

# Advertising Development Strategy Under the Integration of New Media and Traditional Media

Chenlin Lu

Nan Jing Normal University, Nan Jing 210000, Jiang Su, China.

---

**Abstract:** Entering 21st century, with the rapid development of internet, renewable energy and computer technology, we are stepping into a new industrial revolution era with "Digital Manufacturing" as the core technology. The new industrial revolution is not only an era of exchange and cooperation, but involves innovation and individuality. Creativity is known as the ideological content and soul of advertising. It is the life element of its vitality, attraction and persuasion. Today, as network information spreads rapidly, graphic creativity will be more applied to design of print ads. It can make up for the lack of language and better promote the exchange of world economy and culture. Graphic creativity will also be paid more attention by graphic designers.

**Keywords:** Graphic Creativity; Design of Print Ads; Promotion

---

## Introduction

Plane, color and text are the three elements of print ads, among which graphic design is the most important. Because graphics can directly vividly express the theme, graphic design serves as a bridge to convey the designer's intention and communicate with the audience. A good graphic creativity has certain requirements for appearance, which often has profound meaning behind it. The goal of advertising design is to apply ordinary visual images to space and create some ingenious, classic, and shocking visual images.

## 1. Current situation of online advertising marketing at home and abroad

The breakout of financial crisis is bound to have an impact on China's online advertising market. It was not until 2010 that China gradually got rid of the influence. Since then, online advertising has been struggling to survive, expanding the scale of the online advertising market. Of course, such results also contribute to development.

As financial crisis disappears, the economic situation has gradually improved, indirectly promoting the growth of the market. But it is undeniable that this year is a tough time for the development of online advertising. However, year after year, the investment income of all industries and the social sales income of products have increased greatly. In this case, the overall revenue also indirectly affects the total revenue of advertising and marketing.

In 2010, network marketing embraced opportunities for rapid development. In this year, many important events have taken place, such as the Winter Olympic Games, the World Cup, the World Expo, the Asian Games and so on. At the beginning of these activities, a lot of publicity will be carried out. Currently, advertising plays an important role. Relatively speaking, it will maximize the profits of network marketing. Of course, during this period, online advertising has also expanded new ways, such as the emergence of video advertising and the launch of corresponding major websites.

With the gradual withdrawal of websites like online marketing, it also provides opportunities for the "performance" of online advertising. Depending on consumers' preferences, the value of such websites has become more and more prominent,

which also gives video websites the opportunity to develop. This year will harvest a lot. Many multimedia has entered the market improvement stage.

The internet has a growing impact on consumers, making consumers have a certain understanding of its concept. There is no doubt that with the existence of the internet, advertising will appear in the market. Generally speaking, in the case of poor economic conditions, the company's top management will make decisions carefully; If the fund is insufficient, the company needs to increase its operating income to make up for the shortage. Therefore, with insufficient investment funds, it can only increase the income of enterprise marketing, and the internet, as a cost-effective method, will naturally attract the attention of enterprise executives. To sum up, under the needs of various markets, online media, as a new form of advertising, will be more easily accepted by the public, and many advertisers will gradually accept the fact. In the face of achievements, the online advertising industry should actively explore the new development direction, timely adopt new technologies and ideas, and create a space more suitable for the development of online media, consumers and the market, so as to maintain the leading development of online advertising.

## **2. General concept of traditional media innovation management**

As a traditional advertising media enterprise, it has experienced the challenge of media integration. This is because big data not only affects people's common communication methods, but changes people's business methods and ideas. In such environment, traditional media advertising enterprises should seize the opportunity and gradually accept the concept of new technology driven and creative supplement. Traditional media also need to rely more on new technologies in advertising. For advertising management, we should first focus on appropriate communication strategies. To reach this precision, we must correctly understand the multi-level needs of the audience. In this regard, big data shows broader application prospects. Big data itself also has a specific spider web, which can cover dispersed audiences and ensure stronger advertising on this basis. Nowadays, the media advertising industry is facing more personalized needs. In order to those needs, traditional media need to accept the business philosophy of niche and differentiation. Affected by big data marketing, data can represent all information, including total sales, advertising conversion rate, advertising attention, etc. At the same time, customers also show diversified needs. The general idea of data marketing is: first analyze the demand, and then provide necessary data support. In essence, the existing research focuses more on advertising companies or the whole industry than daily operation. As a media enterprise, it should know the shortcomings of traditional business paths and constantly change to adapt to the era of big data<sup>[1]</sup>.

