

Innovative Research on Digital New Media in Corporate Brand Communication

Wang ziyu*

Communication University of China, Beijing, 100024

Abstract. The development of science and technology has brought us digital new media technology, which has led to the leapfrog development of brand communication methods and opened up new ideas and methods for corporate brand communication. The modern business environment is changing rapidly, and corporate brand communication is also facing huge challenges while welcoming its golden age of development.

1. Introduction

Traditional brand communication is controlled by a small number of large enterprises, and the cost is expensive, and the interaction with the communication target is very limited. It can be said that its communication direction is unilateral. The emergence of new digital media has brought great impact on traditional brand communication.

2.Characteristics of brand communicate on in the era of digital new media

Restricted by the development of science and technology in each period, the characteristics of corporate brand communication in each era are quite different, especially the birth of digital new media makes brand communication in the new era more distinctive.

2.1 Complicated brand communication

As soon as digital new media appeared, it quickly occupied the brand communication market with its convenient and diversified communication methods, which brought enormous pressure on traditional brand communication. In addition, digital new media is also highly interactive and public participation different from traditional media. Before the emergence of new digital media, brand communication has always been dominated by traditional media. At that time, traditional media had a huge audience, and traditional media such as: Radio, television, newspapers, etc. occupy the authoritative position of information release in the minds of the broad masses of the people, and their influence and scope of influence have not been matched by other means of communication for a while. But now it seems that the traditional way of brand communication is relatively simple, and the public can only passively accept the

information that traditional media wants to spread. The digital new media just makes up for the lack of communication with the public in the traditional media, enabling the public to choose the information they want to obtain, thus being warmly welcomed by the people.

In addition, the different characteristics of digital new media from traditional brand communication are also reflected in the fact that digital new media has broken the dominance of traditional media in the past.

The side that monopolizes the discourse power of brand communication. With the convenience of the Internet, digital new media provides a platform for publishing information, that is, the source of information dissemination, for the objects using enterprise products. With the help of the information publishing platform of digital new media, consumers can form a voice different from that of corporate brand communication, and the diversification of information released by information publishers enables people to have a more comprehensive understanding of the corporate brand on the Internet. In this way, the period when enterprises relied on traditional news and information dissemination media to firmly grasp the right to speak and instill corporate brands to the public with a unified caliber is gone forever. Science and technology is a double-edged sword. While digital new media brings convenience to the public, it also exposes its weaknesses. Since anyone can publish information on the huge platform of the Internet, some lawbreakers may employ The Internet trolls focus on publishing bad information and false information targeting this enterprise online. This presents a challenge for brand owners to maintain the brand's reputation among the general public.

2.2 Diversified forms of communication

Due to the limitation of the media, the traditional brand communication can only rely on sound, text, TV and video and other means. Digital new media combines

* Corresponding author: sjtoefl@126.com, wangziyu021001@163.com

these communication methods to produce exquisite small videos and put them on the Internet for consumers in need to click and watch. This way of dissemination has changed the past state of the public passively accepting information, giving the public greater freedom of choice, and giving the public more initiative in the information society. And because the platform of the Internet is more open than traditional radio and television, the scope of information dissemination on the Internet is wider. Furthermore, the use of large screens in squares to play advertisements and the use of mobile platforms to push advertisements to effectively utilize the fragmented time of the public is also a manifestation of the continuous development of information dissemination. These diversified information dissemination methods enrich the current information dissemination methods of people, and meet the needs of both corporate brand promotion and public access to information.

2.3 User-generated branded content

In the past, the public was trapped in traditional brand communication channels and had to passively accept information that they were not interested in, and such information was only mechanically disseminated through TV, newspapers, radio, etc. The brand information that the public obtained was only from Due to the official channel of the enterprise, it is impossible to hear the testimony of consumers. The continuous advancement of network technology has solved these problems. The humanized and personalized service experience allows the public to choose the type of information they want to receive while enjoying the convenient dissemination of information in modern society. The public can publish their views on a certain corporate brand and their experience after using it on the platform provided by the Internet, and this information will be published by the Internet.[1]

3.The impact of new digital media on brand communication

3.1 Impact on brand communicators

The arrival of the digital new media era brings both golden opportunities and challenges for brand communicators. Due to the limitations of the Internet as an information medium, it is more difficult for brand communicators to lock target consumers, and compared with traditional information mediums such as newspapers, radio, and television in the past, the coverage of new digital media is insufficient. This is because the current diversified information dissemination media distracts the attention of target customers. In particular, smart devices such as mobile phones and computers can make it easy for the public to block what they don't want to see.

