Research on Advertising Creative Strategies for Shenyang Subway in the Era of Media

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Abstract. With the rapid development of information technology, the era of media convergence has arrived, and its profound influence has penetrated into every corner of the advertising industry. In this context, the advertising on Shenyang subway, as an essential part of urban public transportation advertising, has also encountered challenges and opportunities in terms of its creative strategies and expression methods. This article will conduct an in-depth analysis of the current status of advertising creative strategies on Shenyang subway and propose corresponding optimization suggestions to promote innovative development in this industry.

Keywords: Media Convergence; Subway Advertising; Creative Strategies.

1. Introduction

With the rapid development of information technology, media convergence has become an irreversible trend, bringing new challenges and opportunities to advertising communication.Shenyang Metro, as an important transportation hub in Northeast China, boasts unique geographical advantages and significant passenger flow, playing a crucial role in brand promotion and advertising.

In the era of media convergence, the boundaries between traditional media and new media have become increasingly blurred, forming a diversified pattern of information dissemination. Against this backdrop, Shenyang Metro advertising needs to keep up with the trend of the times, actively explore deep integration with new media, innovate advertising communication methods, and improve the interactivity and communication efficiency of advertising content. How to enhance the attractiveness and communication effect of advertising creativity has become an urgent issue for Shenyang Metro advertising. By introducing creative elements, creating a unique brand image, and enhancing interaction between advertising and passengers, the attractiveness and communication effect of subway advertising can be effectively improved, further consolidating its important position in brand promotion.

2. Current Development Status of Shenyang Subway Advertising

2.1. Development History of Shenyang Subway Advertising

In the initial stage of Shenyang subway construction, advertising business gradually emerged as an important part of its auxiliary income. During this period, the advertising forms mainly focused on traditional media such as posters and lightboxes, extensively covering subway stations and carriage interiors, providing passengers with rich visual information. Although simple, this advertising form laid a solid foundation for the subsequent development of Shenyang subway advertising business.

With the gradual improvement of the Shenyang subway network and the continuous growth of passenger numbers, the advertising business also entered a rapid development period. During this stage, advertising forms began to diversify, and the introduction of new media formats such as digital screens and interactive touch screens not only enriched the presentation of advertising content but also brought passengers a more immersive interactive experience.

Against the background of media convergence, Shenyang subway advertising business has entered a mature stage. At this time, advertising creativity and strategies are more focused on interacting and communicating with passengers. Through the combination of online and offline methods, the advertising reach and promotion effect have been significantly improved.

2.2. Existing Advertising Forms and Characteristics

In today's society, the subway, as an essential component of urban transportation, is not only a convenient tool for people's travel but also an important window for displaying urban culture and commercial activities. In the subway space, advertising, as an essential means of information transmission and brand promotion, is gradually exhibiting diversified forms and innovative ideas.

With the continuous development of digital technology, the deficiencies of traditional static advertising in terms of interactivity and innovation have gradually emerged, making it difficult to attract passengers' long-term attention. In contrast, digital screen advertising has become a new favorite in subway advertising in recent years due to its dynamic effects, large amount of information, and strong interactivity. By playing video, animation, and other forms of advertising on digital screens, it can not only attract passengers' attention but also enhance the advertising's communication effect.

Interactive touchscreen advertising, as another innovative form, allows passengers to interact with advertisements through touchscreens, such as participating in games and answering questions, adding fun and participation to the advertisements. However, this advertising form has a higher cost and requires regular updates and maintenance, so it is necessary to weigh the cost and benefit when applying it.

Additionally, immersive advertisements, such as creative brand halls inside stations and panoramic train wrap advertisements, provide passengers with an immersive experience by seamlessly integrating advertisements with the surrounding environment. This advertising form can generate a strong visual impact and emotional resonance, but it has a higher production cost and requires careful planning and design.

The forms of subway advertising are developing towards diversification and innovation. Different forms of advertising have their advantages and disadvantages, and they should be selected and combined according to actual conditions to achieve the best communication effect.

