

Research and Analysis of Outdoor Advertising New Media under the Internet Environment

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Abstract. In recent years, with the ever-accelerated development of the Internet, outdoor advertising media in China has also developed rapidly, and become a media communication mode equally famous as television and newspapers. The vast number of consumers are enjoying the new changes and convenience brought by the outdoor advertising new media, while slowly accepting this new media. Advertisers have also begun to pay attention to outdoor advertising media, constantly increasing the advertising volume in outdoor advertising new media, so as to strengthen the development of outdoor advertising media. This thesis first illustrates the research background, classification and characteristics of outdoor media, analyzes the technological innovation, advertising carrier innovation and marketing strategy innovation of outdoor advertising new media, and actively explores the relationship between outdoor advertising creativity and strategy, which puts forward some positive and effective measures for the development of outdoor advertising new media. At present, the rapid development of the Internet has promoted the emergence and development of outdoor advertising new media, thus making outdoor advertising new media equally famous as television and newspapers. The vast number of consumers are enjoying the new changes and convenience brought by the outdoor advertising new media, while slowly accepting this new media. Advertisers have also begun to pay attention to outdoor advertising media, constantly increasing the advertising volume in outdoor advertising new media, so as to strengthen the development of outdoor advertising media. With the large amount of investment and the rapid development of technology, the development of outdoor advertising media has entered a new stage. The author summarizes the current research status of outdoor advertising new media, analyzes in detail the characteristics, classification and innovation of outdoor advertising new media under the Internet environment, and actively discusses the relationship between outdoor advertising creativity and strategy, which greatly promotes the development of outdoor new media.

Keywords: Internet; outdoor advertising; new media.

1. Research Background

Over the past five years, outdoor advertising media in China have maintained an average annual growth rate of 30%, and outdoor advertising new media have become one of the first choices for advertisers. Some research reports show that outdoor advertising media's share in advertising media has increased year by year, and it rapidly becomes another important advertising media after TV and newspaper, whose proportion is very close to the distribution ratio of newspaper media.

People spend most of their time outdoors, which provides a broad market and potential for the development of outdoor media, giving outdoor media incomparable advantages over other media. Outdoor media, like other mode of media, attach great importance to the innovation and breakthroughs, with particular emphasis on the technology and innovation of the media. Currently, most cities in China have installed static spotlight advertisements, electronic screens and neon lights for rolling advertisements. These new media promote a wide variety of goods and services to people while making sky of the urban night gorgeous and colorful. Nowadays, outdoor advertising new media has been installed in shopping malls, parking lots and even elevators of commercial and residential high-rises. The use of multimedia functions has continuously accelerated the spread of advertising. In Beijing, Shenzhen, Guangzhou, Shanghai and other megacities in China, the shop fronts have been integrated, and their outdoor advertising reflects their individuality, regionalization and specialization. For new media and outdoor advertising new media, however, there is much that people do not understand, such as the unclear understanding of new media and outdoor new media, unclear understanding of the types of new outdoor media, and the unclear understanding of the

differences between outdoor new media and outdoor traditional media. These problems require experts and scholars to conduct researches and analysis, and also require outdoor advertising new media enthusiasts and researchers to make active efforts.

2. Literature Review

2.1 Overview of New Media

New media are a kind of emerging media arising under the rapid development of the Internet. It is mainly characterized by fast, simple, sharing and interactive communication with the help of network technology as well as science and technology. In the era of convergence media, new media have shown strong vitality and competitiveness, and rapidly grabbed the market of traditional media, becoming a popular form of media. At present, there are a variety of new media, including electronic magazines, various websites, mobile TV, mobile phones, various apps and outdoor advertising new media. People use the Internet, mobile phones and other new media to understand the current information dynamics around the world, and to achieve information sharing, timely interaction, thus greatly facilitating people's daily life and social interaction. In particular, the newly-developed outdoor advertising new media has greatly expanded the information communication route of outdoor advertising, further expanding the influence of outdoor advertising, which makes outdoor advertising no longer so simple and monotonous. Besides, many multimedia technologies are widely used in outdoor advertising new media. Therefore, the outdoor advertising not only has beautiful pictures, but also possesses sounds and videos, which gives people a more real feeling and makes outdoor advertising more effective. The emergence of new outdoor advertising media is the interpretation of the new marketing concept of advertisers, with a wide range of outdoor space and consumer market. Its range of audience is also the largest of all current advertising media. Outdoor new media have gradually become the center of outdoor media.

2.2 Classification of Outdoor Media

With the development of society and the progress of science and technology, the types of outdoor advertising media are constantly extending and expanding in both content and form alike, and their types have become more abundant.

