Advertising and New Media

Mgr. Jan Pospíšil

Univerzita Tomáše Bati ve Zlíně, Fakulta managementu a ekonomiky

e-mail: jPospisil@fame.utb.cz

Abstrakt

Tento článek se zabývá problematikou možnosti využití nových médií v reklamě. Autor nejprve vysvětluje podstatu nových médií a vymezuje je vůči „starým“ médiím masové komunikace a charakterizuje jejich současný stav. Dále se věnuje digitalizaci televizního vysílání. Odkrývá reklamní potenciál tohoto staronového média.

Klíčová slova: Reklama, nová média, digitální TV

Abstract

This paper considers how developments in the co-adaptation of advertising and new media might be theoretically framed. At first author explains the essence of the New Media and incloses it in the face of "Old" Media of mass communication. Also characterizes their present position. Further he gives his attention to digitizing TV process. Author detects advertising potential of the old-new Medium.

Key words: Advertising, New Media, Digital TV

Introduction

One of the best known examples illustrating possibilities of the New Media in marketing communications is is known from the beginning of the year 2006. At that time on the web was discovered video capture an unusual experiment. In to the bottle of worldwide known Coca Cola was blended in several less known brand Mentos candy. This video was a big surprise for both brands holders. It started to expand on the internet very fast and another and other people was also started to imitate this video. Biggest pleasure of this connection of these two brands had naturally producer of confectionaries, the Mentos. Thanks to this connection the Mentos brand came to the awareness of the young people target group. Real value of this campaign - if it had used the commercional Media - estimates about incredible 10 millions US dollars, which is practically double of the whole Mentos marketing budget for the US market. (Spurgeon, 2008)

Mentos promptly made the best of this way cheaply get popularity and upheld the campaign through the conventional commercial media (like TV, print etc.). Those who didn´t have pleasure from the videos on the beginning were the Coca Cola communications managers. Nevertheless they caught also very quickly the opportunity which this way of consumer generated marketing is able to offer. Above all they identified the possibility, how they can empower the brand name by this new way. They used this video as a marketing tool and disposed competition "Poetry in Motion" in which have had the consumers of Coke show to the world what unbelievably things they may do with daily subjects. (Vranica, Terhune, 2006)

This video showed the possibility, how the New Media can help by this incredible way in advertising campaign or in principle in a whole marketing communication. Media based on digital technologies offer till this time unrecognized possibilities of communication. As well in wrong way of manipulation they may be fulmination for the company. One of the ideal solving could be combination of the "Old" and "New" media types. This paper deal with this problems.

1 The New Media

At first is very necessary to define which devices in the process of massmedia communication we can classify as the "New Media". The vague determination of this term will often do a big misunderstanding by the process media mix formation. Well yet every medium of massmedia communication could be on his beginning "new" Medium. In this way we inscribe as a New Media the digital media - using the digital technology.

Nevertheless it is very necessary in this case to make a difference between clean descriptive conception on the one side and special term "New Media" on the other side. The special term "New Media" was for the first time introduced by the media theoretician Marshall McLuhan in the 60. years of the last century. New media concept so bears above all with change of view of massmedia and their function.

The "Old" media are an instrument in the mass media communication process which has own specificity. This process makes it possible to broadcast distributing information to the wide faceless and language diverse audience. This message is mostly broadcast periodically through the Mass Media. Important major factor of this communication is a fact, that the information flow is only one-way without possibilities of direct response recipients and their contact with the communicator. (Pospíšil, Závodná, 2009)

Present - day New Media of Mass communication function practically on the same base. But near most of them however we will find one essential difference. Compared to Old Media the

New Media deny one of the chief conditions of Mass Media communications - namely feedback incompleteness or impossibility. However digital media dispose with interactivity.
Some Media types offer illusory interactivity. Recipient could pick out from prearranged content but he cannot directly respond at him. New Media however offers full - value feedback possibility. The recipient of the message is able to promptly respond, edit and broadcast the content of the message. This fact means principle break in the process of Mass Media communication. But this milestone urges us to lay question, whether we can still talk about Mass communication?

