



# An Exploration of the Application of Digital Scenes in New Media Marketing Communications

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**Abstract.** In the mobile Internet era, the combination of new marketing technology and terminal equipment has achieved obvious development and innovation results. This article mainly against digital marketing scenarios, analyzes the integration of virtual technology and new media platforms, and summarizes the characteristics and advantages from many practical cases in China. Explore new directions in the development of digital scene marketing.

**Keywords:** Digital Scenes; New media; Virtual advertising marketing

## 1 Introduction

Nowdays, all kinds of APP on the new media communication methods are undergoing a new round of definition, as the mobile Internet terminals, short videos, live streaming e-commerce, and the application of digital technology for brand marketing has been reflected in a number of ways, such as the WeChat H5, the virtual image live streaming, AR augmented reality technology, VR digital marketing of new scene etc., all for the brand development has brought new challenges and opportunities. In recent years, with the concepts of blockchain, virtual interaction, 5G network and web3.0, the concept of meta-universe, the dialog between brands and consumers has new channels and more possibilities. Appropriate amount of value-added services to the platform, allow advertisers to use the new media platform to recommend products to users, and use a combination of graphics and text to improve users' purchasing power, enhance the user value of the new media platform.[1]

In 2022, the online and offline advertising expenditures of Chinese brands were about 196.1 billion US dollars, of which digital advertising expenditure reached 81.8%. Digital advertising require sufficiently rich and complex application scenarios, especially in the innovation and practice of scene marketing. In the social media era of fragmented communication, digital technology plays a major role in the performance of the marketing scene, bringing a surreal experience to consumers through the construction of the virtual world, bringing a more intuitive effect on brand image promote and younger, and providing a better service platform for promoting new retail.

With the support of big data mobile Internet, scenes have become the core element of communication and a popular marketing model. Its essence is to meet the real or

potential needs of users in a specific scene. The scenes are divided into real scenes, virtual scenes, and scenes that combine real and virtual. Scene marketing has formed a unique marketing strategy in practice.[2] The new media marketing of digital scenes cannot be leave from two important factors: new media digital technology and scene marketing content. This is a new dialog composed of specific time, spac, character, events and relationships, and is a collision of "technology" and "art". Scenario marketing begins with people's recognition of the environment and emotional cognition, and digital technology breaks down and reorganizes people's concepts on this basis. Virtual and reality, creativity and performance, promotion and culture are realizing each other's empowerment.

Michael Wooldridge, head of the Department of Computing at Oxford University, has said that "advances in AI require sufficiently rich and complex application scenarios, and in this, China has an enviable advantage." Observe the china market, we will find much real scene marketing cases: Taobao APP created a "Taobao second floor late-night cafeteria" scene on its homepage which stimulates shopping demand through a storyline scenario; Pepsi and Tencent Music created the first "meta-universe LIVE HOUSE" music dream scenario in China with digital dual identity of more than 4 million fans; The online office software Ding Talk launched the "ROOMS" intelligent meeting product, strengthening the crowd connection and the office integration ability; The Aimer underwear brand created the virtual scene commercial district "METAPLAZA " subverts the traditional clothing shopping scene; Peace Elite Games conjunction with Maserati ,make a super digital scene to meet the dual expectations of players and fans; Tiktok Auto Carnival has launched a large-scale digital scene of the future automobile city in the online "Parallel World" to bring traffic and attention to a number of automobile enterprises. We can see that the digital scene experience is no longer a simple game, movie, animation elements fusion marketing, but to stimulate the "digital life" of each user, so that the "digital life" awakening. The digital scene in new media marketing has strengthened the product information, reconstructed the consumer perception, enhanced the brand image, and refreshed the sales mechanism. I will analyze its significance from the following aspects:

