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## Breaking the ‘Curse’ of Online Advertising Development: Postprint

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### Abstract

When discussing advertising, audiences naturally think of online advertising. Online advertising is favored by advertisers due to its advantages of low cost, ease of updating, and unlimited reach potential. However, while advertisers and consumers share an optimistic outlook on the development prospects of online advertising, advertising practitioners and website operators are facing various challenges. This paper attempts to briefly analyze how rich media advertising can break the “curse” on the development of online advertising.

### Full Text

### Preamble

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**Breaking the “Curse” of Online Advertising Development**

**Abstract:** When it comes to advertising, audiences naturally think of online advertising, which is favored by advertisers due to its low cost, ease of updating, and unlimited reach potential. However, while advertisers and consumers alike are optimistic about the prospects of online advertising, advertising practitioners and website operators are facing various challenges. This paper attempts to analyze how rich media advertising can break the “curse” of online advertising development.

**Keywords:** rich media advertising; online advertising; advertising development

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Rich media refers to information dissemination methods featuring animation, sound, video, and interactivity. Rich media encompasses various combinations including streaming media, Flash, interstitial windows, and other programming languages. It can be applied to various network services such as website design, email, and interstitial advertising.

The greatest characteristic of rich media advertising is its ability to deliver large-capacity advertising files smoothly on high-traffic online media platforms using rich media technology. Audiences can learn detailed information about advertisers and their products without even clicking through to the advertiser's website. With its strong interactive capabilities, rich media advertising can achieve high exposure and high click-through rates. Through programming language design, rich media ads can implement relatively complex user interaction functions such as games, surveys, and competitions, creating a communication platform between advertisers and audiences. Rich media advertising creates associations that enable audiences to accept the advertiser's intended message, understand the advertisement's connotation, and achieve a spiritual connection with consumers, thereby cultivating brand awareness, reputation, and loyalty. From a psychological perspective, target audience perception is a process of attention and interpretation of stimuli. The first stage is an attention filtering process, while the second stage is an interpretation process. The introduction of unique, relevant "beauty points" in advertising is a prerequisite for crossing these two perceptual barriers, thereby generating what is known as the "beauty premium effect." In the context of media convergence, online advertising must learn to harness the "beauty premium effect" to achieve significant development—only then will it have greater room for growth.

## **2. Lack of Creativity in Online Advertising Formats and the Emphasis on Creativity in Rich Media Advertising: An Analysis Based on Advertising Creativity**

Creativity refers to innovative or creative consciousness. Creativity can generate premium attention for advertisements. When advertising operators place ads on the same medium at the same price and time, those with creative elements will attract audience attention and achieve effective communication, fulfilling their intended purpose. Conversely, they represent wasted investment—no matter how good the message, the money is squandered.

When considering creativity, factors such as advertisement size, dimensions, and color must be taken into account. Before the emergence of rich media advertising, web advertisements were typically only 30-40K in size with monotonous presentation methods limited to text or images. In today's era of integrated media including animation, web advertisements appear quite backward. In contrast, rich media advertising offers greater creative space and capacity, with some ads reaching 3-4M in size, producing effects comparable to television. Current rich media advertisements primarily come in two sizes:

320\$×270and270×200. While the initial assumption might be that larger is better, the choice should ultimately depend on, for instance, measures only 240×160, yet consistently attracts large numbers of users to click because they perceive it not as an advertisement but as information, avoiding the aversion typically associated with ads.

A creative advertisement not only captures consumer attention and enters the distribution channel to realize its value as a commodity, satisfying advertisers' requirements, but also fulfills consumers' spiritual needs through explanation, persuasion, and information, thereby achieving hidden value or added value and enabling appreciation. The actual value created by a creative advertisement equals the sum of its initial use value and the spiritual value it generates. As shown in [Figure 1: see original paper], rich media advertising brings a refreshing feeling. After four hours of intensive work, people replenish their energy during lunch, with many choosing functional beverages. At this moment, Deng Lao Herbal Tea becomes a preferred choice, thanks to the advertisement's unique creativity.

### 3. Cultural Appropriateness: An Analysis from a Cultural Perspective

“Advertising has distinct national characteristics. A good advertisement, like a good artistic creation, must be deeply rooted in the soil of national culture, using vivid national language to tap into the ‘national memory’ and ‘racial memory’ hidden deep in the audience’s subconscious, thereby achieving a heart-to-heart understanding.” Establishing a certain density of cultural content in advertising creativity and effectively conducting cultural positioning has become the creative orientation of modern advertising. In many advertisements, cultural perspective positioning determines success or failure. Accurate cultural perspective positioning that organically connects advertising form with culture and endows advertisements with cultural connotation will achieve better results and bring unexpected economic benefits (including potential economic value) to advertisers.

If advertising creativity can be built upon the foundation of a country or region's local customs and culture, it can produce positive effects. For example, when the film “Red Sorghum” was participating in awards and screenings in the United States, the planners devised a clever cultural strategy: distributing a small red vest made of red cloth to each audience member at the theater entrance. Although the cost was low, it achieved excellent promotional results. This creative approach started from a Chinese cultural perspective, capturing Americans' curiosity and love for self-expression.

#### 4. Scientific and Rational Utilization of Viral Marketing Communication Methods in Online Advertising: An Analysis Based on Communication Effects

According to incomplete statistics, online video advertising expenditure reached \$5.71 billion in 2014. Its low cost, rapid dissemination speed, wide reach, and astonishing effectiveness all herald the arrival of the viral advertising era. Over the past three years, viral videos have been enthusiastically embraced by numerous domestic websites.

In the new media era, “everyone can be famous for 15 minutes,” as American pop art master Andy Warhol once said. In the 1960s, with the rise of American radio and television, advertising gradually flourished, and pop art became the darling of popular culture. Many previously vulgar symbolic cultures were brought to the screen and onto the artistic stage, generating unimaginable tension and temperament. For example, on the eve of the British royal wedding, a spoof version of the royal wedding video went viral online, featuring “William” and “Harry” princes and “Kate Middleton” appearing with strong music accompaniment. The video garnered 17 million clicks on YouTube, attracting widespread media attention. It turned out to be a carefully planned “viral advertisement” by the German communications company T-Mobile.

Today’s post-80s and post-90s generations have long become accustomed to the “bombardment” of various online information and often will not open these “viral advertisements.” Only those gimmicky, creative ads can attract their attention. The longer they stay on a particular advertisement, the more likely they are to click on it. In the era of media convergence, everyone has the potential to “show off” online and gain instant attention, becoming various “brothers” or “sisters.” Conversely, they may be submerged in the flood of information without a trace.

We must strive to close the distance between consumers and viral videos, enabling “zero-distance contact” to generate widespread dissemination effects. The information age follows principles of speed, affordability, and convenience. When netizens upload files, send emails, or participate in discussions, they often do not do so for economic returns. Online advertising is no exception and should follow market economy principles, considering audience interests on the basis of mutual benefit. Once audience interests are placed first, online advertising will inevitably attract attention and achieve good communication effects.

#### 5. Conclusion

The author believes that rich media advertising, with its advantages, is easily accepted by consumers. However, domestic rich media advertising is still priced based on the number of impressions. From this perspective, to maximize profits, advertisers will inevitably interfere with audiences’ attention. Rich media advertising operators can formulate some playback measures to achieve reasonable, orderly, and scientific ad placement. They can make technical settings to

minimize audience interference while ensuring revenue, enabling harmonious co-existence and shared interests. Rich media advertising should also be effectively integrated with television.

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

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