The classification of outdoor media can be divided into narrow sense and broad sense, of which the main reason is the emergence of new outdoor media. In a narrow sense, outdoor advertising media mainly refers to the traditional outdoor advertising media, namely all kinds of billboards, posters, light boxes, walls, road signs, parachutes, airships, hot air balloons, smoke and other stereo models, etc.; In a broad sense, outdoor advertising media includes traditional outdoor media and new outdoor media. It refers to the ubiquitous outdoor media which include not only traditional outdoor advertising media, but also some new outdoor media. Especially, a wide variety of new media have played an increasing role.

2.3 Characteristics of Outdoor Advertising

In general, the main characteristics of outdoor advertising are reflected in the following five aspects, that is, high penetration rate, large audience, exquisite advertising pictures, long advertising time and low advertising costs.

Firstly, the penetration rate is high. Whether in the vast fields, in the city's shopping malls, hotels and even on various streets, people can feel the existence of outdoor advertising. Whether it is outdoor advertising traditional media or new media, the contact rate of people is very high. People feel the impact and influence of outdoor advertising all the time, and they can always feel the existence of outdoor advertising in a hurry. Especially in the rapid development of the Internet, the popularity of outdoor advertising is getting higher and higher. In elevator, shopping malls or outside the business buildings, outdoor advertising media publish or broadcast a variety of advertising, affecting people's consumption concept.

The second is large audience. Regardless of the people who run in the fields or the people who walk on the streets of the city, they are always the first ones to be advertised outdoors. Even if people take the elevator to go home, there are flat outdoor advertisements hanging around the elevators, or outdoor advertising new media that broadcast various advertisements. In the metropolitan nighttime magnificent lights, a variety of large-scale electronic display screens broadcast colorful advertising. At present, outdoor advertising is everywhere. People unconsciously become the audience of outdoor advertising, and the group is huge.

Thirdly, the visual impact is strong. Nowadays, outdoor advertisements are usually colorful and creative, which can give people visual impact and make them memorable.

Fourthly, the release time of outdoor advertising is long. Many outdoor advertising media generally appear in the promotional sites for a long time, repeatedly affecting the passing crowds, enabling people to deepen the impression and cognition of certain products promoted by advertisements, so as to increase their awareness and sales. The characteristics of a long period of release time for outdoor advertising are unmatched by those of other media advertisement such as television, newspapers and magazines.

Fifthly, the cost of publicity is low. Compared with other advertising media, the costs of outdoor advertising are the lowest, and the usage time is the longest. Its influence is no less than those high-priced advertising broadcast media.

2.4 The Impacts of the Internet on Outdoor Advertising Media

The progress of the Internet has promoted the rapid development of outdoor advertising media, making the influences, communication and effects of outdoor advertising stronger. In addition, the development of the Internet has contributed to the emergence and development of outdoor advertising new media. More and more different types of outdoor advertising new media have appeared in front of us, providing our consumers with more convenient ways and channels of understanding of all kinds of production economic information and service information.

Firstly, it has an influence on the efficient dissemination of outdoor advertising media. The ultimate role of the Internet is to promote the rapid information dissemination, accelerate update speed, and deepen the sharing and interaction between information. Outdoor advertising media, as a communication media, pursue the expansion of the communication scope and the acceleration of communication speed. The Internet just meets the demand of outdoor advertising media and promotes the high-speed spread of outdoor advertising media.

Secondly, it affects the continuous development of outdoor advertising media. Under the influence of the Internet, the opportunity of people's exposure to outdoor advertising has increased several times than before. Many advertisers have adopted the advanced technology of new media to transform the advertising promoted by other media into outdoor advertising. At the same time, they have also developed the multimedia video advertising media, using the fast Internet speed to spread, which greatly promotes the development and growth of outdoor advertising media.

Thirdly, it influences the emergence of more outdoor advertising new media. Under the influence of the Internet, many types of outdoor advertising new media have emerged, such as outdoor advertising new media in shopping malls, elevators in various high-rise buildings, outdoor advertising new media in large-scale background video screens of shopping malls, as well as networking luminous advertising screen and so on have appeared one after another. These novel outdoor advertising communication new media in turn promote the development of outdoor advertising.

3. Innovation of Outdoor Advertising New Media

The innovation of outdoor advertising new media is comprehensive, which is embodied in many aspects. In general, its innovation is mainly reflected in the innovation of technology, innovation of advertising carriers and innovation of marketing strategies. The following will be elaborated in detail.