2 Present and future of the New Media

From the halves ninetieh years of 20 th century it is dated an intense rise of mobile phone users. Also mobile phone we can account as a New Medium. Mobile phones are at all fastest developing technologii in Czech households. In the year 2007 about 90% of households had mobile phone what is three times more then in the year 2000. On one household accrue at average almost 2 mobile phones in 2007. There are enlargeing function that we can use in marketing communications - MMS services or short video - relations including the voice comment. (Pospíšil, Závodná, 2009)
Also there is riseing amount of the internet users. According to Czech Statistical Office there were 48% PC holders and 42% internet connection between the households in 2008. Inspite of the number of PC holders continuously rise up, Czech Republic is still behind the most of European country, where at the same period had PC about 67,8 % households and 60,3 % of them had an internet connection. For example in the year 1989 had personal computer only 2 % household and even at the end of 90. of 20th century PC was more likely rarity in Czech households - only about 14,7 % of them owned PC. (Pospíšil, Závodná, 2009)
This fact means, among other things, that there is a new space for broadcasting mass information. By the help of the New Media we can get various media content and also quickly contacting other people but very often it is done without alive personal experience and build-up deeper relation.
Sometimes are new technologies location to the antithesis with prindet media. Therefore it is important to consider that the New Media is only a one part of information a communication process.
In this connection we can often hear about the end of Mass Media. More and more often is heard of disappearance of print and other old media. Some of the trends that will determine the future of Media are for example gigantic diversification offers if form digitizing and next technological break-throughs, mounting force electronic Media or media market globalization. It is necessary to mean that internet is the medium by means of the people can communicate withnout apparent limits. With it how especially young generation is elimeinating from passive Media following, it is almost certainly clear that function of interactive Media, in which can media consumers determinate content of medial product, will increase.
Future is among others so-called Social Media. Line towards them blogs, social sites, disscusion forum, chats and next. We already take Social Media as everyday obviosity. We are spending on them hours and hours every day. Social media isn´t only instrument for entertainment and connecting friends. There can be use like a business instrument.

3 New media as a part of media mix

Continuous adhesion to old Media we can nowadays almost designate as throw-out money from the windows. Effectivenes of campaigns which are based on only one type mass medium is very small. On the other hand New Media are not self salvation. Their as far as unhealthy assertion and adoration like a salvable thing is also another extrem. Primary fascination from viral or guerilla marketing posibility vanish very fast in case of long-term communication need.

It is clear that one side sight on Old Media will not be enough efficient. On the other hand total shift to New Media is also very risky. That's why it is very important to search optimal solution which means connection Old and New Medias. This connection can intensify marketing communications effectiveness.

Stiff-necked Old Media favourers would have had inform, that the New Media effectiveness all the time shoot up. Nowadays the amount of investment in to the web, e-mail and mobile marketing is similar as amount of Old Media investments. Over these facts media mixes are staying unchanged. Nevertheless future of conventional Media in marketing communication process like TV, radio, print or direct mail is very uncertain. Nowadays conventioan TV is the best way to generation awareness of brand and image. Naturally thanks to gradual digitizing televizion broadcast, TV broadcasting will be a "New Medium".

3.1 Digital TV and Media combination

Just now digital TV developing means big shift in Mass Media reception. It brings new possibilities for advertising, which were dominant only for internet. This is a combination of an "Old" Media and features of digital Media. Digital transmission can bring to us so-called "interactive services". They may markedly increase programmes ratings, providing of broadcasting services as well as increase information accessibility. Among these services belongs to Electronic Program Guide, Superteletext or access on the internet via TV backward transmit channel.

The backward transmit channel will enable full interactivity of television broadcasting. These services will make easy communication between broadcasting institution and audience as well as between an audience mutually. In marketing aspects then this solving offers interactive advertising use possibility. It allows data transfer or even goods reservation. Interactive services also can be used in interactive games which can provide product placement. Television broadcast interactivity opens up huge possibilities for marketing communication in television broadcasting. For example by the help of remote driver the viewer will have possibility to react on TV broadcasting or even communicate with medial institution.

As I referred digital television services possibilities will look-alike as internet services. Services like e-mails, chat or social networks will find here their place very quickly. TV e-mail will use the TV screen as an electronic mail client. As well in the same way will be able to work other services such as instant messaging or social networks. Through the TV medium there will be possible to share personal photographs and videos, what is another way to distribute advertising messages.

In the marketing communication view, there will be very important e-commerce service which can bring into the television broadcasting big marketing and business potential. By the help of remonte control will have viewer possibility to make an immediate order. No matter what already by watching advertising or for example in television "internet store". It will be able to use this service even in on-line gambling by sports matches watching. There are totally new chances of how to communicate. There will no more think over television only in CPT values.

We can say that the process of television digitizing will help to TV "rise from the dead". Digitizing will determine TV against the internet and make it much acceptable for younger age category. There (It) will start up new platform on whose base there will be possible to use services nowadays known only from internet. This Old Media and New Media principles connection open up new possibilities for marketing communication. It also makes possible to join positive characteristic of both Media types which has lead to the bigger effectiveness of marketing communication.

Conclusion

Advertising in the New Media is right now at the beginning of its journey. Agencies only step by step teach how they can handle with it. In case of digital television broadcasting we are only searching possibilities how we can communicate with viewers. Nevertheless there is very necessary to deal with investigation of New Media possibility. Today Old Media are mostly not able to attract the viewer's attention. Moreover the advertising space prices are continually increasing. That's why the New Media mean possibility how to liven up whole advertising market.

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