



# Study on Design of Interactive Advertising in the Environment of New Media

Wensi Meng<sup>1,2</sup>, Lingzi Huang<sup>1</sup>

<sup>1</sup> School of Art and Design, Tianfu College of Southwestern University of Finance and Economics, Chengdu 610052, Sichuan, China

<sup>2</sup> School of Arts, Universiti Sains Malaysia, Penang 11800, Malaysia

DOI: 10.32629/asc.v3i1.711

---

**Abstract:** This paper takes interactive advertising as the research object. The research process starts with the concept of interactive advertising to analyze the current situation and characteristics of interactive advertising in the new media environment. By considering the needs of the advertising industry, this paper lists the problems of interactive advertising in the new media environment, selects representative cases from the market for demonstration, and points out the direction to promote interactive advertising. It is concluded that the development of interactive advertising should provide more humanized choices, and pay attention to user experience by perfectly integrating creativity and technology. The paper also concludes that innovative advertising forms can make interactive advertising to become more preferred by more advertisers in the new media era.

**Keywords:** new media, interactive advertising, advertising design

---

## 1. Introduction

At the end of the 20th century, new digital technology of the Internet and mobile communication rises quietly, leading to the earth-shaking changes in the transmission mode of information and imposing unconscious influence on the consumption concept held by people. Nowadays, colourful new media have turned out to be vital hub of information, and at the same time it enables the industry of advertisement to officially step into a brand new era — the era of new media. Upon entering the 21st century, the interactive advertisement which employs new media as the carrier thrives like a rising wind and scudding clouds, resulting in bold changes in the media industry. Interactive advertising is a newly emerged form of advertisement generated in the environment of new media. With interaction as the basis, it fully conveys the concepts and functions possessed by the interactive design of advertisement to users, and thus users can operate and choose freely. Hence, the advantage of interactive advertising stands out gradually. There is a great difference between interactive advertising and traditional advertising in the aspects of form, carrier, and communication mode. In comparison with mainstream media of traditional type such as newspapers, magazines, TV, and so on, the technology of new media treats the Internet as the main carrier, without being restricted to specific form and function. Thus, it reforms both the concept and form of information transmission, and plays an active promoting effect on the development of interactive advertising. Along with the development of interaction technology, interactive media develop from the space within the screen to the space outside the screen, thus bringing interactive advertising to a highly interactive era when the information in the three information spaces of cyberspace, information space, and thought space is connected seamlessly.

## 2. Concept and characteristics of interactive advertising

### 2.1 Concept of interactive advertising

The types of advertisement in which the advertisement browsers are able to make some reaction or take certain actions in the process of advertisement browsing fall within the scope of interactive advertising. Different from the mode of advertising communication with no feedback in which the consumers can only view and listen to the advertisement, it is a type of advertisement in which consumers can take corresponding action. In short, the focus of interactive advertising lies in the consumers' "action" of feedback and it is no longer limited to traditional media. More specifically speaking, interactive advertisement refers to the advertisement in which the initiator can allow consumers to launch the actions of real-time participation, modification, implementation, and payment in the process of viewing and browsing advertisement by using corresponding digital media, and thus the initiator can master consumers' advice and suggestions over products and service, realizing good communication between consumers and products or service.

## **2.2 Characteristics of interactive advertising**

### **2.2.1 Various forms of expression**

Traditional advertising is mainly communicated by the means of four media—newspapers, magazines, broadcasting and TV. Therefore, the form of its existence can only rely on these four types of media, and therefore evident limitation is available in the old-fashioned communication media. However, along with the emergence of new media, new carrier exists in interactive advertising. Through the way of demonstration which integrates auditory sense with visual sense, sounds and images are integrated, and thus it will be more interactive, bringing unique sensory effects to users. Moreover, the content of advertisement will be changed from rigid to dynamic. Hence, the expression will be more intuitive and three-dimensional, changing the originally boring and single advertisement to be an interesting and even thought-provoking video. In the meanwhile, the development of new media treats technology as the basic media, and interactive advertising is the crystallization obtained from technology and art. The technical way of expression can help achieve diversified advertising effects. In the environment of new media, the manifestation modes of advertisement are diversified and designers can no longer stick to the traditional advertising format. Instead, they can improve the degree of innovation shown by the content of advertisement and the richness of advertising display through advanced design technology and methods. In comparison with print advertisement, the application of appropriate scientific effect can express the enjoyment of advertisement to the utmost, changing the users' attitudes towards advertisement from aversion and resistance to interest eventually and realizing the advertising effect. With regard to interactive advertising, its forms of expression have also become diversified with the continuous development of new media and interactive technology.