As other people on the Internet have seen, more and more people participating will generate a flow of information, making the public's evaluation of a certain

corporate brand more objective and true. Generally speaking, if the corporate brand is really good, then information such as public experience on the Internet will have a positive impact on the corporate brand, and the positive information fed back by users will be accepted by other users. On the contrary, if the corporate brand is not as good as its official channels promote, users on the Internet will criticize it mercilessly, which will drive other people on the Internet to boycott the brand. During this process, the Internet provides every consumer with an information platform. On this platform, consumers can express their truest thoughts and experiences about the products provided by the company without any scruples.[2] Consumers use the Internet to become small self-media to release information to the outside world. This kind of information is very important to the enterprise, because it represents the user's feedback on its own products, and points out the direction for the improvement of the enterprise's products.

Information makes it difficult for modern brand communication to expand the coverage of its own information communication through a single channel. In addition, the public information publishing platform provided by the Internet not only facilitates users, but also gives some competitors an opportunity. They can use the convenience of the Internet to hire some people to attack a brand that competes with them, and mislead consumers.[3]Realize the drainage of customers. Rumors and attacks will have a certain impact on the corporate brand image, and the diversified communication channels of digital new media have brought unprecedented challenges to the official methods of dispelling rumors.

3.2 Impact on brand communication channels

The development of digital new media has provided three communication methods, Tv-ad.,mobile device online and offline, for the brand communication of enterprises, and these three communication methods have a certain degree of interaction,see Fig.1. In the past, enterprises could achieve the purpose of promoting their own brands through various promotional activities, advertising bombing on TV and newspapers, etc., but the current communication methods have not kept up with the trend of the up. The key to determining the success of a corporate brand communication in modern times is infiltrating communication. Enterprises have to find ways to disseminate information to consumers in a silent and infiltrating way, instead of imposing information on the public as rudely as in the past. Brand promoters began to seek a variety of communication methods that are popular with the public to let the public accept their brands. Many people like to play mobile phones while watching TV. Brand promoters can promote their products on TV and mobile phones simultaneously, so as to achieve better promotion effect.[4] As far as offline is concerned, corporate brand promoters can ask companies to sponsor some activities, or print their corporate information on sun umbrellas, water glasses,

calendars and other gifts, which not only provide convenience for consumers, but also expand the popularity of corporate brands.

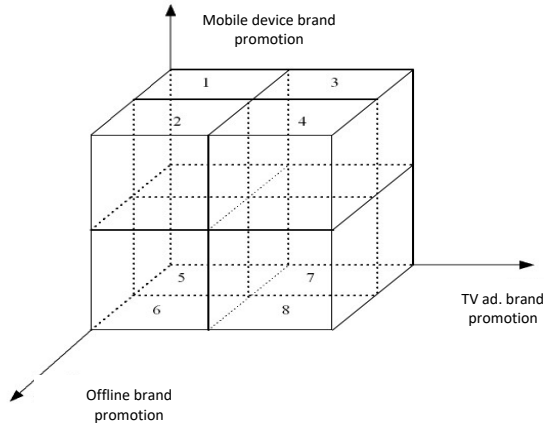


Fig.1. Three-dimensional cubic model

3.3 Impact on brand recipients

The development of new digital media provides the public with an open network platform, and the emergence of various online communities makes the current brand recipients more grouped and segmented. Brand recipients have also completely changed their traditional image of passive recipients of information into active recipients of information.[5] Brand recipients increasingly require brand information communicators to respect their own choices and needs, and have dialogues on an equal footing. The subdivision of online communities brings together consumers who are interested in a certain product or activity. Brand recipient sets represent accept the product sales are defined as:

$$u_{s_2}(x_1) = \begin{cases} 1 & 0 < x_1 \leq a_1 \\ \frac{a_2 - x_1}{a_2 - a_1} & a_1 < x_1 \leq a_2 \\ 0 & x_1 > a_2 \end{cases}$$

a_1 and a_2 are given by the decision-makers. If a product sale is below a_1 , then we think that product sale is low, a_2 represents the smallest income that can be considered as relatively small, here we have $a_2 > a_1$. They can exchange information with each other through this community, and then form a group relationship that is both unfamiliar and familiar. Through communication online communities are often able to gather some people with the same values and consumption outlook. The emergence of new digital media has affected people's way of thinking and shopping habits.