3. Analysis of Creative Strategies for Subway

3.1. Existing Advertising Forms and Characteristics

Media convergence is a new media that makes full use of various media platforms. It achieves comprehensive integration in areas such as human resources, content, and promotion, realizing "resource integration, content integration, promotional integration, and shared interests." It is not an independent media entity but an operational model that leverages the advantages of radio, television, and the internet to comprehensively enhance their functions, means, and value. With the rapid development of information technology, media convergence has become an important trend in the field of media communication. It not only integrates the resources of traditional media and new media, but also realizes rapid information circulation and sharing through diversified communication channels.

3.2. Impact of Media Convergence on the Advertising Industry

The emergence of media convergence has expanded the scope of advertising communication. By combining traditional media and new media, advertising information can be disseminated through various channels such as the internet and social media, reaching a wider audience. This diversified communication method not only increases the exposure rate of advertisements but also helps enhance brand awareness and influence.

Media convergence technology enables precise targeting of advertisements based on the individual preferences and behavioral data of the audience. By analyzing users' browsing history, search records, and other information, targeted advertising can be delivered to specific groups, improving the effectiveness of advertising and the acceptance rate among the audience. This personalized delivery method can not only increase the click-through rate and conversion rate of advertisements, but also reduce advertising costs.

Media convergence provides more interactive ways for advertising. Through social media platforms, users can participate in the dissemination and discussion of advertisements, expressing their opinions and feelings through comments, likes, shares, and other methods. This interactive method not only increases user engagement but also helps enhance the communication effect and influence of advertisements.

Compared with traditional advertising media, media convergence advertising usually has lower costs. Rapid advertising release through online channels and real-time adjustment of campaign strategies can reduce advertising costs. At the same time, due to the precise targeting and interactive participation of media convergence advertising, the advertising effect and return on investment can be improved.

Media convergence advertising can track and analyze advertising effects and user feedback in real-time through network platforms. These data can help advertisers understand the communication situation and audience response of advertisements, providing timely data support and feedback for advertisers to optimize advertising strategies and decision-making.

Media convergence has brought multiple positive impacts on the advertising industry. With the continuous development and innovation of media convergence technology, the advertising industry also needs to continuously adapt and adjust to fully utilize the advantages of media convergence technology and achieve better advertising effects and commercial value.

3.3. Existing Issues with Creative Strategies for Shenyang Metro Advertising

Shenyang Metro advertising exhibits significant deficiencies in terms of creativity and personalization. Its advertising creativity tends to be rather monotonous, lacking novelty and uniqueness. Personalized advertising content can resonate with passengers and trigger emotional responses, yet Shenyang Metro advertising still has considerable room for improvement in this aspect.

The interactivity and engagement of Shenyang Metro advertising urgently need to be strengthened. In the current market environment, consumers have increasing demands for the participation and interactivity of advertisements. However, Shenyang Metro advertising falls short in this area, lacking effective interaction and communication with passengers. This not only affects the communication effect of the advertisements but also reduces passengers' acceptance and favorable impression of them.

The data analysis and feedback mechanisms for Shenyang Metro advertising are still not fully developed. Effective data analysis and feedback mechanisms are crucial for advertisers to make informed advertising decisions. However, the deficiencies in this area of Shenyang Metro advertising make it difficult for advertisers to obtain timely and accurate data support and decision-making basis, thereby affecting the effectiveness and efficiency of advertising placement.

Shenyang Metro advertising does not adequately highlight regional cultural characteristics. As a city with a profound cultural heritage, Shenyang possesses rich regional cultural resources. However, these cultural resources have not been fully utilized and displayed in the creative design and dissemination of metro advertisements.

4. Suggestions for Optimizing Creative Strategies for Shenyang Metro Advertising

4.1. Incorporate Regional Cultural

Characteristics into Creative Design To optimize the creative strategies for metro advertising, consideration must be given to effectively combining regional culture with advertising content, thereby enhancing the attractiveness and cultural depth of the advertisements. Especially in a historical city like Shenyang, its profound historical and cultural background provides abundant material and inspiration for the creative design of advertisements.

