

## Research on the value of vehicle new media communication based on platform projects

Hongzhen Yu <sup>a</sup>, Peitong Liu <sup>b</sup>, Yifan Wang <sup>c</sup>, Meng Zhang <sup>d</sup>, Haonan Chen <sup>e</sup>,  
Ying Liu <sup>f</sup>

China Auto Information Technology Co., Ltd., Tianjin, China

<sup>a</sup> weihoongzhen@catarc.ac.cn, <sup>b</sup> liupeitong@catarc.ac.cn, <sup>c</sup> wangyifan@catarc.ac.cn,

<sup>d</sup> zhangmeng@catarc.ac.cn, <sup>e</sup> chenhaonan@catarc.ac.cn, <sup>f</sup> liuying@catarc.ac.cn

### Abstract

With the rapid development and widespread popularity of the Internet, new media and information dissemination methods are also constantly penetrating into social life. The gradual prosperity of new media has led to the rapid rise of new media platforms represented by microblog, official account, news and information platform, etc. The emergence of new media has brought information dissemination into the "civilian era", breaking the traditional media mode that only professional media have the right to speak. Compared with traditional media such as newspapers, magazines, radio and television, new media, with its characteristics of diversity, universality, timeliness and interactivity, plays an important role in information dissemination, interpersonal communication and network promotion. After experiencing rapid growth, the automobile industry has gradually entered a stable period. In recent years, the growth rate of the passenger car market in China has shown a trend of single-digit growth. While the major automobile brands continue to optimize their products in competition with each other, they are also trying to find new communication strategies to promote the sales of products, hoping to achieve the purpose of improving the brand image with the help of new media. At present, most of the research achievements of the academic community on the automobile brand are based on management and marketing, which study the macro-environment of the automobile market and the micro-environment of the automobile enterprise itself, while the research on its communication process and phenomenon is very few.

### Keywords

New media; cars; platforms.

### 1. New media and brand communication

The term "new media" originated from a commodity development plan (1967) by P. Goldmark, director of the Columbia Broadcasting Corporation (CBS) Institute of Technology. Later, E. Rostow, chairman of the Presidential Special Committee on Communication Policy of the United States, also used the term "new media" (1969) in many places in the report submitted to President Nixon[1]. As a result, the term "new media" began to prevail in the United States and soon expanded to the world.

As for the definition of new media, although people are familiar with new media, its concept has been relatively vague. Domestic and foreign experts have different opinions. Some people explain that new media is network media, and some people explain that new media is a media technology, which is the combination of digital and network. Online magazine once defined new media as "communication from all to all". Everyone not only has the opportunity to listen to

and receive information passively, but also has the conditions to actively disseminate information. Professor Huang Shengmin of Communication University of China proposed that the development of Internet technology and the promotion of human information demand constitute new media, and also pointed out the characteristics of content, media, audience and other aspects brought by the emergence of new media[2]. There are obvious differences between the new media and the four traditional media. From the perspective of communication, there is a layer of interactive communication between the new media and the audience. The communication information is more diversified, the communication effect is more accurate, and the communication method is more convenient. It is a variety of media forms extended on the basis of digital technology and network technology. In my opinion, new media is the product of keeping pace with the times, adapting to the current era, and the product of the development of computer Internet technology. Therefore, we can generalize the definition of new media as a new carrier form of information dissemination through the Internet or mobile Internet technology[3].

TV, radio, newspapers and magazines, the four traditional media, have always been the main channels for people to obtain information, and also the important platform for enterprises to disseminate brand information. With the continuous maturity of digital technology, new media, as one of the emerging information dissemination channels that can compete with traditional media, has received more and more attention[4]. Compared with the new media, the advantages of the traditional media no longer exist. The traditional media has a single way of information transmission, and the transmission system, content and form are simple. Because of the existence of various disadvantages, the traditional media has been unable to resist the pressure of the new media, its market share has been shrinking, and people's use habits have gradually shifted to the mobile end, resulting in the survival space of the traditional media becoming smaller and smaller. So why can new media beat traditional media so quickly? What are its characteristics and advantages?