### **2.2.2 Wide-range communication and more convenient communication**

In comparison with traditional advertising, interactive advertising under the environment of new media can be released rapidly and communicated in time, with wider range of communication. Because the carrier of new media is free from the limitation set by geography or physical carrier, it can be said that it is an inevitable product of science and technology civilization. Under the background of new media, the communication of advertisement has huge influence. With many platforms, such as Twitter, YouTube, and WeChat as the media, large-scale, in-time and effective advertising communication can be completed. Once breaking news is released on the media such as Twitter, it will be transmitted to every corner suddenly and swiftly. It is inevitable that consumers will be not only the receivers of information, but also receivers, participants, and providers of feedback at the same time, who can control information forwardly. The linear communication mode of traditional advertising is completely broken by interactive advertising. The two-way communication between buying and selling provides interactive advertising with more high-quality communication efficiency and effect.

### **2.2.3 Closer and closer combination between science and technology and art**

If traditional media is the product generated in the industrial society, then new media is the crystallization of information society. Because it rises up luxuriantly based on the development of science and technology, it can be said that advertisement is the crystallization generated by science and technology, as well as art. Based on no matter the application of VR technology, or the support from high and new technology of holographic projection technology or somatosensory interaction technology, interactive advertisement is equipped with auditory perception, tactile perception, olfactory perception and taste perception, in addition to visual perception. Thus, audience can comprehend the artistic concept, connotation, and aesthetic feeling of art more profoundly, feeling like being on the scene. The introduction of high and new digital technology provides interactive advertising with more possibility of creativity, and thus the content of information can be felt by the audience more profoundly through interaction and experience. Hence, a wholehearted immersion experience can be obtained in the process.

## **3. The development status for the application of interactive advertising under the background of new media**

### **3.1 Development status of interactive advertising**

Because of the development in digital and information technology, the styles of new media advertising is extremely abundant, leading to the breakthrough in the innovation of advertising regulation in America. In the development of new media-related advertising design, the power of consumers is increasingly greater than ever before. Thus, the laws and regulations related to new media advertisement in America shift gradually to consumers, which finally leads to the change in the mechanism of advertising operation in America. The design concept of new media advertising held by Dentsu ever achieved excellent performance in the international awards in the categories of advertising around the world, which was indispensable from their excellent design strategies. In the environment of new media, the design of new media advertising

conducted by Dentsu in the environment is gradually mature. In the application of new media, they break the routine, and give the top priority to the audience's participation and the emphasis on entertainment, showing the difference between new media and traditional media. In Vietnam, new media is an important way through which people communicate with each other and entertain themselves, and more and more enterprises publicize the service or products of their companies using new media advertising. The development of advertising industry in Vietnam is faster and faster. The advertising association set up in 2011 has brought considerable amount of profit to advertisement management, and the development of the association will be more and more mature after a variety of challenges, which stimulates the development of advertising industry in Vietnam to certain extent.

## **3.2 Existing problems**

### **3.2.1 Batch push, low-quality content and poor reliability**

In the era of new media, it is a common phenomenon to transmit the advertisement to audience through the Internet. However, due to networking, the owner of new media advertising enables the general public to pay much attention to their own products and the advertisement released by them adopts the form of sending in batch. For instance, when advertising links, advertisement of electronic mail box, and advertising push of mobile phone pop out during the process of webpage browsing, the types of advertisement received through various channels will repeat. Advertisement of the same type will be pushed to you through APPs of different types. When the audience see repeated messages, they'd get annoyed. The advertising production of certain brands will be delicate, and they'd arouse your desire for reading although they are pushed in batch. Some other advertisement will be pushed through abnormal channels, and you are unable to exit when you enter the page by clicking the link accidentally. The picture on this page will be forcibly frozen, and the audience's attitude of resistance will naturally arise. The advertisement falling in different scopes are colourful and they'd use fake titles to attract audience's attention. Through the exaggeration of the content to some extent, the reliability of the advertisement will be poor.

