

Study on Advertisement Placement in Metro Media Service System

Yuxiao Tu¹, Zheng Li^{2*}

¹ College of Textile and Clothing Engineering, Soochow University, Suzhou 215123, Jiangsu, China

² School of Art, Soochow University, Suzhou 215123, Jiangsu, China

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Abstract: From the perspective of the establishment of the subway media service system, the corresponding relationship between passenger travel purpose and advertising location is studied. The characteristics of convenient and efficient advertising in subway media to serve the crowd are used to form an optimized allocation of resources to maximize the effectiveness of advertising. Study the constituent factors of the subway media service system, and expound the relationship among the three areas of media, station cars, and crowds. Among them, it focuses on analyzing the occupations of passengers, economic income, viewing advertisements and travel purposes, etc., Using new interactive design methods to implement subway advertising strategies. Increasing the economic benefits and social influence of subway advertising.

Keywords: subway advertising, service system, travel purpose, precise placement

1. Metro media service system

The basic components of the service system include service providers, service demanders, software or hardware, and service environment^[1]. This system is based on subway advertising and the purpose of passenger travel as the starting point. It studies the circulation system consisting of three areas: media, trains, and crowds. The concept of this service system is to obtain the most effective form of advertising.

1.1 Block introduction

Media block refers to the form of advertising, which has many forms. According to the different places, it can be divided into wall stickers, fence, post, etc.; According to the different forms of expression, it can be divided into dynamic ads and static ads; the media performance angle is divided into twelve lightboxes, four-channel posters, and special places, etc^[2]. The station car block refers to the subway environment, including the inside and outside of the station, the square outside the station and the ticket-purchasing security checkpoint. Crowd block refers to the group of passengers served by subway advertising.

1.2 System block relationship

The three blocks in the subway media system serve each other. The media block serves the station car block and the crowd block because standardized and innovative advertisements can beautify the subway space. The station car block is the carrier of the media block, a place for displaying advertisements, and at the same time facilitating passengers to travel. The crowd block is the passengers. There are a large number of passengers. They receive media information quickly and stimulate consumption, thereby increasing the attention to advertisements and promoting the placement of advertisements. The specific service relationship is shown in Figure 1.

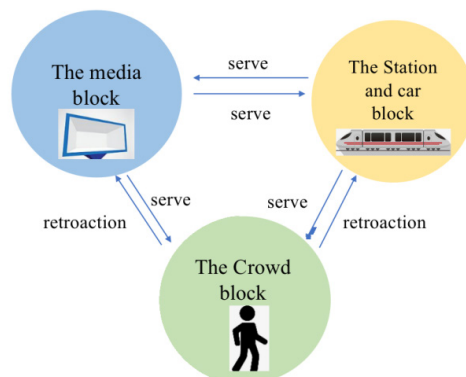


Figure 1. Block diagram of subway advertising service system

2. Research on the population block in the system

The purpose of passenger travel mainly includes work, school, leisure, entertainment, visits, relatives and friends, etc^[3]. According to the study on the purpose of passenger travel, the people who travel for the purpose of going to work and leaving get off work are the largest, accounting for about 35%. Metro passengers are mainly concentrated in the 19 to 48 years old, and this part of the population has a relatively clear understanding of things. Most passengers will choose to watch subway media information, indicating that this part of the population has a high degree of acceptance of new knowledge and new ideas. Because the subway environment is relatively small and closed, the advertisements take a long time to appear, and the repetition rate is high. Compared with the messy outdoor advertisements, passengers can better accept subway media services. By making full use of the subway media service system, combined with the purpose of passenger travel, choosing a suitable environment for accurate advertising can enable passengers to go from perceptual contact to indirect perception, and then to immersive experience^[4], which can help eliminate customers' travel The coming psychological and physical fatigue increases the passenger's sense of travel experience and reflects the value of the service system.

