

The Application of Digital Animation in Advertising Creativity in the New Media Environment

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Abstract: With the continuous development of social economy, science and technology, new media is applied to every field and every corner. In the advertising creativity, digital animation also occupies a place, promoting a better and faster development and progress of advertising creativity, and making advertising more eye-catching and excellent. This paper analyzes the application of digital animation in advertising creativity in the new media environment, points out existing problems and puts forward suggestions for improvement.

Key words: new media environment, digital animation, advertising creativity, application analysis

With the continuous development and improvement of new media, digital animation technology shines brilliantly in the new media environment, and is applied to various fields such as news communication, online games, film and television works and so on. Similarly, it also exerts a huge impact on advertising field. Compared with traditional advertising works, the advertising creativity produced by using digital animation technology becomes simpler, the picture color is more exquisite, cost is lower, and can better deliver the advertising information to the audience. Digital animation technology as a new thing favored by young people in recent years, it is believed that the future of digital animation technology will also shine in the advertising production.

1. Brief analysis of new media environment and digital animation technology

1.1 New media environment

New media, also known as the “fifth media”, is a new media that is different from the four traditional media and relies on new science and technology. At the same time, new media is also a digital media, by using digital technology and network technology, through network channels and computers, mobile phones and other terminals, spreading information and providing services to users. In recent years, the pace of people’s work and life has been accelerating, and their leisure time is gradually fragmented. The emergence of new media has made up for the defects of traditional media and met the needs of people’s ability to receive information and interactive entertainment anytime and anywhere. People have more initiative to choose new media, and the choice of content to receive information is getting more personalized. It can be said that in the new media environment, the information is updated more rapidly, and people receive information more accurately.

1.2 Digital animation

Digital animation takes computer as the main tool for visual design and production, which is both technology and art. It is not an exaggeration to say that all visual art creation activities carried out by computer in the new media environment belong to digital animation. Such as: 3D animation, web design, film and television special effects, etc. Compared with traditional animation, digital animation does not need any paper, and relies on the computer to make the whole process, which saves cost and is more efficient. For advertising works, digital animation is possible to turn unattainable ideas and scripts, high shooting costs into acceptable digital animation production costs. The emergence of digital animation has changed the traditional form of advertising, and also accelerated the “involution” of advertising.

2. The application of digital animation in advertising creativity

2.1 Virtual characters to add vitality to the advertising content

When traditional film and television advertisements need characters on camera to show the plot, to introduce the product, can only choose real people. When digital animation is applied to advertising, virtual characters can be used to realize advertising creativity. Here is the well-known brain platinum advertising as an example, “We do not accept gifts this year, except brain platinum”, the advertisement of two dancing elderly images is a virtual character, two virtual image of an old man jumping singing songs impressively. Two gray-haired elderly dancing vividly is so hard to imagine if the advertisement is performed by real characters, even if the actor’s physical quality is able to complete such a difficult move, not to mention achieving the purpose of product promotion. But virtual characters are not the same, lovely characters with funny dance, particularly to attract audience attention, help making a good impression, improve product awareness and sales. In addition, with the hot development of e-commerce, virtual spokesmen and virtual anchors have also come out one after another, opening a new situation of advertising creativity and adding new vitality to advertising. When you open live rooms of major brands, you could see new faces. Those faces are not real people but virtual characters. They are like real anchors, who could also introduce products, answer questions raised by customers, and interact with the audience. Compared with real anchors, virtual anchors are more novel, more attractive to the audience, and could achieve better advertising effect. At the same time, while the virtual human industry is gradually improving and the advanced development of science and technology, the brand side also focuses on the virtual spokesperson. For example, Colonel Sanders, the virtual spokesperson of KFC, and Qu Chenxi Wilson, the virtual idol spokesperson of Watsons, etc. In recent years, negative celebrity reports have emerged constantly, and virtual spokesmen have solved this problem very well. Compared with celebrity endorsements, virtual spokesmen are cheaper, less risky, more controllable and long-term. At the same time, it also has a sense of future and technology, plasticity

is higher. I believe that there will be more virtual characters used in advertising in the future.

2.2 Innovative scenes to make advertising more vivid

The pictures presented by traditional film and television advertisements are all shot by camera. If the pictures want to pursue delicacy, it is often limited by a variety of factors. There is an AD for McCararen, where the hero in the AD jumps from the top, grows wings and turns into a bird, falling through the thunderstorm and clouds, and the slogan appears, "If you have a chance to fly, would you like to jump?" The advertisement is very bold, but in fact, those tense and dangerous action shots are all shot in front of the green screen in the studio, the character falling action in addition to the shooting, but also the action collection for CG character animation, and the landscape in the falling process is also a combination of special effects. The whole advertising work is almost completed by relying on digital animation technology. It is with digital animation technology that advertising designers can boldly innovate, think of the scenes and do the advertising that they could never have imagined and tried before. Take the advertisement of Dove chocolate as an example, in many advertisements of Dove chocolate, the relationship between the hero and the heroine has progressed, when they send chocolate to each other, special effects of ribbons pop up, corresponding to its slogan, "Dove, indulge in this silky smooth". If this special effect is not added, the plot and purpose of the advertisement may still express itself, but with the help of special effect, the delicacy of the advertising picture gets improved, accordingly does the audience's perception, and the advertising effect gets much better. Other products, such as Nanfu Battery uses digital animation to show various parts and combination modes of the battery, and introduces their exclusive technology better to the audience and why it is more durable than ordinary batteries. The advertisement idea combined with motion picture is more convincing than just explaining, and the addition of digital animation makes the advertisement more vivid. The visual advertising creativity can improve the audio-visual rate of the audience, turn abstract conceptualization into images, and boring explanation into interesting demonstration, thus attracting the attention of consumers better. Visual advertising creativity could enhance the appeal of products and greatly improve their image in the hearts of consumers. Advertising creativity will increase the image of the product itself to the product or service appeal, producing much better result, even to the extent of "love me, love my dog." Dry, boring preaching will only make audience bored and disgusted to the product or service.

