



Research on the Experience Design of Commercial Ads in the New Media Context

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Abstract. Advances in Internet technology have driven the development of new media platforms that have impacted on the original commercial ads design model. Experience design in commercial ads is gaining importance in the new media context, which has greatly enhanced the effectiveness of commercials in terms of promotion. This paper analyzes the development of commercial ads in the new media context and gives corresponding design strategies from the perspective of user experience design, hoping that commercial ads will form a unique cultural imprint in the new era.

Keywords: New Media · Commercial Ads · Experience Design

1 Introduction

With the rapid development of the Internet, various new media platforms built on Internet technology have rapidly penetrated into various industries and people's daily lives. New types of commercial ads in different forms have emerged, further influencing people's consumer attitudes. With this background, elements such as users' values, preferences, consumption psychology and direct senses are further amplified, and the content about user experience in commercial ads is increasingly valued, so interactive experience design that makes feedback based on user experience follows the development trend of ads design in the new media era.

2 The Current State of Commercial Ads Development in the Media Context

New media is a product of the combination of digital and Internet technologies compared to traditional media such as newspapers, TV and radio, which provides digital services to users by eventually delivering information to their tablets, mobile phones, computers and other terminals through online channels such as the Internet. Ads using new media as the medium of communication has increased the number of communication channels and innovative communication methods, shifting from the original text-based information output to more information output with pictures and videos as the main content [2].

2.1 Types of Commercials Derived from the New Media Context

Splash ads, refer to the ad displayed when launching the app, with pictures, videos and links as the main content, usually a full screen ad display of 3–5 s in length. Splash ads are very common, with major video apps and social apps placing these types of ad. The few seconds of APP launch buffer is the “golden time” that users can’t avoid, using this time, splash ads can effectively enhance users’ memory of the brand, and invariably enhance users’ recognition of the brand.

News feed ads, are interspersed in the infomercial content of various platforms and are generally labeled as “ads” or “promotion”. Relying on big data, based on the analysis of user browsing traces and other behaviors, this type of ads often uses the form of recommendations, offers, seeding to promote products, targeted, rich form applicable to a variety of scenarios.

Pre-roll ads, can be divided into bumper ads and cinema ads. The bumper ad is a way to insert content in the form of pop-ups, animations, and large images into paused or playing videos and nodes such as the end of chapters of novels. In recent years, bumper ads combined with the plot content of movie and TV drama can be seen everywhere, witty and appropriate to the plot of the ads slogan effectively close the distance between the brand and the user, deepening the user’s memory of the brand. Cinema ads refer to video-based ads ranging from 5 to 60 s that are implanted into the use of the APP, due to their relatively long playing time, are often combined with the reward mechanism within the APP to further increase brand exposure.

2.2 Characteristics of Commercial Ads in the New Media Context

Diversity. Under the new media context, the most directly visible is the diversity of ad presentation forms, from the text-based in the past to a combination of graphics, large images, video playback, interactive video and other forms of presentation. With the addition of Internet technology, ads distribution channels have also become more diversified, with different types of ads penetrating every aspect of people’s lives through various new media platforms. At the same time, the audience level of ads is becoming more and more diversified. The new media environment requires the target group of ads to be more segmented and more precise, and users are accordingly divided into different levels of audience groups [4].

Popularity. Different types of commercials derived from the aforementioned new media contexts have reached all types of age levels and different circles of users and are universal among the general public. The new media platform has a very significant “disintermediation” compared to the traditional media information dissemination, once the information is released can be directly to the hands of users. At the same time, each user can become the publisher and disseminator of a new round of information, realizing “re-mediation” and expanding the population of ads and dissemination.