3. Accurate placement strategy of subway advertising

In today's digital age, subway advertising forms are becoming more and more abundant. To improve the quality of the subway media service system, the development of innovative interactive advertising forms is the general trend, such as dynamic murals, naked-eye 3D, immersive experience, somatosensory interaction, light and shadow interaction, sensor interaction, and other new interactive design methods. Increase the interactive interest between the media block and the crowd block, implement the precise placement of advertisements, and stimulate consumers' desire to buy. By studying the passenger crowd block, according to the purpose of the traveling crowd, the precise placement strategy of advertisements is implemented. People who go to work and leave work, because of their stable income and strong purchasing power, will browse the expensive items in large-scale wall-screen advertisements many times. Putting some advertisements for luxury brands and technology products is conducive to promoting consumers' purchase of goods; the consumption level of people who go to school and after school is not high, and they pay little attention to the advertisements of valuables on the large wall screens and tend to be more affordable products. It is suitable for advertising of school supplies, educational services, skills, and interests, etc; Advertising special cuisine, hotel accommodation and other types of advertisements for travel and shopping people, who have high consumption levels, strong purchasing power, and obvious willingness, and attract attention to most subway advertisements; People who visit relatives and friends have a certain level of consumption and financial strength, and are suitable for advertising special gifts, textiles and clothing; for leisure and entertainment people with financial strength, they can put advertisements such as medical insurance and old-age health. See Figure 2 below for the implementation of precise advertising strategies for specific sites.

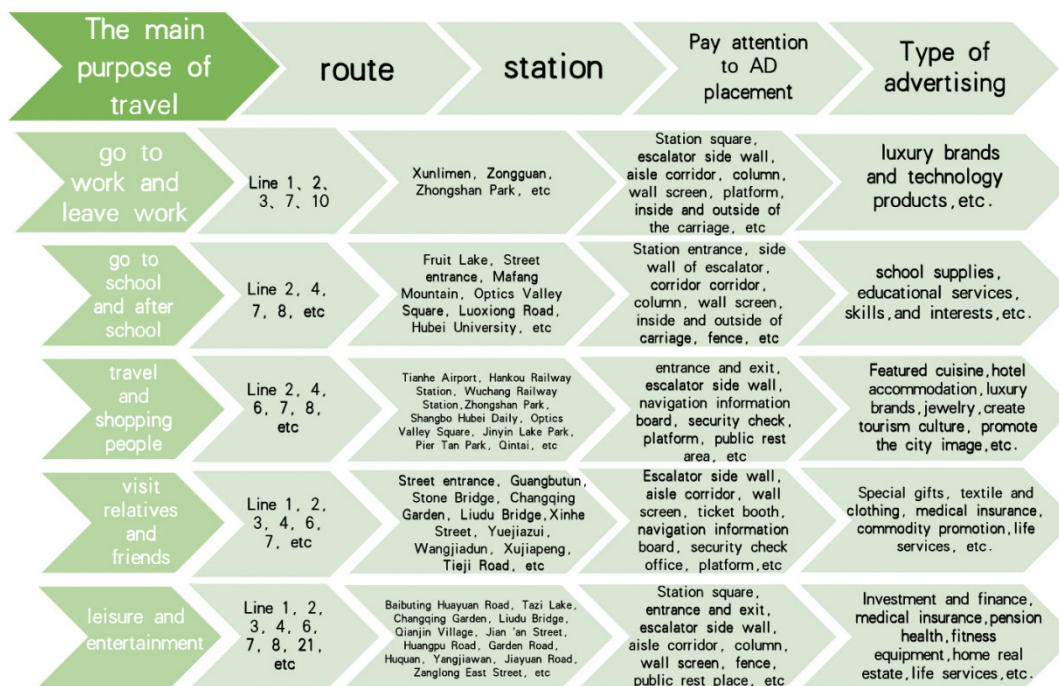


Figure 2. Implementation of precise advertising strategy for specific sites within multiple lines

4. Conclusion

The subway media service system uses subway advertisements as the communication form and method and uses the media communication characteristics of the media block to deliver information such as the performance and function of the product to the audience. Based on the above analysis, the subway media area needs to consider various factors of the subway space, starting from the passenger experience, combining with the innovative forms of subway media advertising, rational use and accurate placement, inspire consumers' desire to buy, and enable the passengers to have a perfect ride. Feel it and bring economic benefits. The subway media service system organically combines the three major areas to form a good sustainable system, which effectively enhances Wuhan's urban status and social image.

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