



THE EFFECT OF DIGITAL MEDIA TECHNOLOGY ON THE WORK OF ADVERTISERS IN THAILAND

Anchalee Pichedpan

Naris Pichedpan

University of the Thai Chamber of Commerce, Thailand

Abstract

Advertisers must adapt to digital media changes with current market competition and communication technology developments. Especially the popularity of social media today has affected the workflow of advertisers changing. This qualitative research explored the impact of media technology on the advertising working process through in-depth interviews with advertisers from the creative department of six leading advertising agencies in Thailand. The findings revealed that 1) the media technology, especially on social media channels, forced advertisers to have less time to work. Communicating through social media needs speed, and the media is short-lived. 2) Advertisers cannot embed complex creative ideas in the ads as the audience does not have enough exposure time to interpret complex messages as in old media. 3) The budget for producing each piece of media will be less, and the level of meticulousness in production has decreased. Consumers do not want serious production work like traditional and social media jobs that require speed rather than meticulousness.

Keywords: Advertising, Advertising creativity, Advertising production, social media, Digital media



Introduction

Current market competition situation and the development of communication technology, where digital media and online channels play a crucial role in advertising and marketing communications, advertisers have to adapt to the changes in digital media. Especially the popularity of social media today has affected the workflow of advertisers changing.

Marketing Communications is an era in which many types of advertising and public relations media exist. Each type of media has different strengths, and consumers have more options for media exposure from the arrival of online and social media. Finding from the research on trends in the adjustment of the advertising industry by Woraphitayut (2019) found that smartphones have become the most important channel to reach modern consumers. But advertising through smartphones is not all about communication; it is just one way to reach consumers. Even though the advertising media has changed, the principle of advertising in communicating with consumers is understanding the actual needs of consumers and the heart of the communication strategy; however, the method used may become more complicated as the media formats change.

In addition, with the development of communication technology, the new generation of digital media produced by ordinary people has become the most important force for creatives to adapt to digital media changes. When media changes directly impact communication, this is the first thing creatives need to consider to communicate appropriately to consumers and know how to reach them. (Phisithanusorn, 2006)

Transitioning into the digital technology era has directly affected the advertising industry. Consumer data can be accessed even faster by processing massive amounts of data from consumer behavior on digital channels. The format of the advertising campaign and the life of the advertising campaign is shortened. As a result, the advertising budget is reduced as well. The advertising plan focuses on speed of release, including all product and service owners can advertise themselves without using media agency services as in the past. (Subsomboon, 2017) The impact of media technology on these digital channels inevitably affects the workflow of advertisers who need to adapt to these changes. But how will that change affect the way advertisers work? It is what the researcher wants to study on such issues.

The following theoretical concepts are used as a research framework.

1. The concept of advertising in the new era

Advertising is a form of persuasive communication to create a response in the attitude or behavior of the recipient by using the point of attraction for persuasion in the advertisement (Sampattavanich, 2003). The American Marketing Association (AMA) has defined advertising as "any paid form of non-personal presentation and promotion of ideas, goods, and services of an identified sponsor." (AMA, Quoted in Kotler, 1997:637). Until now, advertising is still communicated on



traditional media channels, such as advertising on television, radio media, print media, and out-of-home media. However, when media technology has changed into the digital era causing, advertising through the Internet is a form of media advancement. Consumers will see text ads. Picture and sound. It is a medium accessible 24 hours a day and may cost less than advertising on television, radio, newspapers, magazines, etc. In addition, technology in the digital age has reduced the importance of advertising. Adapting and running advertising must compete with technological advancements that have changed and must be fast. Today, product owners know to advertise, and consumers have specific interests that make advertising communication more difficult. (Woraphitayut, 2019)

The digital advertising trends include 1) Video Advertising. YouTube is considered the most powerful video platform, including videos on social media channels like Facebook, Twitter, and Instagram. 2) Personalized advertising. It is a form of advertising that emphasizes individual customer behavior. It is learning based on customer behavior which includes tracking link clicks, customer behavior, purchase history, answering surveys, etc., which are the characteristics of database marketing. And 3) Mobile Advertising\ . Due to the COVID-19 situation, smartphones around the world have increased. Most of them use their phones for shopping, browsing, and entertainment during lockdowns. These changes have affected almost all digital advertising trends in the market. For example, most videos are now filmed vertically because the vertical format is suitable for viewing on a mobile phone. (Finaceonline.com, 2021)

2. The digital media concept.

Wertime and Fenwick (2008) defined digital media means content that is in digital form. The main characteristics of the content are in digital format, consisting of "5 freedoms" as follows:

1. Freedom from scheduling, digital content allows consumers to choose to receive and send news when they want and do not need to watch at the specified time.