Interactivity. The development of new media has brought new carriers for commercial ads, which can gather multiple senses such as sight, hearing, touch and even smell, and integrate elements such as sound and picture into one, enhancing the interactivity of ads while enhancing the user’s experience. Commercial ads interactions in the new media context are two-way, with user responses fed back to the backend, and merchants further

adjusting or pinpointing ad content and marketing strategies based on user characteristics. In the new media environment, users are not only the recipients of ads, but also the participants of the ads experience and even the leading participants of the ads interaction. The creation of a good interactive experience makes the users gain great psychological satisfaction.

3 Problems Faced by Commercial Ads Design in the New Media Context

3.1 Lack of Novelty in Design Content

The development of Internet technology has opened up more possibilities for ads design in the new media landscape, but the content of many commercial ads still lacks novelty. For example, ads in graphic form should not just be visually embellished using new technology and then combined with simple or complex typography of text such as a tagline. In the new media environment, ads appear more frequently and mostly make use of people's online fragmented time. Unlike the past when the focus was on the subtlety of composition and the shape of typography, the design of commercial ads in the new situation should highlight the selling points of one's products or the qualities of one's brand more clearly and accurately [5]. And the current commercial ads template phenomenon is serious, the same industry publicity posters and other print ads layout structure, font design, graphics and other content have a similar template can be applied, resulting in the final output of commercial ads also has a high degree of similarity.

The essence of ads is the dissemination of information, and the development of new media technology has enriched the ways and means of information dissemination, but the design of commercial ads cannot be bound by these newly generated forms. A nice poster or a video ad with "something to laugh about" may not be as impressive as a short tagline. At the beginning of the 21st century, when the traditional media was still dominant and people's commercial awareness and brand awareness were relatively weak, the slogan "this year we will reject to accept the presents except Brain White Gold in Spring Festival." and a pair of cartoon images of elderly people were deeply embedded in consumers' minds, which fit the product slogan and Chinese consumer customs.

3.2 Information Noise in the New Media Environment

The popularity of the Internet and the continuous increase in users have led to the rise of various new media platforms and a significant increase in the number of online ads, with users receiving massive amounts of information on a daily basis. In the new media context, the cost of ads is low, and different user groups are generally more social, resulting in a constant flow of information around the user, and over time, the user will become increasingly numb to the noisy information.

In the era of homogenization, the phenomenon of product homogenization is serious, and ads are also homogenized, and many commercial ads have the phenomenon of similar expressions, and the ad styles and promotional contents of the same or similar

fields are always prone to “overlap”. When everyone behaves more or less the same, it will be difficult for users to choose from a crowd of homogeneous ad campaigns in a short period of time, causing visual aesthetic fatigue, which inadvertently increases the amount of customer churn. At the same time, many low-quality messages may have a more eye-catching effect, drowning out certain high-quality messages.

3.3 User Emotional Needs Threshold Raised

One of the purposes of commercial ads is to use the consumer demand and consumer psychology of the user to generate consumer impulse and thus complete the consumption process, which requires a strong “targeting” in the process of ads design, the target consumer groups are more clear, so as to strive to produce psychological resonance with consumers. This clearly requires that the design of commercials must be human-centered.

And in the new media era, people are generally receiving huge amounts of information stimulation every day. According to the “Online ads User Behavior Survey Report” on the Internet, Chinese adults are exposed to mobile phones for an average of 100.75 min per day, while the average number of ads they can receive is nearly 5,000 per day. In the environment of information explosion users are gradually apathetic, the brain’s tolerance to stimuli is increasing, the time to generate impulses is becoming less and less, the point of being able to empathize with external stimuli and the cool points that stimuli can generate is increasing, and the threshold of user emotional needs is also increasing.

3.4 “Information Cocoon” Effect is Difficult to Explore New Design Highlights

Big data technology has a better understanding of user characteristics and needs, allowing for more detailed user circle segmentation. This allows users to immerse themselves in a pool of information that is relevant to their psychological needs and interests, without paying much attention to other aspects of the information content and the authenticity of the information itself, resulting in a wide variation in the perceptions of different “circles” of users on the issue.

