDIA

NOSE HAIR TRIMMER AD - NEW MEDIA

NESTLE KIT-KAT AD - NEW MEDIA

BEVERAGES OR HARD DRINKS AD - NEW MEDIA

BOUNTY COFFEE AD - NEW MEDIA

ARIEL DETERGENT AD - NEW MEDIA

POWERAGE ENERGY DRINK AD - NEW MEDIA

BLOOM BAKERY AD - NEW MEDIA

PEDIGREE AD - NEW MEDIA

CARIBOV COFFEE AD - NEW MEDIA

OREO AD - NEW MEDIA

PRESTIGE AD - NEW MEDIA

CHANDON - NEW MEDIA

MAC DONALDS - NEW MEDIA

FRONTLINE FLEA AND TICK SPRAY - NEW MEDIA

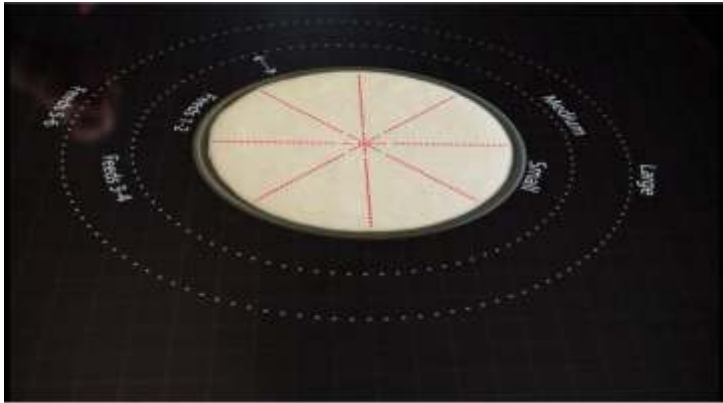# NEW MEDIA WITH RESPECT TO NEW TECHNOLOGY

PICTIONARY GAME - NEW MEDIA
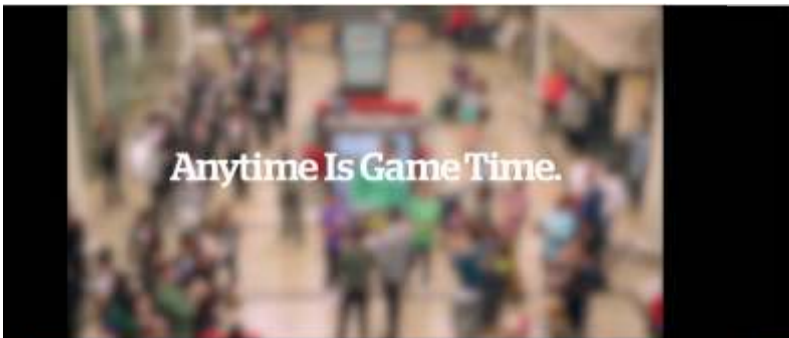
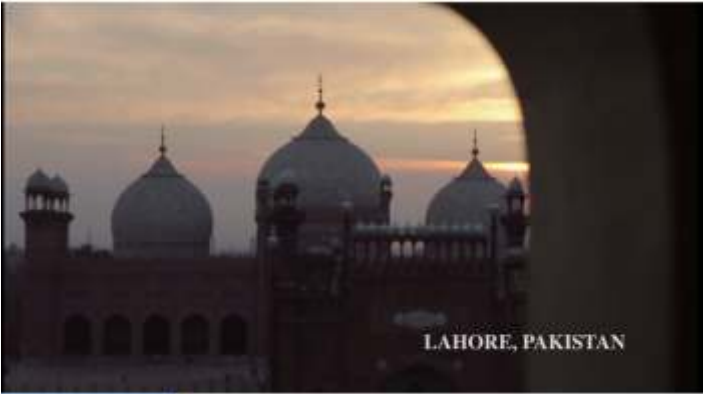# EYE CARE HEALTH PROGRAME- NEW MEDIA
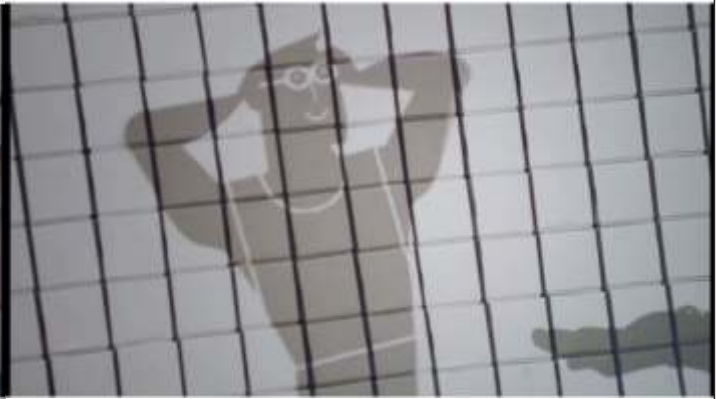
PIZZA HUT - NEW MEDIA

COCA COLA - NEW MEDIA

A moment of happiness   has the power to bring the world closer together

COCA COLA - NEW MEDIA

© 2013 The Coca-Cola Company

<u>SUMMARY</u>

This research project will help us to understand the importance of new media in advertising and how it is improving the conventional source of media. In this project, i will be concentrating on different types of new media approaches trending in the market. This research will not only review the new methods but also will help us to understand the new angles and approaches in advertising. By making it more creative, interactive and technology friendly.

According to me using again and again the old and conventional source of media are not able to attract the attention of the viewers, as their minds are already prone and in habit of taking these conventional sources for a long time. The new media will be like a new revolution and a break from the old methods or ideas. The idea should be out of the box which will help to attract much larger audience and make it more interactive and fun like activity.

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