4.1.1. Incorporating Elements of Shenyang's Historical Culture

Shenyang, an important historical and cultural city in the northeast region, boasts numerous historical relics and cultural landscapes. During the creative design of metro advertisements, these elements can be skillfully integrated. For example, the magnificent architecture of the Shenyang Imperial Palace can be used as a backdrop, combined with modern advertising elements, to showcase the city's blend of ancient and modern. Alternatively, the historical stories of the Zhang Mansion can be used as themes to captivate passengers' attention through compelling narratives. At the same time, Shenyang's industrial cultural characteristics are also essential, and old photos of machine tool factories, stories of heritage brands, and more, can all serve as inspirational sources for advertising creativity, making the advertisements more regionally distinctive and culturally profound.

4.1.2. Reflecting the Regional Characteristic Style

In the visual design of advertisements, full consideration should be given to Shenyang's regional characteristic style. The ruggedness, generosity, and enthusiasm of the northeast can be expressed through elements such as color, graphics, and text. For instance, bright color contrasts can be used to enhance the visual impact of the advertisements. Graphics with distinct northeastern characteristics, like snowflakes and lanterns, can be designed to strengthen the advertisements' regional uniqueness. And in terms of textual expression, vivid northeastern dialects can be employed to make the advertisements more relatable to locals and evoke resonance.

4.1.3. Telling Regional Stories

Telling stories related to Shenyang is an effective way to enhance emotional resonance and cultural identity in advertisements. These stories can be legendary experiences of historical figures or interesting anecdotes from folk legends. By telling these stories, not only can the advertisements attract passengers' attention and interest, but they can also enable them to gain a deeper understanding of Shenyang's history and culture. Advertising creativity based on regional stories often triggers resonance among passengers, enhancing the advertisements' appeal and dissemination power.

4.2. Enhancing Interactive Experiences with New Media Technologies

4.2.1. Introducing Digital Interactive Screens to Enhance Passenger Engagement

Introducing digital interactive screens in subway stations and carriages has become an effective means to increase the attractiveness of advertisements. These screens, utilizing advanced technologies such as touchscreens and voice recognition, enable passengers to interact with the advertising content in real-time. Passengers can choose different advertising content by touching the screen or engage in dialogue with the advertisement through voice recognition, thus enhancing the engagement and fun of the advertisements. This interactive approach can attract passengers' attention, enabling them to gain a deeper understanding of the advertising message and improving the communication effect.

4.2.2. Creating Immersive Experiences to Elevate Advertisement Appeal

Utilizing advanced technologies such as virtual reality (VR) and augmented reality (AR) to create immersive advertising experiences for passengers has become a new trend in the subway advertising industry. By wearing VR devices or using smartphones, tablets, and other intelligent devices, passengers can immerse themselves in virtual advertising scenarios, as if they were personally

experiencing the plots described in the advertisements, thereby gaining a deeper understanding of the advertising message. This immersive experience can greatly enhance the appeal and infectivity of the advertisements, leaving a profound impression on passengers. For example, using AR technology to transform subway carriages into an ocean world, passengers can enjoy the wonderful postures of various marine creatures while riding the subway, bringing unprecedented promotional effects to advertisers.

4.2.3. Integrating Social Media Platforms

Combining subway advertisements with social media platforms has become an important means to enhance the advertising dissemination effect. By setting up QR codes or scanning prompts in subway stations and carriages, passengers can easily share advertising content on social media platforms and share their travel experiences with friends. This approach not only expands the scope of advertising dissemination but also increases the exposure and engagement of advertisements. At the same time, advertisers can collect passengers' feedback and suggestions through social media platforms to further optimize advertising content and delivery strategies, improving the effectiveness and benefits of advertisements.

The subway advertising industry is entering a new era of digital technology application. By introducing digital interactive screens, creating immersive experiences, and integrating social media platforms, it can bring passengers a more diverse and enriching travel experience while achieving more effective promotional results for advertisers. In the future, with the continuous progress and innovation of technology, the subway advertising industry will usher in broader development prospects.