When users are used to immerse themselves in the information within their cocoon, it is also more difficult to dig out new consumption highlights and guide new consumption ideas from users, making it more difficult to dig out the highlights of commercial ad designs.

4 A Study on the Experience Design of Commercial Ads in the New Media Context

With the advancement of technology and the upgrading of consumption, the personalized needs of consumers are increasing, and the focus of business competition among enterprises is gradually shifting to user experience. The rapid development of new media has led to the problems faced by ad designs, such as a cumbersome information environment and a higher empathy threshold for users, making it more necessary to be user-oriented, to better meet the needs of users and to bring them a pleasant information receiving experience.

4.1 Enhancing the Interactive Nature of Commercial Ads

In the new media environment, the flood of information from different channels has impacted on the traditional ads design and production [1]. Compared to traditional forms of ads that output information unilaterally, interactive designs that users can participate in together are what modern new media users are happy to accept.

According to Makela & Fulton Suri, “user experience is the result of a behavior motivated by certain motives in a given context.” It follows that a large part of the user experience occurs during the interaction. In the design of the interactive process of ads, it is necessary to observe the principle of ease of use in user experience, i.e. to reduce the burden of thinking and simplify the cognitive process of the user. Ease of use is mainly reflected in three aspects: easy to see - pay attention to the location of key information layout and prominence design; easy to learn - pay attention to the orientation elements and interface instructions; easy to operate - understand the user’s operating habits and the simplification of the operating process, so that the user is fully competent to operate the process and meet the expectations of the heart.

4.2 Enhancing the Base Experience of Commercials

User experience cannot be separated from users’ senses, and users’ different sensory perceptions of ads together constitute the basic experience of users, and users’ sensory experience is the most basic experience. Sensory experience is the channel through which users receive information, which mainly covers the five aspects of vision, smell, taste, touch and hearing, and is the instinctive response of users.

Modern psychological research shows that 83% of the information users are exposed to on a daily basis comes from the visual level, and that a combination of audio and visual can yield a more realistic and concrete impression of the product [6]. This reveals, on the one hand, that the transmission of modern commercial ads information is still dominated by visual output, and on the other hand, it shows that the synergy between the senses can deepen the user’s impression of the information and complete the information chain in the user’s mind.

After standing out from the crowd of FMCG beverage commercials with its bright pink brand IP color and the image of a simple-headed snowman, MXBC is once again on fire in 2021 with its “Oh! MXBC”, a “brainwashing song”. The renewed success of MXBC is not only due to occupying the high ground of consumers’ auditory senses, but also the perfect integration of the previously created Snowman IP and brand visual image and song. After the commercial “Oh! MXBC” hit, MXBC took advantage of the heat of the song and parachuted Snowman dolls into many stores, realizing a synergistic experience for consumers’ visual, tactile and auditory senses.

4.3 Ads Design Scenario

The design scenario of an ad is where the business creates a life scenario in the ad that resonates with the target user and can make them empathize. In the process of creating life scenes, integrating products into scene props can make consumers more receptive to product settings and ads in similar life situations and similar life experiences, invariably

touching the life emotions experienced by users. The resulting pairing of products and life scenarios can be tapped to guide users' consumer behavior and lifestyles.

To really resonate with users, the scenario has to be chosen precisely. Every user experiences countless scenarios every day, but some scenarios are mandatory strong scenarios and some are flashing weak scenarios, and the emotional and psychological journey of the user will vary in different scenarios. The more precise the scenario the more it will impress the user and inspire them to buy.

The setting of scenes in the ad is not only as a backdrop for the product, but more importantly, the attitude to life and the aspiration for a better life that can be conveyed to the user in the ads scenes. The creation of ads scenes can create a beautiful life atmosphere, while the user's expectation of a better life in ads is the greatest internal motivation to prompt users to consume, and this expectation and motivation is the product of satisfying the user experience.