### **3.2.2 Lack of creativity**

Advertising putting has tended to be systematic, and advertisers' demands for the quality of advertisement will decrease to pursue the quantity of the pieces of advertisement released. With poor production, the content of some poorly produced advertisements is stereotyped and they are unable to attract the attention of the general public, let alone leaving a deep impression on the public. One way for the placement of new media advertisement is pushing on the platform, and thus the audience can view the content arousing their interest according to their specific demands. The advertisement pushed by the platforms are not attractive enough and the audience will get bored about the frequently released advertisement, which is counterproductive. A big problem lies in the creativity of advertisement in the development of advertisement design on new media, and how to enable the release of advertisement to be creative and leave a deep impression on the audience is a significant problem in the advertising design development of new media nowadays.

### **3.2.3 Restriction by technology**

In the era of new media, our life is indispensable from the Internet in all the aspects and new media itself survives relying on the Internet. The release of new media advertisement must take advantage of the Internet, which is known as the basis. The development in some areas are slightly backward and the coverage of the network is poor. With poor ability of signal reception, the release of advertisement on the new media is restricted and its communication is hindered as well. As a novelty, it is inevitable that the development of new media is not perfect, but it achieves giant improvement in this direction. With the continuous perfection of technology — 3G replaces 2G and 4G replaces 3G — we have entered the era of rapid development currently when the network of 5G dominates.

## **4. Strategy of interactive advertising design**

### **4.1 The design tends to be humanization-oriented**

In the environment of new media, it is required that advertisement design should embody the design concept of putting people first, which is also known as the key requirement for the design of new media advertising. It is shown that interactive advertising design is known for the characteristics, the tendency to humanization, and concrete manifestation is listed as follows. Firstly, interactive advertising design is required to start from the perspective of consumer and satisfy consumers' actual demands. Moreover, the advertisement targeting at different consumer groups should choose appropriate time, place, and frequency of release, avoiding consumers' passive and disgust towards advertisement. Secondly, interactive advertising design should display humanized appeal, instead of the advertisement-related information conveyed by pictures, sound, and video. For example, the place of advertisement putting should not affect users' application experience, and the content of advertisement putting should allow users to obtain knowledge and generate pleasure at the same time of knowing

the information related to advertisement. Thus, it can fully display the humanization design in new media advertisement. Interactive design can demonstrate the designed work freely in an all-around way, strengthening the interactive communication between designers and audience and satisfying the audience's personalized demands. Thus, audience can view the actual effect of the virtual objects authentically and have the feeling like being on the scene, thus interacting with the products and works, stimulating the general public's desire for purchasing, and improving the quality of advertisement. It is required by all of these that the designers should lay emphasis on the audience's experience and conduct interactive design based on the audience's feelings and experience. Thus, more value and ideas can be conveyed. Therefore, as the designers of interactive advertisement, they should follow the development of the times, shift their own ideology in a timely manner, and recognize the significance shown by interactive design, so as to apply them to the work of design flexibly. Moreover, they are supposed to participate in the learning actively so as to keep close interaction with the audience and convey their design concept and value to the audience flexibly by using various modern information technologies, winning emotional resonance from the audience. Additionally, the designers should employ polybasic ways and means, solicit opinions and ideas from the audience actively, and carry out the work of collecting and analysing the data related to the audience's needs, hobbies, and behaviours. In addition, they should make full use of modern technologies, such as animation technology, AR technology, VR technology, and sensor technology, so as to convey advertising works to audience in the forms of art and physical objects, thus attracting the audience and realizing win-win results for both sides.

