

Metro Advertising Culture Communication Strategy under the Background of Cultural Soft Power

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Abstract: With the further development of rail transit, Metro has become the way of rail transit that major mainstream cities compete to develop. To a large extent, metro traffic relieves the pressure of urban rail transit and further solves the social problems brought by the rapid increase of population. Metro advertising culture is closely related to the soft power of culture and the form of cultural propaganda in today's society. In the new lifestyle, the subway advertising culture brings new atmosphere of media integration and new media industry in the future advertising market. This paper will study the Metro advertisement under the background of cultural soft power from the perspective of diversification, and systematically elaborate how to realize the dual value of corporate brand communication and urban culture brought about by the Metro advertisement effect in the process of the integration and innovation development trend of Metro New media, so as to promote the healthy development of Metro advertisement and urbanization. Construction contributes.

1. Introduction

With the continuous acceleration of urbanization, the population of big cities has shown explosive growth, which has brought a lot of traffic pressure to cities [1-4]. As the rapid development of rail transit in recent years, subway has solved people's daily travel problems and promoted economic development. The development of Metro brings a large number of people circulation and gathering. As a product of the soft power of culture and the development of metro, the advertising culture of Metro bears the influence of the construction and reorganization of cognitive psychology and aesthetic psychology of urban residents. It has become a new media form with unique charm [6-8]. However, in the context of the new cultural soft power, how to better develop the subway advertising culture to promote the sound development of subway advertising and contribute to the urbanization construction is very important and meaningful [9].

In the context of cultural soft power, a large number of advertising companies and creative agencies have made a lot of research and Analysis on the development of subway advertising culture and marketing planning. Asia-Pacific First Advertising Company [10-13] once devoted itself to improving the creative level of Metro advertisements. It jointly organized creative contests with relevant magazines to attract public attention to Metro culture. At the level of Metro advertisement operation and marketing, European countries and Asian countries such as Japan [14] have formed a relatively perfect set. The mature market operation mechanism incorporates regional culture and related humanistic concepts into the design of Metro advertisements; the mainstream cities in China [15] once put forward suggestions on the unification of “artistry” and “functionality” of Metro advertisements in the construction of Metro culture; the research on the combination of artistry and functionality of Metro culture On the one hand, the advertising culture of New York subway in the United States presents a pluralistic situation. It has both permanent installation art and works of art in the form of light boxes and posters. Such a cultural dress makes the artistic temperament and cultural confidence of New York subway vividly reflected.

With the rapid development of metro rail transit, Metro advertising culture has become an

important and distinctive media. In the new lifestyle, the subway advertising culture brings new atmosphere of media integration and new media industry in the future advertising market. This paper will study the Metro advertisement under the background of cultural soft power from the perspective of diversification, and systematically elaborate how to realize the dual value of corporate brand communication and urban culture brought about by the Metro advertisement effect in the process of the integration and innovation development trend of Metro New media, so as to promote the healthy development of Metro advertisement and urbanization. Construction contributes.

The structure of this paper is as follows:

The second section of this paper will specifically analyze the media form of the current subway advertising culture and the corresponding core values.

The third section of this paper will specifically analyze the values of Metro culture and the corresponding marketing strategies under the background of cultural soft power.

Finally, I will make a summary of this paper.

2. Media Forms and Core Values of Metro Advertising Culture

Under the background of cultural soft power, the current subway advertising culture is mainly divided into two categories: traditional advertising culture and digital advertising culture. Specifically, the media forms are divided into guideline conventional media, coverage unconventional media and corresponding digital multimedia advertising and physical display of the subway. The corresponding forms and mainstream categories are shown in Table 1.

Table 1 Subdivisions of subway advertising cultural media forms.

Media form	Detailed details
Guidance-type conventional media	Light box, Super light box
Coverage unconventional media	Platform packing column, Theme exhibition hall, Brand channel, Brand wall, Brand train
Subway Digital Multimedia Advertising and Physical Display	Metro Digital TV Media, Physical advertisement

At the level of guideline conventional media, it mainly gathers in the light box and the corresponding super light box advertisements. At the same time, guideline conventional media will also be applied on the corresponding platform Kanban. In terms of propaganda advantages, the guideline conventional media mainly have the characteristics of simple production technology and propaganda advantages. The main purpose of guideline advertising is authenticity and timeliness. It mainly makes the media form regular and unified through the design of words, colors, pictures and formats, and strengthens the influence on the audience through repetition, thus forming a certain degree of attention. The corresponding typical unconventional guided media is shown in Figure 1.