## **3. Research on media advertising management innovation under big data environment**

### **3.1 Find a new form for online advertising**

Innovative online advertising plays a certain role in promoting the sales of enterprise products. For example, popular spokesmen are generally selected to appear in a unique form of advertising and sponsor a large number of programs to improve their popularity. However, online advertising lacks innovative ideas and has great limitations in form. Such advertising will only cause visual fatigue to consumers, and with no reputation, it will only cause disgust. Therefore, only creative and impressive advertising can stimulate consumers' purchase desire and demand. The real charm of online advertising is to provide consumers with the opportunity to participate in it, so that consumers can not only enjoy, but also agree to buy their products. Break through the inherent form of online advertising and seek unique online advertising.

## **3.2 Pay attention to the promotion of online advertising**

Advertising marketing can design unique advertising programs for consumers according to the types or groups of consumers in physical stores, and customize them based on their personal background information, preferences or purchase habits. As the consumers in the physical store are very specific and stable, we should determine their preferences depending on their preferences, and conduct a simple survey and summarize the basic situation of each consumer entering the physical store. Through professional survey, choose the home appliance designers who are most suitable for their current or future purchase to design their own products, which belongs to a special kind of online advertising. The unique characteristics of online advertising ensure the effectiveness of online products and culture [2].

## **3.3 Cultivate big data technology application talents**

As we all know, under big data analysis environment, media advertising practitioners should not only master the most basic core literacy of media advertising, but also have special ability to analyze and apply big data, so as to lay the most effective technical cornerstone for the formulation and completion of media advertising. Therefore, in media advertising industry, we should also cultivate big data analysis technology personnel to ensure the most basic requirements of the media advertising industry for personnel literacy. Media advertising industry can recruit excellent big data analysis technicians in colleges, regularly train existing practitioners, understand the cutting-edge big data analysis technology concepts, and lay the most basic technical guarantee for the effective application of big data analysis technology in the media advertising industry. At the same time, practitioners should really apply big data analysis technology to media advertising, and use in-depth investigation to find the important intersection between the products of the media advertising industry and big data analysis technology, so as to promote the rapid product improvement of the media advertising industry. In addition, the media advertising industry can also be promoted to the most effective advertising department of large companies. On the one hand, it can obtain the financial support policies of the local government, which is more convenient for external financing. On the other hand, it can maintain a long-term and stable team structure for advertising management, and bring benign constraints and incentive mechanisms to media advertising practitioners[3].

## **4. Conclusion**

Combined with current situation, the era of big data has come. In essence, big data can change the form of original media advertising. Enterprise information services will break through original boundaries. The market share of traditional media advertising is gradually being replaced by new form and special big data resources. In the big data environment, the original media advertising has been affected. Therefore, it is necessary to innovate the management of traditional media advertising. In order to realize the innovation of traditional media advertising business, we will explore the innovative mode in combination with the impact of big data on traditional media operation. Combining the current media advertising operation mode, give full play to the advantages of advertising and improve the overall level of advertising management on the premise of establishing long-term development goals through optimizing business philosophy and improving real-time measurement of advertising resources.

## **References**

- [1] He Xiumeng: Modern Advertising[J]. The sixth edition. Shanghai. Fudan University Press, 2015:189-190.
- [2] Iresearch. The 21st China Internet Development Report [J]. China Internet Network Information, 2018: 2-3.
- [3] Rao Dejiang: Advertising Creation [J]. Wuhan University Press, 2011:123-124.