

The creativity and performance of public service advertisements in the new media environment

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Abstract: With the continuous development and progress of China's new media technology, at this stage, the artistic and creative nature of many advertising campaigns in China has been greatly improved, and the public's attention to advertising has been greatly enhanced. From a realistic point of view, public service advertisements mainly emphasize advertising activities that provide free services to the society for the purpose of making profits. The effective dissemination of this kind of advertisement can not only greatly enhance the moral consciousness of the masses of the society, but also help to promote the development of spiritual civilization construction in China. The emergence of new media technology has provided a new impetus for the development of public service advertising. The effectiveness of this technology in the public service advertising work not only greatly reduces the probability of the emergence of public service advertising homogenization, but also greatly The artistic expression of enhanced public service advertisements has enhanced the aesthetic value of public service advertisements, and more and more people in the community have begun to pay attention to public service advertisements. This paper mainly analyzes the creativity and performance of public service advertisements in the new media environment. The purpose is to put forward some suggestions with strong feasibility to provide reference for public service advertisement communication work.

1. Introduction

With the continuous development and progress of China's public service advertising industry, in the current era, many new forms of advertising have gradually appeared in people's vision, and most of them are highly creative public service advertisements and new media technologies. Have a direct connection[1]. With the continuous deepening of the research on the creative and performance of public service advertisements in the new media environment, after long-term practice research, it is necessary to ensure that the public service advertisements can achieve sustainable and effective development under the new media environment. It is necessary to set up a professional public service advertisement creation team, integrate innovative art elements into the creation of new media public service advertisements, use big data to accurately research the audience of public service advertisements, and establish different advertisement contents and forms according to different carriers. Conduct the dissemination of public service advertisements in the new media environment.

2. Analysis of the characteristics of new media public service advertisements

Compared with public service advertisements in traditional media, the communication carrier of new media public service advertisements is relatively advanced. It is mainly a form of advertisement communication with new media technology as the carrier of communication. This kind of public service advertisement has many obvious characteristics. First, the form of communication is richer, because the carrier of this kind of public service advertisement is modern new media technology, and this kind of technology has strong interactivity, which can greatly enhance the participation of the masses and can also change people. The original information acquisition habits enhance people's sense of participation and experience. Under this circumstance, relevant public service advertisement creation management personnel can adjust the existing

creative methods according to the opinions put forward by the public, so that they can not only The earth enhances the creativity of public service advertisements, and at the same time, it can also visually show the effectiveness of social participation, and thus enhance the public's attention to public service advertisements[2]. The second is that the audience is relatively wide. At this stage, the group that obtains information through new media technology covers people of all ages. Therefore, compared with traditional media, the public service advertisement coverage of this kind of media is more extensive, applicable. The group is also larger. The third is that the time between design and communication is relatively short, and the cost is relatively small. It can be said that the new media public service advertisement has a strong promotion value.

3. The creativity and performance of public service advertisements in the new media environment

As far as the creation and performance analysis of public service advertisements in the new media environment is concerned, with the widespread popularity of new media technologies in China, various media industries in China have undergone tremendous changes, and the forms of advertisements have also become diverse. Among them, the creative and expressive nature of public service advertisements will directly affect the publicity effectiveness of public service advertisements[3]. The creative performance of public service advertisements in the new media environment is mainly reflected in the following aspects. First, based on personalized creativity and performance, new media public service advertisements can innovate new forms of expression according to the specific requirements of the promotion content, to customize The form carries out the design and dissemination of public service advertisements, and reduces the probability of the homogenization of public service advertisements on the basis of satisfying the information acquisition needs of the masses. The second is that, based on the emotional performance of creative performance, as the competition in the advertising market continues to increase, people are now experiencing aesthetic fatigue for homogenous advertising. In this case, the emotional elements are substituted into the new media public welfare. Advertising has become a concrete manifestation of public service advertising innovation. At this stage, many public service advertisement creators will actively analyze people's information acquisition needs and advertisements to appreciate their interest. In this case, they can intuitively demonstrate the new media environment. The innovation and expressiveness of public service advertisements, thereby enhancing the audience and the effectiveness and scope of public service advertisements. For example, southern sesame paste has a great reputation in China. Its advertising method does not draw on the “three-character classics” advertisement of a certain textile product, but adds emotion to the advertisement. Homesickness, memories, alleys and affection are integrated into it. Feelings are associated with the warmth of black sesame paste, which cannot but arouse the audience's aftertaste. Because the picture is warm, the plot is moving, and it can be recognized in the minds of consumers.

4. The effective path analysis of the creative and expressive power of public service advertisements in the new media environment

(1) Forming a professional public service advertisement creation team

From the perspective of reality, no matter what kind of public service advertisement creation work must be supported by a professional public service advertisement creation management team, the comprehensive quality level of the public service advertisement creation team will directly affect the public service advertisement in the new media environment to a certain extent. The speed of innovation and development [4]. Under this circumstance, the leaders within the new media public service advertisement production organization must pay attention to the professional new media public service advertisement creation team during the actual work. For this reason, first of all, the relevant management personnel in the talent recruitment stage are actually During the work period, it is necessary to comprehensively examine the moral literacy, ideological and political level, innovation consciousness and professional accomplishment of each manager, and then select the

applicant with the highest comprehensive quality as a member of the public service advertisement creation team to ensure various public service advertisements. Creative work can continue to be effective. Secondly, it is necessary to regularly conduct new media technology mastery, public service advertisement form innovation, art element introduction method, innovation ability and other aspects of the public service advertisement creation team, so that the comprehensive quality level can be comprehensively improved and It can meet the needs of the new media public service advertising art innovation work, and thus enhance the innovation and expressiveness of public service advertisements in the new media environment.