Subway light box advertisement



Figure 1 Presentation of unconventional guided media in subway advertisements

Coverage unconventional media pays more attention to the subdivision of the audience, and on the basis of subdivision, it pays more attention to the three-dimensional communication effect and the corresponding brand loyalty enhancement. Coverage unconventional media in the form of subway advertising mainly include: platform pillar advertising, theme exhibition hall advertising, brand channel advertising, brand wall advertising and ladder top advertising. As shown in Figure 2, the typical application forms of coverage unconventional media in subway advertisements are presented.



Figure 2 Covers the presentation of unconventional media in subway advertisements

In the subway digital multimedia advertising and in-kind display, it mainly emphasizes the application of digital technology in subway advertising. Its main means include the subway digital television media and in-kind advertising. This media means mainly depends on the rapid development of TV terminals and communication technology in Metro space. The corresponding typical application forms are shown in Figure 3.



Figure 3 The presentation of digital multimedia advertisement and physical display in subway advertisement

Based on the above elaboration of the forms of advertising media in metro, we can draw the corresponding core values: the era of Metro and other rail transit has enriched the diversified era in which we live, and it has gradually become a mass media in which consumers can participate and interact. The core value of its mainstream lies in its wide coverage. In order to effectively realize the propaganda, utilitarian and public welfare value of the government and enterprises.

3. Values of Subway Advertising Culture and Corresponding Marketing Strategies under the Background of Cultural Soft Power

Under the background of cultural soft power, the core values of Metro advertising culture are mainly manifested in the concept of public welfare culture and the concept of local culture.

At the level of the concept of public welfare culture, its concrete manifestation is to express the whole city's public culture, human customs, policies and regulations, environmental protection and other aspects through the subway cultural visual arts. While promoting public service advertisements, subway breaks the traditional outdoor collective initiative proposal, carries out thematic propaganda according to the geographical and cultural characteristics of the site, and innovates public service advertisements that are close to people's lives and reflect the requirements of the times. The cultural value of subway public service advertisement culture is mainly embodied in its epochal content, value orientation and educational function. It mostly aims at social phenomena, promotes social morality and curbs the bad social atmosphere. Its corresponding typical subway public service advertisements are shown in Figure 4 below.



Figure 4 The form of public service advertisement and the value of communication in Metro

At the level of local cultural view, subway advertisements show the essence of local culture, provide a theme space reflecting local culture, and then shape the cultural image of the city. Metro advertising combines urban cultural resources with the corresponding Metro space, making the effect of advertising more obvious.

To sum up, we can get the corresponding integrated marketing strategy of subway advertising culture, and the corresponding details are as follows:

- 1) In the context of cultural soft power, Metro advertisements should be close to people's spiritual temperament, psychological and physiological needs, while fully considering the aesthetic taste.
- 2) Give full consideration to the city's characteristic resources and the characteristic cultural industry, actively create the cultural brand and the overall image of the city, promote the development and extension of cultural products, so as to form the corresponding consumer market.
- 3) The integration of Metro media forms should be based on the integration of resources. On the basis of media integration, we should fully and reasonably coordinate the use of various media, adhere to the audience as the main body, and integrate all kinds of marketing resources to convey ideas to the audience on the basis of in-depth understanding of passengers' hearts.

5. Conclusion

With the rapid development of metro rail transit, Metro advertising culture has become an important and distinctive media. In the new lifestyle, the subway advertising culture brings new atmosphere of media integration and new media industry in the future advertising market. This paper studies the subway advertisement under the background of cultural soft power from a

pluralistic perspective. It systematically expounds how to realize the dual value of corporate brand communication and urban culture brought about by the effect of subway advertisement in the process of the integration and innovation development trend of new media in metro, so as to promote the sound development of Metro advertisement and the city. Chemical construction contributes.

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