4. Innovation of digital media in corporate brand communication

4.1 Integrate media repositories

For a modern enterprise, it is very important to integrate and summarize the media resources that can be used

according to the actual situation of the enterprise, because before making a decision on brand promotion, the enterprise must establish its own media resource library and make it continuously updated and developed. There are two main ways to integrate the media resource base. One: the integration of traditional media resources.[6] Although traditional information dissemination tools such as TV, newspapers, and radio are no longer popular, these communication channels still have a certain number of viewers. It has not been completely replaced by digital new media. Therefore, enterprises should broaden their horizons and elevate their relationship with traditional media to the level of strategic partners. Only in this way can enterprises be handy in the process of brand promotion and achieve good results with twice the result with half the effort. It is a long-term process to properly handle the relationship between enterprises and the media, and it also lays a solid foundation for enterprises to carry out crisis public relations. Because the media is a channel for information dissemination, an enterprise can only convey correct enterprise information to the public in a timely manner when it encounters a crisis only if it keeps its mouthpiece open.[7] In order to adapt to the development of the times, enterprises should set up their own self-media, and the official self-media of the enterprise will continuously push information about the development of the enterprise to the public. Good or bad to determine the degree of development of the enterprise. Paying attention to the construction and development of enterprise self-media will virtually add many potential customers to the enterprise.

4.2 Integrate consumer brand touchpoints

The new media era has made the channels for the public to obtain information more diversified, and the public will more or less leave some traces on the Internet while obtaining information. Enterprises can use third-party databases and various media channels to obtain all opportunities to communicate with the public. In the past, enterprises wanted to obtain information such as the public's preferences and opinions on certain products, and could only employ a large amount of manpower and material resources to conduct market research, and most of the survey methods were questionnaire surveys.[8] New media provides more and more efficient research methods for enterprises, and the accuracy and timeliness of these research information have been greatly improved. The emergence of big data analysis technology provides a very convenient way for enterprises to obtain information related to target consumers at a relatively low cost. the brand communication function of index $u(x_1)$ was shown in Figure 2 segment a_x means different surveys, each parameter value and the relationships between them are described in the following formula.

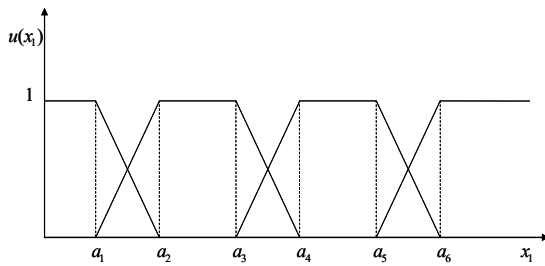


Fig.2. Uniformly distributed and Crossed brand touchpoints Function

4.3 Build a brand information field

On the basis of fully understanding the overall preferences of target consumer groups, enterprises should think and deal with problems from the perspective of consumers. Brand promotion by an enterprise is not simply to advertise to target consumers, but to leave a deep and beautiful impression on consumers when they come into contact with the corporate brand. In addition, the product quality of the enterprise must be able to withstand Market and consumer testing. In this way, the brand will gradually establish its own brand information field among the public, and then be recognized and accepted by a wider range of consumers. In this process, enterprises should pay attention to the introduction of high-tech information technology, so as to realize the real-time and accurate detection of the effect of their own brand communication.

4.4 Increase sharing through multi-dimensional interworking

At present, we are in the confluence period of the old and new types of information dissemination methods. In this period, opportunities and challenges coexist. Those in charge of brand promotion in an enterprise should always pay attention to changes in the channels of external information transmission. When using social hot spots to hype corporate brands, companies must not ignore the link of interaction with the public. Only by letting the public deeply experience the good effects of corporate products can the public become free promoters of corporate brands. At the same time, this kind of public Spontaneous word-of-mouth promotion works better than TV or Internet promotion.

5. Summary

In short, under the background of digital new media, enterprises should only grasp the changes in the media environment and the interaction with consumers when conducting media planning. Always consider issues from the perspective of consumers, closely combine corporate brand promotion with consumer preferences, and provide the public with an online platform to express their wishes, so that corporate brand promotion can be more deeply rooted in the hearts of the people.

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