2.3 Strengthen the interaction and enhance the participation of the audience

With the continuous development of new media, questionnaire survey has also appeared in many new media short video platforms, such as TikTok, Kuaishou, etc. When users watch a short video, they will mix with one or two ads. After a few seconds, a pop-up shows a questionnaire or a detail page, which also relies on digital animation technology. Compared with traditional advertising, this form of advertising is more interactive, which can timely get feedback of the audience. Consumers get more interested in the goods being introduced, and can also timely contact the channel to purchase or consult. As audience participation increases, the effect of advertising naturally becomes better. Just think, you brush an AD on TikTok, after watching you wish to buy but have to switch to Taobao for searching, you find it troublesome and unnecessary to buy. But if a link pops up and easy to click in for the details, are you willing to try or even buy it? In the era of e-commerce, adding details page links to interact with users could greatly improve product sales. Here is an example, Acqua di Parma's for opera series made a very interesting WeChat small program promotion advertising, brand invited young opera actor Chengyu Cai according to five opera series of perfume tone recorded five opera excerpts, and tells five opera stories with the similarities of perfume. Users can click on the page through the link, click on five bottles of perfume through interaction, listen to the "voice" of the perfume, and understand the story behind it. In this way, they can well publicize their products, so that customers fully understand the characteristics of the product, buy, at the same time, introduce their own brand tone, promote their own brand, and can have a full interaction with the audience, thus killing three birds with one stone.

3. Existing problems and improvement suggestions in the creative application of digital animation in advertising

3.1 Existing problems

Digital animation technology is a double-edged sword. The application of digital animation in advertising creativity has brought great benefit to advertising, the picture is more exquisite, the creativity is more novel, and the interaction is constantly enhanced, but at the same time also com new problems. Here are three aspects to explain. First of all, digital animation makes up for some of the shooting defects and makes the picture more beautiful. But at the same time, overuse of digital animation can also reduce advertising authenticity. The creativity of authenticity is the vitality of advertising. Digital animation is created by computer, not really shot by video camera. For some middle-aged and elderly groups, the credibility of digital animation is far lower than that of actual shooting. Can "picture for reference only", but can not be divorced from the fact, no matter how far the development of advertising, reality is the primary essence of advertising. If the audience watches the advertisement made with digital animation technology and buys the product that does not match the advertisement description, the authenticity of the advertisement in the audience will be greatly reduced. Second is lack of normative, as new media develops gradually, so does digital animation, which drives the development of advertising changes, in the process of development will have problems constantly exposed, like some software screen advertising set to flip or cellphone shaken into details page, most users are in casual, unwittingly jump into the details page, but to turn off the page is not so easy, even bringing a lot of trouble to the user. There arise many such problems, if not timely discovered, corrected or standardized, some unscrupulous practitioners with ulterior motives will take advantage of. Third, some advertisements ignore the picture coordination in the application of digital animation. In some works, the addition

of digital animation appears relatively inconsistent. The reason is that when advertisers apply digital animation to the creation of advertising, they ignore the overall consistency and coordination of advertising, and add elements that are considered to appear to the advertising. The advertising created in this way, although added with picture content of digital animation, do not bring positive effect, also destroy the original characteristics of the advertising, thus the loss outweighs the gain. Here is just an example of these three existing problems, in fact there may be more.

3.2 Suggestions for improvement

Authenticity is the basis of advertising creativity, and artistry is the creative and creative expression technique of advertising. The application of digital animation in advertising creativity brings the reduction of advertising authenticity, only advertising producers can solve this problem. Advertising producers should seek truth from facts and create advertisements on the basis of facts, and do not rely on digital animation to practice fraud to ensure the authenticity of advertisements. At the same time, we should pay attention to the application of digital animation, some necessary shots to display products try to adhere to In-kind Shooting rather than digital animation production. Authorities should also strengthen supervision to ensure the authenticity of advertisements. In addition, with the continuous progress of science and technology, I believe that in the near future, the content of digital animation will be more intuitive and real. By that time, the problem of reduced advertising authenticity will naturally disappear. The problem of insufficient advertising standardization needs the joint efforts of many parties to change. The advertiser should conduct self-examination before the release of the advertisement to ensure legal compliance. Regulators should intensify their efforts to review advertisements, and timely release relevant regulations to regulate the application of digital animation in advertising. At the same time, the advertising audience should supervise and give feedback on the advertising, and timely report some unreasonable and non-standard behaviors once found. It needs many joint efforts to change the problem of insufficient advertising standardization. Finally, for the problem of insufficient coordination after the application of digital animation, some advertising creators need to be good gatekeepers, flexibly use video shooting and digital animation, and skillfully combine the two. Real video shooting is still needed to make the advertisement appear more real, whereas digital animation seems a better choice to make the picture more imaginable and beautiful. In short, the correct use of digital animation yields twice the result with half the effort, while the wrong use only gets half the result with twice the effort.

4. Summary

In the new media environment, the application of digital animation has brought great changes to advertising creativity. It can be said that digital animation has promoted the development of advertising. Digital animation fills in the gaps of traditional advertising, and innovates some advertising methods, injecting new vitality into advertising. Advertising should adapt more to the new media environment, with the fast pace of fast life today, it still plays a role in publicity, marketing. At the same time, the digital animation has also brought some new problems. Advertising practitioners should apply the digital animation reasonably, foster strengths and circumvent weaknesses, play their biggest role, and create better advertising.

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