#### 4.2 Improving the atmosphere of user experience

During the long development history of advertising, people get bored with advertisement in a long run. Because of boring, dull, and non-interactive brainwashing-typed publicity, people try their best to avoid receiving such information no matter from paper media or electronic media. During the process of development, interactive advertising should lay much emphasis on improving users' sense of experience. The creation of experience atmosphere is mainly attained through the four aspects of visual sense, auditory sense, tactile sense, and sensation. The design of visual sense refers to the fact that advertisement stimulates visual sense of the audience in virtue of design considerations and convey information. Visual sense occupies a dominating role in the sense organs of human beings, and interactive advertising convey information to audience through the transmission of media device by the combination with digital network technique, in virtue of visual languages such as colour, text and graphics. Secondly, it is about the design of auditory sense, and it generally denotes the background music in advertisement. Appropriate music can not only help the picture to arrive at desired effect, but also heighten atmosphere, placing the work of advertisement in a more in-depth artistic conception. Thus, in the design of interactive advertising, background music can be employed through the arrangement of text, animation, and graphics etc. so as to create a virtual artistic conception for the audience, with the aim of enhancing both the expressiveness and appeal of advertisement. Then, the design of tactile sense allows audience to carry out interaction for the advertisement in terms of tactile sense. For instance, if the audience click the menus in the advertisement, certain colours or graphics in the advertisement will change. By feeling the pressure of users' pressing, different browsing ways will be shown, so that different tactile experiences of advertisement can be displayed. In the end, it is about the sensation, the design of sensation relies more on the understanding of users' psychology, so that the colours, text or images of the advertisement can be combined better with the users' psychology, generating the emotional resonance required by the advertisement. For instance,



Figure 1. Helping cancer patients rebuild their images

a piece of interactive advertisement outdoors helps cancer patients rebuild their images, in which smiling faces are pieced together in the form of puzzle portrait. (See Figure 1 for details) In the process of piecing together the puzzle portrait, there is the participation of visual sensory system and tactile system. With the original intention of arousing the participants' interest, the entire process is filled with interest. As for the advertisement and the slogans, they are used to help cancer patients rebuild their images.

### 4.3 Interesting interactive design

The interest shown in interactive design under the background of new media is an element that must be included. For instance, some virtual movements can be designed and some virtual scenes can be imagined to achieve a specific atmosphere and virtual background, which provides consumers with interactive experience. The novel and interesting experience will allow consumers to understand the products themselves positively. Among them, the interest of interaction includes the three categories of plane, sound, and picture. The multi-dimensional interactive design of this kind can construct rich background of story and even unimaginable expression of ideational world, allowing advertisement to be equipped with more infiniteness at the same time of expression. From the perspective of users, they attach more importance to the quality of service offered by the merchants, although they lay emphasis on the quality of products. The design of product modality based on the users' aesthetic value can improve users' good impression on products and enterprises, achieving the aim of promoting the enterprise's influence.

### 4.4 Realizing the perfect integration of technology and creativity

Advertising creativity is a perceptual embodiment of unique thinking, while science and technology are rational expression of thinking. In the era of new media, even good creativity should be supported by powerful technology. If advertisement lacks creativity, it tends to be mediocre, unable to attract consumers' attention. If there is a lack of technical support, the innovation space of advertisement would be limited greatly. It is inevitable that excellent interactive advertising is the perfect integration of technology and creativity. Although the application of new technology can bring freshness to consumers, it does not necessarily agree with the demands of advertisement. Interactive advertising in the era of new media refers to not only allowing the audience to search for the information related to advertisement, but also enabling audience to get engaged in the creativity of advertisement, being the dominator of interactive advertisement and then obtaining better sense of interactive experience.

## 5. Conclusion

New forms spring up continuously in interactive advertising, enabling the pattern of the advertising market to undergo changes, and especially the market shares of traditional broadcast, magazines, and newspapers have witnessed decrease. Currently, the market requirement is diversified, and the technology of new media is undergoing rapid development. Coupled with the advantages possessed by interactive advertising, more and more advertisements will recognize and accept interactive advertisement. The vitality of advertising industry has grown increasingly, helping advertisement achieve long-term development and bringing convenience and a wisp of fresh colour to user's life. Facing the great achievement which has been achieved in the environment of new media, interactive advertising should actively explore new characteristics and directions at the same time of feeling proud and elated, sparing no efforts to avoid its own defects and creating the forms and contents of advertisement which are more suitable for users and the market. Thus, the advantage of interactive advertising can be kept, making contribution to social progress.

## References

---

- [1] LI Lin-rong, LI Pei. Ecological Impact of New Media on Traditional Media Exploration. *China Publishing Journal*, (3):36-38, 2015.
- [2] LI Li-na. The Research of the Interpersonal Communication in Online Advertising. *Press Circles*, (3):42-43, 2013.
- [3] LI Huan. Impact on the Development of New Media Advertising Communication. *Jilin Daily*, 2011.
- [4] H.Lee, C-H.Cho. Digital advertising: present and future prospects. *International Journal of Advertising*, (39):332-341, 2020.