



УДК 7.012

## MODERN DEVELOPMENT OF IDENTITY AND ADVERTISING FOR COMPANIES IN DIGITAL AGE

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*This study starts with the media theory – the profound changes brought by media and extension of media to human sense – to analyze changes in brand identity and advertising in the digital age. On this basis, this study explores the methods and techniques used by enterprises in promoting brand identity and advertising communication. This provides valuable insights for companies looking to adapt to the digital trends and maintain their competitive edges.*

**Key words:** media theory, brand identity, advertising, modern development, digital age, methods and techniques

### INTRODUCTION

Brand identity and advertising are undoubtedly the cornerstones of an enterprise's competitive advantage [1]. A strong brand identity can help enterprises gain good reputation, consumer satisfaction and loyalty [2], thus standing out among numerous rivals. Advertising is one of the important means to improve brand awareness of entrepreneurs and develop customer loyalty [3]. However, with the advent of the digital age, both brand identity and advertising have undergone dramatic changes. Many enterprises are trying to use advanced technologies to reshape corporate identity, advertising channels and strategies to cater to the changing preferences and behaviors of consumers. This provides important background and motivation for this study. A deep understanding of digital age is necessary for the knowledge about brand identity and advertising development. However, in order to understand this deeply, one must recognize the important role of digital media. Digital media extends the human senses and creates an interactive experience between brands and consumers. Therefore, media theory provides valuable guidance for this study.

### PURPOSE

Based on McLuhan's theory of media, this study seeks to explore the modern trends in the development of identity and advertising, and how companies follow the trends to reshape brand identity and advertising strategies under the influence of digital media.

### RESULTS AND DISCUSSION

Digital media has brought three major trends to the development of brand identity. The first is virtuality [4]. In the digital age, the storage, reproduction and dissemination of information are all based on digital media. In particular, 3D



stereoscopic display, virtual reality technology, artificial intelligence technology and computer image synthesis technology have accelerated the use of digital media to shape brand identity. For example, Watsons uses the virtual spokesperson Wilson to strengthen its identity, see Fig. 1 [5]. The second trend is openness. The brand identity supported by digital media is open to every consumer through a variety of digital devices such as computers, mobile phones, tablets and other digital media. It can be said that digital media breaks the time, region and space restrictions between brands and consumers, and also shortens the communication and feedback distance between brands and consumers [5]. The third is interactivity [7]. Digital media not only deliver information quickly and widely; it also enables consumers to move from passive recipients of information to active participants. In the digital age, consumers can participate in brand activities and have a real interaction with the brand, thereby enhancing consumer recognition of brand identity.



**Fig.1.** Virtual Spokesman of Watson

From the perspective of advertising, digital media accelerates the trend of fragmented advertising [8]. Digital age leads to fast life pace, which requires fragmented reading time and attention. That is why advertising should post information in a clear, short and concise manner. For this reason, many social media platforms, such as TikTok, have created short video and short music creation and editing forms. This is an effective strategy for brands to deal with the fragmentation of reading time. Another trend is "user-oriented" [9]. Advertising pays more attention to the use experience. Arguably, digital age gives birth to multi-dimensional advertising effect. It integrates various visual or audio elements [6] while constantly excavating the emotional needs of the audience.

### **CONCLUSIONS**

Media theory provides an important entry point and theoretical support for exploring the modern development of brand identity and advertising. The dramatic changes that digital media has brought to the dissemination of information and extensions to the human senses confirm the developments of brand identity and advertising. In the digital age, brand identity presents the characteristics of virtualization, openness and interactiveness. To this end, enterprises continue to follow the trend by constantly trying to use advanced technologies such as artificial intelligence and virtual reality to launch virtual spokespersons to improve brand



awareness. At the same time, digital platforms increase the accessibility of brand identity and facilitate the interaction between brands and consumers. From the advertising, digital era leads to fragmented lifestyle, which has accelerated the precise delivery of advertising and fragmented reading. At the same time, corporate advertising focuses more on consumer experience.

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## ПАШКЕВИЧ К., ЧЖАН С., БИРЮКОВА Ю. СУЧАСНИЙ РОЗВИТОК ІДЕНТИЧНОСТІ ТА РЕКЛАМИ КОМПАНІЙ В ЦИФРОВУ ДОБУ

Робота присвячена дослідженню теорії медіа – глибоких змін, які приносять медіа та поширення медіа на людський сенс з метою аналізу змін в ідентичності бренду та реклами в цифрову епоху. Досліджено методи і прийоми, що використовуються підприємствами при просуванні ідентичності бренду і рекламних комунікаціях. Це дає цінну інформацію для компаній, які прагнуть адаптуватися до цифрових тенденцій і зберегти свої конкурентні переваги.

**Ключові слова:** теорія медіа, ідентичність бренду, реклама, дизайн, сучасний розвиток, цифрова епоха, методи та прийоми.