

Exploring the Innovation of Brand Image Design in the Internet Interactive Advertising Age

Bei Chen

Guangdong Industry Technical College School of Art and Design, Guangzhou, Guangdong, 510000, China

Keywords: Internet Interaction, Advertising, Brand, Image Design.

Abstract: The rapid development of the Internet makes the Internet media born and developed rapidly. People receive information through the Internet media, and the information can realize the rapid dissemination across regions, thus bringing more new opportunities for the brand visual image development of the network interactive advertising. The network interactive advertising communication has the special communication characteristic, can better realize the interaction between the brand and the consumer, lets the recipient understand the product information in all directions, feels the product characteristic and so on, achieves the better brand image propaganda effect.

1. Introduction

Since human society entered the 21st century, people's focus has been more concentrated in the field of Internet, under the background of the era of "Internet+", the Internet has brought great convenience to people's production and life, and has constantly changed people's way of life. People use notebook, mobile phone, smart watch and other terminal electronic devices to understand all kinds of information, which contains all kinds of advertising information, people through a variety of different screens to achieve information acquisition, screening, analysis, acceptance and so on. The traditional advertising design mode must be innovated in order to adapt to the modern Internet media to make the brand information pass smoothly. The improvement of people's quality of life makes people's own aesthetic tendency to change constantly. In order to pass their own brand image to consumers and leave a very deep image to users, online advertising needs to fully consider the user's freedom and comfort, break through the traditional inherent mode, and seek new brand visual image design style and new aesthetic concept.

2. Online Advertising Brand Communication Value

2.1. Network Interactive Communication Characteristics

As a brand shaping media, the Internet can achieve all-round communication contact, based on the Internet platform to achieve the brand communication of online advertising, relative to the traditional advertising dissemination has a unique value. From the communication mode, the network interactive advertising communication mode highlights the unique brand characteristics of online advertising. Because of the unique open, free and equal context of the Internet, Internet users have a more free choice of information and the right to speak about it. With the development of Internet technology, Internet-based personalized advertising communication has become a normal, through interpersonal information dissemination can be the Internet point-to-point communication interaction, this kind of Internet interaction is based on mobile phones, computers and other terminals, this kind of end-user has a strong private property, so there may be Internet users to transmit private information through the Internet, in this process may appear virus transmission, which highlights the special interpersonal communication characteristics. An important element in the brand image shaping and value embodiment of online interactive advertising is the user-friendly communication based on the Internet, which has the characteristics of interest and affinity, which makes people participate in the process and spiritual enjoyment in the process of receiving this

information and participating in it. This emotion will activate the user favorable factors brought by the advertisement. When viewers see detailed brand information, it can take 10 minutes or more. The interactive dissemination of online advertising according to the process before and after can be divided into pre-sale, sales and after-sale information dissemination, product guidance services, consumer consultants, with the increase in the added value of goods and services, so that the brand of products have been greatly sublimated.

2.2. Dissemination Power of Online Advertising Brands

The audience of network advertisement is increasing and expanding, because of the continuous increase of Internet users, TV audience is gradually moving towards the network audience, these ideal netizens are constantly strengthening the brand shaping communication power of network advertisement. At present, the number of Internet users in China continues to increase, the Internet penetration rate has long exceeded 10%, according to statistics, as of June 2019, the number of Internet users in China reached 854 million, the Internet penetration rate is as high as 61.2%, China's Internet development has entered a new stage of development. On the other hand, the individual characteristics of Internet users are also changing, becoming younger and more educated, and the change of Internet users and consumer consumption characteristics have a direct and long-term relationship. User recognition of the product may be converted into brand consumer lifetime value, brand contact points are constantly increasing.

2.3. Richness of Online Advertising Branding

In the traditional advertising mode, television advertising can play a very good role in shaping advertising brand image because it can show sound and image richness. The rich media technology applied to the network advertisement covers the sound, the text, the animation, the virtual technology, the table, the space and so on many kinds of expression technology and the display way, can give the audience a kind of omnidirectional very strong sensory feeling, thus lets the people see the multi-angle comprehensive brand product information display. If it is to carry out the design of a real estate advertising, online advertising can include the location of the sale of real estate, supporting facilities, design style and other information, but also can use the full range of online television advertising display, so that people can use this advertising to understand the appearance of the building and the specific lifestyle. Using multimedia technology can realize all kinds of ideas of network advertisement, concentrate TV advertisement, print advertisement, text, emotion and so on, make it have strong brand shaping power.