4.3. Precisely Target Audiences and Formulate Differentiated Strategies

With the acceleration of urbanization, the advertising potential of the subway, as an important urban public transportation mode, has become increasingly prominent. To effectively utilize this advertising resource, it is necessary to customize differentiated strategies centered on target audiences.

4.3.1. Formulate Creative Strategies Focused on Target Audiences A deep

understanding of target audiences is crucial. Through detailed market research and data analysis, it is necessary to accurately grasp the key characteristics of Shenyang subway passengers, such as age distribution, gender ratio, occupation composition, and consumption habits. This in-depth analysis will provide strong support for formulating advertising strategies, ensuring that advertising creativity can accurately reach the inner needs and expectations of target audiences.

4.3.2. Enhance Advertising Effectiveness through Differentiated Strategies

The formulation of differentiated strategies is the key to improving advertising effectiveness. Given the diverse needs of different target audiences, it is necessary to formulate differentiated advertising strategies, including unique advertising content, innovative advertising formats, and reasonable advertising times. These strategies aim to increase the pertinence and effectiveness of advertising, ensuring that advertising messages can reach target audiences more directly and effectively, and stimulate their consumption behavior.

4.3.3. Establish a Monitoring Mechanism to Optimize Advertising Effectiveness

Continuous optimization of advertising effectiveness is a necessary means to ensure long-term benefits. Shenyang subway advertising should establish a real-time monitoring mechanism and understand the performance of advertising among different target audience groups through data analysis, so as to timely adjust and optimize advertising strategies. This continuous optimization process will ensure that advertising remains in the best state to cope with market changes and competitive challenges.

4.4. Integrating Online and Offline Resources to Enhance Brand Communication Effects

In increasingly competitive market environment, brand communication strategies require a greater focus on integrating multiple dimensions and channels. As an important offline medium, subway advertising provides unique advantages for brand communication due to its unique spatial location and large passenger flow.

4.4.1. Achieving Brand Full Coverage through Online and Offline Integration

The integration of online and offline efforts is crucial for achieving comprehensive brand coverage. Brands can attract offline traffic through subway advertisements while combining online advertising with offline activities to form a closed-loop communication. For example, Huishan Dairy placed large wall advertisements in Shenyang subway stations and collaborated with LED screens on subway lines 1 and 2, simultaneously coordinating with bus advertisements to create a citywide communication network. This strategy not only increased brand awareness but also enhanced consumers' brand identity.

4.4.2. Enhancing Brand Recognition through IP Development

Creating a brand IP can enhance a brand's uniqueness and recognition. By designing iconic mascots, slogans, and other elements, a brand can stand out in subway advertisements and capture consumers' attention. These elements not only strengthen brand recall but also increase the emotional connection between consumers and the brand.

4.4.3. Expanding Cooperative Channels to Increase Influence

Expanding cooperative channels is an effective way to increase brand influence. Subway companies, as important partners, can provide brands with rich advertising resources and communication channels. At the same time, collaborations with other media organizations and commercial brands can jointly create influential brand communication activities, enhancing the brand's commercial value. This cooperation model enables resource sharing, improving the efficiency and effectiveness of brand communication.

5. Summary

With the advent of the era of converged media, advertising creativity in Shenyang Metro needs to integrate new media elements. As technology rapidly develops, the field of advertising in Shenyang Metro is undergoing profound changes driven by digitization and intelligence. These changes will not only reshape the delivery forms of advertising, but also greatly enhance the effectiveness and efficiency of advertising.

Innovation in interactive experiences will become an important development direction for Shenyang Metro advertising. By introducing advanced technologies such as virtual reality and augmented reality, subway advertising will bring passengers a more immersive advertising experience, enhancing the attractiveness and communication effect of advertisements. This innovative advertising format can not only enhance passengers' sense of participation, but also improve brand awareness and reputation.

Cross-media integration will become a new trend for the development of advertising in Shenyang Metro. In the context of converged media, subway advertising will no longer be limited to a single media form, but will deeply integrate with other media to form a cross-media advertising network. This integration will enable rapid dissemination and extensive coverage of advertising information, providing brands with broader display space.

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