

## **An Analysis of Brand Communication Transformation in the Internet New Media Era: Postprint**

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### **Abstract**

With the rapid development of Internet science and technology, the advent of the new media era has been vigorously propelled. In contemporary society, the Internet new media era has profoundly impacted people's lives, while its inherent characteristics have also substantially transformed the dissemination modes of various news and events online. Nowadays, major enterprises across society leveraging Internet new media for brand communication has become an inevitable trend in the Internet era's development, generating significant communication effects for brands, promoting brand marketing management, and enhancing enterprises' own economic development. This paper analyzes the current state and existing issues of brand communication in the Internet new media era, identifies the limitations of traditional media in brand communication and the opportunities confronting brand communication in this new era, and subsequently investigates strategies for brand transformation in the Internet new media era.

### **Full Text**

#### **Abstract**

With the rapid development of internet science and technology, the new media era has been vigorously ushered in. In contemporary society, the internet new media era has profoundly influenced people's lives, and due to its inherent characteristics, the ways in which news and events spread online have changed dramatically. Today, it has become an inevitable trend for major enterprises to utilize internet new media for brand communication, generating significant dissemination effects, facilitating brand marketing management, and enhancing corporate economic development. This paper analyzes the current status and existing problems of brand communication in the internet new media era, identifies the limitations of traditional media in brand communication, and recognizes the opportunities facing brand communication transformation under these new

conditions, thereby investigating strategies for brand transformation in the internet new media era.

**Keywords:** “Internet Plus” ; new media era; brand communication; transformation

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## 2. Limitations of Traditional Media in Brand Communication

As the 21st century progresses, public expectations for traditional brand communication have risen significantly. Consumers now demand not only strict quality standards but also credibility and authenticity. To achieve effective dissemination, brands must establish precise positioning and identify optimal timing for their campaigns. Furthermore, the overall sensory experience—encompassing product design features, advertising creativity, and integrated brand elements—plays a crucial role in communication effectiveness. However, traditional media channels such as television advertising and print publications operate within relatively closed systems, imposing inherent limitations. In contrast, the evolution of internet new media has revolutionized brand communication forms through online advertising and enhanced network efficiency, powerfully driving both dissemination impact and brand transformation in the new media landscape.

In the internet new media era, traditional media faces substantial constraints in brand communication. Television programs and radio stations, for instance, require enormous advertising expenditures that create significant cost burdens for enterprises. Moreover, as contemporary audiences have developed higher requirements and standards for brand communication methods, companies face immense pressure during promotional campaigns. Even with substantial investment, satisfaction is not guaranteed. Brands must also select appropriate traditional media platforms, as misalignment can prove counterproductive and waste resources. Consequently, brand communication must inevitably transform alongside the development of internet new media, which offers lower promotional costs and creates favorable space for brand dissemination.

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### 1.1 Current Status Analysis of Brand Communication in the New Media Era

Currently, many enterprises rely primarily on internet new media platforms for brand communication. Under new media technology, both the content and

methods of brand communication have changed dramatically compared to traditional media. Companies now utilize websites, WeChat, popular mobile applications, games, and television dramas for diversified promotion. Through internet-based dissemination, people can forward content, expanding communication channels and enhancing brand influence. On internet platforms, freedom of speech combined with the interactive and virtual nature of networks generates complex and varied information.

Many brands spread rapidly and without restriction in the new media era, which, while improving information dissemination efficiency and achieving quick recognition, often results in content lacking rigor. When some content is sensitive, it can generate negative dissemination effects. The concept of brand communication has also changed significantly in the new media era. To facilitate better transformation and achieve favorable communication effects, brands must continuously improve and refine their transformation strategies.

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## 1.2 Problems in Brand Communication in the New Media Era

Despite the rapid spread of many brands in the new media environment, the edited content often lacks rigor. Sensitive material can create negative dissemination effects among audiences. The philosophy of brand communication has undergone substantial changes, requiring continuous improvement of transformation strategies to achieve better outcomes in the new media landscape.

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## 4. Opportunities for Brand Communication Transformation in the Internet New Media Era

The arrival of the new era inevitably brings challenges and opportunities for various brands, while also giving rise to new brands through continuous renewal. The gradual and effective integration of brand communication with the internet in the new media era has significantly impacted brand transformation.

### 4.1 Effective Integration of New Media Economy and Internet

With the rising prominence of “Internet Plus,” industries across China’s market have combined their brands with internet-based information promotion to align with contemporary development. Through the integration of new media economy and internet, major brands have achieved excellent diffusion of communication effects and influence. Popular consumer applications such as Alipay’s Yu’e bao, Taobao, JD.com, and Tuniu Travel not only provide great convenience but also promote market economic development. These brands have effectively

leveraged internet new media technology for self-promotion and achieved transformation in the new media era. Additionally, numerous new online platforms have emerged, prompting many market brands to integrate with the new media economy to enhance communication effects and promote economic development.

## 4.2 Communication Advantages of New Media

In the new media era, enterprises conduct brand communication primarily through major new media platforms, combining brand characteristics with research on user demographics and preferences to deliver effective visual experiences and achieve optimal promotional results. In the “Internet Plus” era, information diffusion is extremely powerful—once content gains popularity, brand dissemination occurs rapidly, generating substantial influence and publicity. Therefore, enterprises must build professionally impactful brand forms, identify accurate positioning, and address consumer psychological needs to improve brand quality and strength. Competition among brands is intense in the internet new media era, and any misstep can cause negative impacts. During dissemination, brands must also eliminate various negative online information and maintain their reputation, which is crucial for brand influence.

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## 5.1 Continuously Updating New Media Operation Concepts

With the rapid development of internet science and technology, the speed and methods of new media communication are constantly changing dramatically. In this fast-evolving society, enterprises must continuously update new media operation concepts to promote brand dissemination and achieve economic growth. Companies must research and analyze new media platform operations based on contemporary development needs and consumer perspectives, integrating internet new media thinking to continuously improve brand communication transformation strategies for better positioning in the new era.

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## 5.2 Expanding New Media Operation Channels

Under internet environment development, enterprises must combine new media trends with rich resources and data analysis to continuously innovate brand content and communication methods. They should expand new media operation channels by leveraging high-impact platforms to achieve richer and more complete brand communication effects. Companies can simultaneously utilize Sina Weibo, WeChat public accounts, and other new media platforms to create rich brand content. Through modern media marketing strategies and various hot topics, brands can effectively combine with trending subjects to achieve online

diffusion. Additionally, brands must strengthen product quality and updates while providing consumers with a complete and standardized service system.

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### 5.3 Strengthening Effective Integration of New Media and Traditional Media

Although the internet new media era is extremely popular and widely embraced, enterprises must still strengthen effective integration between new media and traditional media. Many companies establish WeChat public account platforms, Weibo accounts, and Toutiao accounts that match their physical store characteristics and positioning to expand brand awareness. This combination of new media and “Internet Plus” brand communication, together with modern electronic payment methods, has vigorously promoted transformation for major brands in the internet environment.

*Note: Figure translations are in progress. See original paper for figures.*

*Source: ChinaXiv – Machine translation. Verify with original.*