Figure 1 Advertising image brand design

3. Branding and Communication of Online Advertising

The interactive dissemination of advertising itself is the delay and instant realization of traditional advertising, the main implementation channels include mobile advertising, network advertising and digital television advertising and other forms of instant interaction. In the process of forming advertising information flow, the communicators and recipients of online advertising are formed synchronously and communicate in both directions. This kind of interactive advertisement can truly realize the two-way choice of information dissemination, thus realizing the unique characteristics of interpersonal communication. For the advertisers of advertising brands, they can

choose the audience of specific attributes, and the advertising audience can also use the Internet channel to realize the online consultation and communication of product information, and can obtain more product information and achieve information symmetry as much as possible. This model subverts the traditional brand shaping way, produces a new experiential style, blurs the boundary between the communicator and the receiver constantly, and makes the brand have the function of publishing information and receiving information. In the traditional mode of advertising communication, the mode of communication to be adopted is a one-way, forced mode of communication, the audience is a very passive position, and the communicator is in a relatively dominant position. When adopting the communication mode of network advertisement, the audience can use all kinds of voice information instructions, operation methods and so on to adjust the feedback form, and form the intimate contact between the communicator and the recipient and a good brand experience.



Figure 2 Internet advertising design

Under the network environment, consumers will be directly involved in the shaping and dissemination of brand image by their own strong context. This high intensity of participation desire includes the desire for knowledge, the pursuit of interests, the entertainment orientation, the desire for knowledge and so on. The high intensity of brand image participation, including psychological participation and direct contact with the brand, this kind of participation has a very distinct point of concern, interest, in the process of participation will have a lot of fun. Through the deep communication to promote the full communication between the brand and consumers, both sides have certain active characteristics, which will make consumers have a good impression and association on the brand. The interactive experience communication of online advertising has a very strong directionality, showing the deep emotional communication of brand image and brand association. At present, brand-oriented online advertising in the brand age has become a mainstream development trend.



Figure 3 Internet advertising image design

4. Brand Innovation Strategy in the Internet Interactive Advertising Age

In the network advertisement activity, may set up the incentive strategy, from the psychology angle to entice the audience to participate in the brand advertisement. Interactive advertising can adopt personalized strategy, according to personal taste, hobbies, consumption habits and so on to customize, to achieve "people-oriented" advertising model. Only when the network advertisement more conforms to the individual need, can further impel the netizen to have enough interest in the advertisement content. According to the different types and needs of advertising, the targeting of advertising can be based on the big data and technology to collect the behavior characteristics of Internet users to select the appropriate other party to place advertising, so as to maximize the advertising conversion rate. On the other hand, advertising should have good adaptability, can aim at different personal habits, formulate simple and convenient advertising content and advertising mode.

The development of virtual reality technology provides pre-consumer experience for Internet users to participate in the use of advertising brands, which can realize the recognition and resonance of advertising through the understanding of advertising, and the brand also achieves the purpose of advertising. This virtual experience strategy can make consumers realize multi-sensory three-dimensional feeling of brand, realize multi-level interactive experience effect, and have strong entertainment. Therefore, in advertising planning, priority should be given to enable consumers to understand the good quality of the brand, to achieve the psychological value of expectations and realization. In addition, can choose a variety of experience mode, can meet the entertainment needs of consumers and autonomous needs. Using the way of entertainment to realize the interaction of advertising propaganda, can let the audience in the process of participating in the game subconsciously accept advertising information, to achieve advertising effect, this kind of network interaction autonomous communication, so that the audience only need to participate in it will be affected by the subtle advertising. In this process, the audience is more active, can selectively click on their own interests of advertising, this kind of online advertising has better entertainment and service, so as to increase the appeal of online advertising and adhesion.

5. Conclusion

The active online advertising brand communication experience, with a deeper advertising experience, can greatly enhance the audience's advertising experience, can release the network interactive advertising brand image, shape the brand image communication power, reflect the network media based on the network advertising essential advantages. With the continuous increase of network users, network interactive advertising based on network media will become a normal way to spread advertising in the future.

Acknowledgements

Subject: Project of the Guangdong Provincial Department of Education, hosted by the 2016 provincial higher vocational education professional teaching resource library and excellent online open course "Internet Interactive Advertising Design"

References

- [1] Jiang, Lei., Han, Feixiang. (2016). On the Spread of Brand Image in Mobile Internet Environment: A Case Study of Interactive Advertising in Mobile Media. *Modern Decoration (Theory)*, no. 9.
- [2] Liu, Bingyan. (2016). Research on Interactive Strategies of Coca - Cola Advertising Based on New Media Technology. *Technology Communication*, vol. 8, no. 14.
- [3] Zhu, Xiaoming., Wang, Yanping. (2014). Research on Brand Marketing Strategy of Internet Advertising. *Modern Business*, no. 35, pp. 35-36.

[4] Seasonal, frequency. (2016). Video game advertising brand communication strategy based on use and satisfaction. *Art Technologies*, vol. 29, no. 8, pp. 28-29.