3.1 Innovation of Technology

Technology is the core and supporting part of outdoor advertising new media, and it is the driving force for the continuous development of outdoor advertising new media. The key to the success of outdoor advertising new media in such a short period of time is technological innovation. “Technology is the primary productive force”. It is precisely because of the support of scientific and technological innovation that new developments and new achievements in outdoor advertising new media have been made. The technological innovation of outdoor advertising new media is reflected in the integration of new media and technology. New media is inseparable from the network, and network technology is an important guarantee to ensure the normal operation of the network. As a result, outdoor advertising new media actively carry out network technology innovation, make full use of network technology, conduct information fast transmission, advertising publicity and achieve all kinds of information sharing and interaction. Of course, in addition to network technology innovation, there is also editing and production technology innovation to produce more elegant and creative outdoor advertising works.

3.2 Innovation of Advertising Carriers

The advertisement carrier is the dissemination tool which publishes the advertisement works. In outdoor advertising new media, there are a variety of advertising carriers, including micro electronic display screen, large and wide display screen, LED electronic outdoor screen, outdoor LCD advertising machine, outdoor electronic newspaper column and outdoor touch LCD and so on. As for the choice of outdoor advertising carriers, outdoor advertising new media producers generally choose the appropriate communication carrier according to the actual situation, so as to integrate the advertising content with the advertising carrier, make the carrier become part of the advertising, highlight the theme and appeal point of the advertising, and make outdoor advertising the most effective. In the outdoor advertising new media, outdoor advertising new media producers should make full use of the role of advertising carriers, so that the innovation of outdoor advertising new media is of more affinity, thus making it more easily recognized and used by the audience, and the advertising effect is better.

3.3 Innovation of Marketing Strategy

The innovation of marketing strategy is a significant content of outdoor advertising new media innovation, which directly affects the development direction and prospect of outdoor advertising new media. In the marketing strategy innovation, outdoor advertising new media producers take a variety of positive and effective measures for innovation, so as to ensure that marketing work is carried out with good effects. The first is to bring forth new ideas in the marketing mode, take a positive and effective marketing mode, constantly change the concept and the way of thinking, and truly do a good job in marketing planning innovation from the perspective of serving consumers and facilitating consumers. Secondly, it is essential to actively create a cross-media comprehensive platform, cultivate new economic growth points, and promote the development of outdoor advertising new media. Finally, it is necessary to further strengthen standardized management, make innovation in technology and service, vigorously promote corporate culture, constantly stimulate the enthusiasm and creativity of marketing personnel, and form a sharing and restriction mechanism between enterprises, employees and shareholders.

4. The Relationship between Outdoor Advertising Creativity and Strategy

Creativity in advertising refers to the better spread of a certain commodity or service to achieve conceptual breakthrough and performance innovation. As is known to all, advertising creativity does not change the connotation and function of advertising objects, but it can change the way of publicity and the way of people’s acceptance. Advertising creativity is the real vitality of advertising. If the advertising is to be impressive and unforgettable, it must have a surprising advertising creativity and advertising program. Strategy is development way and means, and it is plan and strategy. It has

nothing to do with advertising creativity. However, advertising creativity gives service for advertising strategy, and creativity is a part of the strategy. A good idea of creativity does not necessarily bring a good strategy, but a good strategy will definitely bring a good idea of creativity. Advertising creativity is also a kind of strategic innovation.

In terms of outdoor advertising, creativity is crucial. It is the soul and life of outdoor advertising. Advertising creativity has abundant connotation. Specifically, it mainly includes three aspects. First, creativity is inseparable from technological innovation. The wheel of technological progress has always been unstoppable. When it comes to eye-catching outdoor advertising “effective weapon” such as Bluetooth technology and the outdoor media interaction, it makes the outdoor advertisement big-name become a fixed site for information release, facilitating the more convenient dissemination of commercial and even public information. Second, creativity is the expression of advertising. The concept and definition of outdoor advertising have been subverted by creativity, making new outdoor media emerge endlessly. The third is strategic innovation. Time-sharing media of outdoor advertising new media have purchased many big-name outdoor media in China, which effectively integrates outdoor resources and enables all communication media to achieve a unified and effective communication context. Hence, the resource advantages of outdoor advertising are fully utilized and exerted.

5. Conclusion

At present, there are more and more types of outdoor advertising new media, and there is also a growing choice of advertising carriers to spread outdoor advertising, which greatly promotes the development of outdoor advertising and has an important impact on people’s lifestyle and consumption concept. The development of outdoor advertising new media not only lies in its various advertising carriers, but also in its innovation, namely, technological innovation, marketing strategy innovation and production method innovation, aiming to attract the attention of consumers. Consequently, in order to faster and better develop the outdoor advertising new media, we must persist in innovation. Supported by the Internet and other advanced science and technology, we must combine different groups of people to produce innovative, exquisite, excellent and unforgettable outdoor advertising works.

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