(2) Optimizing the innovative concept of public service advertisement creation

The work concept directly determines the creative behavior of public service advertisement creators in the new media environment to a certain extent, which in turn affects the creativity and expressive power of public service advertisements. Only under the modern creative concept can the public service advertisements created can be guaranteed. It can meet the aesthetic needs of the public, and thus ensure that the public service advertisement communication in the new media environment can be paid more attention by people [5]. Based on this situation, the relevant public service advertisement creators must pay attention to the innovation of the concept of public service advertisement creation during the actual work. To this end, first of all, we must always adhere to the innovative concept of public service advertising, proactively analyze the various forms of public service advertising in the new media environment, and then innovate the existing public service advertising expressions, in order to reduce public welfare The probability of the emergence of advertising homogenization issues, in order to ensure the creative and expressive power of public service advertising in the new media environment. Secondly, we must always adhere to the concept of individualization, emotionalization and interactive creativity to ensure that the content and expression of public service advertisements will not be homogenized. In the context of the new media environment, the scope of public service advertisements and the effectiveness of communication can be achieved. A comprehensive improvement has been made to ensure that people's moral literacy and the speed of spiritual civilization construction can be comprehensively improved. Subsequently, the relevant public service advertisement creation managers must consciously innovate in the process of actual creation, and incorporate some new elements into it, especially some technological elements, so as to ensure not only the public media in the new media environment. The creativity and expressiveness can be improved. At the same time, it will help the publicity of the public service advertisements in the new media environment, and ultimately ensure the realization of the development goal of China's spiritual civilization.

(3) Using big data to accurately research the audience of public service advertisements

From the perspective of reality, the emergence of big data technology has important significance for the development of the advertising industry. With the support of accurate big data technology, relevant advertising design managers can not only accurately and effectively understand the gender of each audience. Information, education information, age information, reading habits information, and this information is also the information that every public service advertisement creation manager must refer to. Only effective creation of various public service advertisements based on this information is made. The differentiation of the audience can ensure that the creative and expressive performance of the public service can be widely accepted by the public[6]. From the perspective of positioning, it is still necessary for a long time to adapt to ensure that the masses can fully accept the new media. In this case, it is necessary to mediaize the media and effectively use the traditional media. Incorporate into new media, and TV outdoor advertising and print media must play a leading role. For the youth group, it is necessary to use the new media as the main media, and display the public service advertisements to the youth groups through the new media channels to ensure that the public service advertisements can resonate with the youth groups. Effectively integrating big data technology into public service advertisement creation can not only effectively realize online and offline cross-distribution, but also ensure the pertinence and effectiveness of public service advertisement communication, and thus promote the further development of public service advertising.

(4) Establishing different advertising contents and forms according to different carriers

Regardless of the type of advertising, it must be guaranteed to be highly creative. Only by ensuring that the form of advertising has a strong creative personality can it attract more viewers and continue to expand the scope and spread of public service advertisements. The result is that every advertisement can reach the hearts of the people[7]. If an advertisement does not have its own characteristics, even if it is effectively used to spread the new media channels, it will be difficult to achieve the desired effect, and even counter-productive, making people resentful of public service advertisements, consciously not going Pay attention to this information. Under this circumstance, relevant public service advertisement creation managers must determine different advertisement contents and forms according to different carriers during actual work, thereby ensuring the freshness of public service advertisements, and thus continuously improving the publicity effect of public service advertisements. At present, various types of mobile Internet carriers have been widely used at this stage. In this environment, mobile Internet technology is integrated into the creation of advertisements, and some humor elements are added. Story elements or drama elements can be achieved. Improve the creative effect of public service advertisements. At the same time, it can enhance people's viewing experience, so that they can pay more attention to some other types of public service advertisements. If we can ensure that the content of public service advertisements is closely connected with people's lives and has a high positive energy, then public service advertisements will inevitably receive wide attention from the masses, and thus ensure that the public service advertisements can still obtain effective development.

5. Conclusion

In summary, with the continuous improvement of China's science and technology level, in the current era, many new types of new media technologies have gradually appeared in people's field of vision, and have been widely used in the field of advertising communication. The application results achieved are extremely significant, which not only greatly enhances the efficiency and scope of advertising, but also greatly enhances the aesthetic value of advertising and the value of art appreciation. It can be said that new media technology is important for the development of advertising communication. The meaning. Especially for public service advertisements, since this type of advertisement belongs to an advertisement that is not based on profit for the purpose of serving the society, the main goal of the production and dissemination of such advertisements is to enhance their attention. In this case, it is necessary. Constantly enhance the creative and artistic expression of this kind of advertisement, and use art and innovation to attract more viewers' attention. Under this circumstance, the emergence of new media technology has provided a new boost to the efficiency of the advertisement. Ideas. Based on this situation, the relevant public service advertising management department executives must focus their work on the research and development of public service advertisements in the new media environment during the actual work, combined with the current development status of public service advertisements in the new media environment. The future development needs of public service advertisements are formulated with targeted solutions to ensure that the communication efficiency and the scope of communication of public service advertisements in the new media environment can be comprehensively improved, thereby promoting the public service advertisement industry and the construction of social spiritual civilization in China.

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