4.4 Dramatization of Ads Narrative

Narrative is a socialized activity, and ad, as an inevitable product in consumer culture, has become a vehicle for narratological integration, and ads narrative has become a new research perspective in ads design. In the article "Advertising and Culture Research", Mr. Zhang Shanqing has clearly stated the definition of "ads narrative": the symbolic product or act of conveying product information, service and brand through symbols and media expressing either real or imaginary events in a specific context for the ultimate purpose of profit [3]. With the rapid development of the "experience economy", the specific context created by storytelling marketing is more likely to resonate with consumers' emotions and has become a common means of ads narrative.

The story in a corporate ad is not only a clear presentation of the selling point, but also conveys the cultural values and attitude of a company and a brand. The significance of a story that moves consumers is that it allows them to see the meaning of the situation that the company has created through the story's surface, touching a point of empathy. An ad tells its story well, often with eight elements:

- (1) Character setting; all characters must conform to the settings of the constructed character itself from their external appearance to their mannerisms and actions, and must not act outside of the character's settings in order to convince the user of the authenticity of the character itself and better bring in emotions into the character.
- (2) Theme setting; a story is developed based on theme has been set, the ups and downs and conflicts in the story should be in response to the theme.
- (3) Unexpected stimulus; stimulus events are set to break the protagonist's old routine and create new points of conflict, thus setting the stage for the series of things that happen next.
- (4) Conflict - object of desire; when the usual state of life is broken, a new unexpected stimulus event is bound to create a new conflict. The protagonist's desire to return to normalcy necessarily requires the resolution of a conflict, and thus a certain goal that needs to be reached is the object of desire.
- (5) The first action; in order to get the object of desire, the protagonist will take the first action in response to the conflicting conflicts that arise.

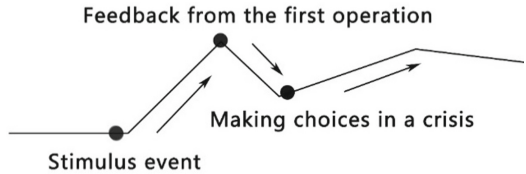


Fig. 1. Diagram of the protagonist’s psychological ups and downs.

- (6) The first feedback; for the first action of the protagonist, the contradictory event will definitely give the first feedback, either positive or negative. Often the first feedback given by conflicting events is often a hindrance to the protagonist’s desire to achieve their goal in order to make the storyline fuller and more meaningful.
- (7) The action is difficult to achieve; the first feedback gives the protagonist further insight into the conflict itself, while again increasing the difficulty of accomplishing the goal and sublimating the meaning of the protagonist’s action.
- (8) Choice under crisis; with the previous series of padding, the protagonist takes the second act and gets the climactic feedback of satisfying expectations, thus getting the object of desire and the user satisfies the psychological expectations and the story ends successfully.

Figure 1 shows the psychological ups and downs of the story’s protagonist in anticipation of the narrative process. Starting with the acceptance of a stimulus event, the character’s psyche fluctuates and gradually returns to calm after reaching his or her goal, but with a new elevation of mind from the experience. Since narrative dramatization is easier to empathize with, it makes the user’s emotions change along with the main character’s mood swings as the storyline progresses.

5 Conclusion

To sum up, the new media context brings new opportunities for the development of commercial ads design, but also gives rise to many new problems. In this context, experience design becomes an inevitable way to solve these problems and improve users viewing experience. Technological advances will inevitably be accompanied by economic activity, and in the future commercial ads will be seen everywhere and will become an integral part of people’s cultural life. A good user experience can reduce people’s resistance to commercial ads and trigger their emotional switch, thus enhancing their acceptance of commercial ads. Adapting to the new media situation, combining digital technology to continuously innovate the form of commercial ads, and conveying the concept of corporate humanistic value and happy life with the help of commercial ads are the keys to associate commercial ads and user experience in the new media context.

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