2. Freedom from geological boundaries, digital content is content that can receive information around the world in a brief time that allows consumers to choose to accept or search for news from any country, depending on the needs of everyone.

3. Freedom to scale, digital content can be reduced or enlarged in size or network, such as optimizing content for global distribution or adapted to suit a specific target group.

4. Freedom from formats, digital content does not have to have the same form or style as traditional media. Advertising in digital media is not limited in size or duration. And there is a wide variety of file possibilities to be used.

5. Freedom from the era of marketers creating content for the consumer initiate and control the content era. With the development of digital technology, media owners cannot prevent the spread of the media as in the past. Today, content found in blogs or video clips on YouTube and new media



may be creative by any consumer. It was born into consumer-generated content as an online version of word-of-mouth spread rapidly.

Research methodology

This research uses a qualitative research methodology by collecting data from in-depth interviews with advertisers from the creative department of leading advertising agencies in Thailand.

Data collection from key informants was purposively drawn from the samples with the following characteristics; 1) a creative advertiser with at least ten years of experience in advertising in Thailand, and 2) still working in advertising or marketing communications in middle to high management positions, respectively. The researcher interviewed a sample of 6 informants following the interview guidelines.

Research findings and discussion

1) Digital media technology nowadays has shortened the time advertisers spend on creative design and individual ad production. Because the lifespan of each ad is only a short time on social media, digital media technology allows advertisers to control how often the advertising reaches their target audience. Unlike in the past, individual campaigns have a longer duration of use on traditional media. In addition, the popularity of marketing communication that is mocked with the trend of the society at that time (real-time marketing) makes the time to think and produce media rapidly. It will only be used for a brief period. The effect on the overall advertising industry workflow on digital media changes the speed of work that has to respond to the online trend and consumer behavior on digital media. This finding is consistent with the results of Woraphitayut (2019), which found that technology in the digital era makes advertisers have to adapt. Running advertising has to compete with advancements in technology that have changed and must be fast. Moreover, consumers have specific interests that make advertising in digital media quite tricky.

2) Advertisers believe that most advertisements in digital media have less craftsmanship, less creativity, and meticulous production, as speed has become an essential aspect of online media. Unlike traditional or offline media, each advertisement has time to scrutinize creativity and accurate production design. Advertisers cannot afford to put their creative ideas into complexity when working with digital media because the audience does not have enough exposure time to interpret complex messages as in traditional media. The effect of digital media technology on creative design and production is in line with the findings in the research of Niwitanon and Chaisuwan (2015), which found that social, economic, policy and technology factors. It is a factor that affects the creativity of creatives in digital media.



3) The budget for producing each piece of media is reduced, and the meticulousness in the production is reduced accordingly. This is because consumers do not want serious production work as traditional media and social media jobs require speed rather than carefulness. Advertising on digital media does not have to rely on high-cost production. But it opens opportunities for all kinds of creative ideas that can be produced quickly, following different social situations, and can be produced at low budgets. These findings are consistent with Thumniphanon (2014), who found that digital channels are not a fixed formula for marketing technology but depend on creativity to communicate to customers to understand. Digital media channels not only create a lot of opportunities both reducing the disparity in terms of cost that affect small businesses but also provides opportunities for small businesses to be known and expand their customer base widely.

Conclusion

Digital media technology affects advertisers in terms of working hours and how it affects the overall workflow of the advertising industry. Digital media technology has shortened the time advertisers spend on each ad's creative design and production. Because the lifespan of each ad is only a short time on social media, digital media technology allows advertisers to control how often the advertising reaches their target audience. Online advertisements' speed, volume, and life cycle affect the meticulousness of production and the budget. Advertisers quickly adapt to a new working environment with digital media. The creative application of breaking the conventional concepts in traditional media is essential as digital media rapidly evolves, allowing advertisers to use their creativity in line with the nature of each digital media without boundaries, unlike in the past.

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