## 2 Interest

With mobile terminals, consumers can quickly access and enjoy diversified contents by contents of digital scenes at any time and any place. Especially for the young main consumer users in the Z era, more interesting, trendy and immersive marketing scenes can better meet their emotional demands. The ultimate goal of new media advertising marketing is profit, and the fundamental reason for profit is whether it can be recognized by consumers. Therefore, in the new media advertising marketing, it is set to be embodied in a simple and understandable way, embodying the concept in the advertisement and reflecting the charm of the brand.[3]Under the environment of accelerated digitalization and iteration, enterprises look forward to creating immersive scene experiences for consumers with innovative and interesting interaction methods. Digital scenes can completely subvert the real world, bring richer interactions, indepth user's

point of interest, giving consumers different identities, genders, roles and tasks, to get stimulation and pleasure. In digital scenarios, we often integrate elements such as technology, games, future, social, music, universe, surreal, etc., so that consumers can obtain various interesting experiences without leaving home, the corporat can adapted to offline scenes and products, so that the media, users, brands to achieve a win-win situation and finally successfully complete online and line Integrated marketing closed loop.

### **3 Functionality**

In the virtual world, users have a complete image identity, get a sense of realistic experience and a special sense of happiness at the same time, quietly grasp the product selling points and brand information. For example, "Tiktok Future Auto City" can be integrated into multiple pavilion scenes without any blind spot through 360-degree exhibition viewing without dead angle. The function settings in the digital scene can bring users an immersive experience to complete the perfect display of the sales information. This perfect display of sales information which presents rich information than the simple web pages and graphics of the traditional auto show. In the research about effects of augmented reality mobile app advertising, the test model give quantified data and answers, get a series of conclusions is to investigate the positive effects in economy elements of AR advertising experience on consumer responses with AR satisfaction, purchase intentions, shared social experience.[4] Apart from the scene marketing of advertisers, it also shows special functions in the media channels, such as the variety shows in the web3.0 era. "Baidu Original Universe Song Club" has integrated the original universe, virtual digital people, AI generated content, immersive live interaction, digital collection and other freshest elements into the one live party, live two hours successfully attracted more than 50 million people to watch. It also created the first full XR immersive Web3.0 party in China. Compared with the traditional concert with fixed distance and viewing space, the music party moved to the metaverse is more flexible and free, blurring the boundary between reality and virtual, and making the audience become the participants of the concert. Abandoning the traditional moderator advertising broadcast, stickers and other forms of advertising, make the brand implant memory in the hearts of users, while realizing the dissemination of advertising content, while protecting the immersive experience of users.

### **4 Uniqueness**

In The 《Consumer Society》 Baudrillard pointed out that "in order to constitute the object of consumption, things must become symbols". Mass consumer goods are the inevitable result of mass production, while unique goods with scarce attributes become the "catalyst" for consumption. When it comes to understanding your target audience and customer's preferences, big data plays a very important role. It even helps you anticipate their needs. The right data needs to be effectively presented and properly analyzed. It can help a business organization achieve various goals.[5] In the digital space,

everyone's life is different. In a research paper on "the self-construction of consumers in the scene marketing communication", the author starts with the self-construction of the role symbols of consumers in the scene marketing communication, and decomposes the role symbols of consumers into role setting, role play and role integration. First, marketers set the attributes of the characters before consumers enter the scene. Second, consumers enter the scene for role-playing and game interaction, and fully experience and feel the fun and charm of the scene marketing communication. Third, the scene marketing communication enhances consumers' cognition and experience of the product brand, so that consumers can deeply integrate into the scene role, realize the role identification of consumers, and complete the self-construction.[6]The open and immersive space, products and services allows integration into each consumer's heart one-to-one, reflecting the unique value of brands and commodities through differentiated marketing methods, realizing consumers' "privatized" and "customized" experiences, and making personalized unique identity value manifest. The value of identity is manifested, and the interaction between individual digitization and organizational digitization is realized.

## **5 Interactivity**

The communication channels of new media advertisements are mainly social platforms. Part of the reason for choosing such platforms is that the platform structure of social platforms is relatively simple, which is conducive to the short-term communication of advertisements. Most of the characteristics of new media advertisements use word-of-mouth marketing policy theory as the basis of advertising communication.[7] Integrated marketing scientist Don Schultz reveals and emphasizes the role of association, reaction, relationship, return in modern marketing in the 4R marketing concept. In the environment of the digital age, consumers' awareness of autonomy is constantly rising, and the users of digital media have a strong sense of participation and active voice. User participation has become the key to achieve the effect of digital marketing communication under the interactive logic. New media platforms have already realized two-way communication through interactive behaviors such as leaving comments, liking and forwarding. On this basis, the digital scene breaks the time delay, realizes instant interaction, and enhances the sense of experience and access in the moment; and it integrates and innovates the communication mechanism and interactive features of each new media platform, such as emoticons, online game experience, talk NPC, LAN ranking, voice chat, virtual gifts etc., which strengthens the community atmosphere and enriches the interactive experience.

## **6 Shareability**

Conversion rate is an important means of considering the results of marketing communications, and as we enter the era of Internet-computed advertising, the statistical analytical power of big data has brought us quantifiable results. The construction of digital scenes has a certain cost, so the positive effect it produces is also very important. The

concept of content and technical means play an important role here. Unlike the fission and viral communication in the past, the construction of digital scenes is grandiose and more costly, and its scope of influence, depth, and realizing effect should have higher requirements. From the market situation, it also lives up to its expectations. The "Peace Elite Maserati Digital Marketing" as an example, the #Peace Elite New Year Car Owners# microblog topic had more than 360 million views on the whole network; more than 1.7w users on the whole network contributed words; 96w ordinary users participated in the lucky draw to compete for the reward. And the "Tiktok Future Auto City Digital Marketing", during the 23day campaign, a total of more than 1.09 billion exposures; more than 100 million visits; 58.61 million visitors; 67% user retention rate; an average of more than 3 repeat visits; an average user stay time of up to 10 minutes; an interactive conversion rate of more than 25%. We can feel the strong sharing and spreading effect brought by digital scene marketing.

## 7 Extensibility

In the practice of digital scene marketing, often can harvest beyond the project expectations of the "surprise". With continue real brand value image, we can create brand digital assets in the virtual world, including virtual products, customized props, digital collectibles, etc., which can broaden the consumer market and promote the physical brand at the same time. Take NFT digital collectibles as an example, is a certificate of obtaining digital virtual assets in the Internet ecology. It is a kind of virtual social currency that can be collected and traded. It is unique and not replicable, has its special value, and is a scarce user rights and assets. For example in automobile corporation, Lamborghini in collaboration with Swiss artist Fabian Oefner and Sotheby's released its first digital collectibles series 《Time Memory》; Porsche Design director Peter Varga created exclusive design sketches as Porsche's first NFT artwork auction, and donated the proceeds to non-profit Viva con Agua. NFT fits with the product brand, fits with the virtual scene, fits with the social psychology, through the online virtual scene, captures the consumer's emotions and preferences, precipitates multi-dimensional data, helps the brand to achieve refined user management. Like Lancôme with JD.com, has launched a limited digital collection of "Profess Meta-universe Post Office"; "Nayuki's Tea" launched a virtual character brand ambassador "NAYUKI" was launched, and the trendy IP was sold at RMB 699 in the official. App kwai issued the first NFT digital collectibles, and consumers purchased the unique code digital collectibles on line and received the physical artifacts off line to strengthen the emotional link.

## 8 Conclusions

With the development of the mobile Internet era and the upgrading of technology, big data, social media, terminal hardware and computing calculate power system are all developing rapidly, bringing more possibilities for digital scene marketing, changing the traditional sales path of corporation and changing the shopping habits of consumers. Through mobile phones, scene marketing breaks the time, space and environment,

triggers a new identity of consumers, builds a virtual and interesting new sales environment, and establishes a new relationship between corporation and consumers. China is a fertile land for the development of digital economy, with the huge scale of digital users, the deep penetration of digital life and the rapid development of digital technology. The application of virtual digital scenes on new media platforms is developing in a broader direction. It leads the development of intelligent digital marketing, make corporation to obtain real data and improve the efficiency of marketing communication. In the future, we still need to constantly understand the new digital technology, such as face recognition and special effects, AI Generated Content, AI drawing and editing, corporation member data management, grasp the psychological change of consumers and Internet users, improve the content of new media marketing creative, improve the effect of communication, to achieve higher commercial and cultural value.

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