#### (1) Fast propagation and update, low cost

New media, as a means of digital communication, converts information into digital through computers and the Internet, and restores it to information itself through digital terminal media, and updates information at any time in the process of communication with the help of new media technology. Both individuals and enterprises can use the terminal publishing platform to transmit the content of communication in real time, which is obviously superior to the traditional means of communication, both fast and efficient. And the new media is almost free of charge for information release, and it is mostly free of charge for the audience. Unlike traditional media, each step of the entire assembly line production process needs to be guaranteed by a large amount of investment. Instead, it only needs a network cable, a computer, and a router to start an information dissemination media, or only needs a mobile phone, and can collect and release information anytime and anywhere when paying a certain amount of information flow fee.

#### (2) Change the linear transmission of orange to multi-person transmission, and enhance the audience's sense of interaction and participation

The traditional mode of communication is linear communication from communicator to audience, and there is an obvious insurmountable gap between communicator and audience, while the new media has evolved this form of communication from the initial one-to-many to many-to-many, and the multiple identities between many-to-many are mutual. The communicator can be the audience, and the audience can be the reproduction of information[5]. The key is in the process of interaction between them, The news is constantly spread in circles, and the enthusiasm of the audience is fully mobilized. They strongly feel an unprecedented sense of participation, which also makes the role of the audience change from passive to active,

(3) Large amount of information, rich content and strong personalized color

The Internet uploads global resource information to the platform for users to enjoy. It only needs a computer or a mobile phone to solve the problem of information scarcity brought by the traditional media era; New media has turned every user into a publisher of information, and a large amount of information has been spread to the network by these publishers, who have participated in the process of dissemination. They can easily and infinitely send information and express their views, spread content information with personal colors, and to a certain extent affect the communication behavior of others. New media also develop and push different information according to the different needs of different users, Constantly meet the personalized requirements of users[6].

(4) Multimedia communication, from single communication to integrated communication

Compared with the communication media, new media is more abundant in both channel linkage and content form. The communication channels form targeted three-dimensional communication according to the contact characteristics of the target audience, so as to attract the attention of the audience as much as possible at the moment of audience segmentation; Communication content transmits information through various forms of expression such as text, sound, pictures, animation, video, live broadcast, etc., bringing the audience a full range of sensory stimulation[7]. It constantly carries out the multimodal transmission of different information content on the audience's media contact point or contact platform, and the audience is subtly brought into the communication system in the three-dimensional information transmission network, making users more willing to participate in the reading, diffusion and production of information, A new media is actually a combination of multiple media. At the same time, in terms of terminal use, one mobile phone can integrate all media functions, and the realization of these functions benefits from the integration of various networks such as the Internet, communication network, radio and television network, etc.

## 2. Research on brand communication in the new media environment

As the benchmark of China's new media, Weibo is a network platform "" that spreads, shares and obtains information generated around user relationships. Its core is user-centered interactive communication. With the continuous increase of the number of Weibo fans, the influence of public opinion brought by Weibo is increasing, and the commercial value reflected by Weibo is becoming higher and higher. More enterprises need to use microblog, an emerging communication platform, to publicize their products, services and culture, transmit brand information and shape their corporate image. However, in the process of practical application, it is difficult for enterprises to gain the expected communication effect because of their blindness and lack of understanding.

The network media environment has broken the original brand communication mechanism. Brand communication is no longer a single marketing behavior, but a part of the communication ecological chain, and social media is the youngest and fastest growing link among them. By using the method of empirical research, this paper specifically analyzes the network platform layout, information elements, activity plans and topic news dissemination, and summarizes it under the social media, A systematic strategy for enterprises to enhance their loyalty and popularity in brand communication, and put forward corresponding suggestions in terms of network layout and audience interaction. At the same time, Xiaomi emphasizes that according to different brand conditions, it uses opinion leaders and event and topic communication to carry out circle communication, break through the original communication groups, and ultimately improve brand awareness and loyalty.

The advent of the mobile internet era has made further changes in the way we access information. While bringing us more convenience, it also gives us more choices. WeChat,

developed from mobile new media, has now become the most frequently used communication tool. Its media functions have been expanding. It has hundreds of millions of stable users in just a few years. The market value brought by its attention resources will be huge. Today's business environment is increasingly competitive. Not only enterprises, but also individuals are using WeChat as a We-media platform to spread themselves and raise awareness. However, there is still a lack of theoretical foundation and systematic discussion on how brands should achieve good communication effects through WeChat. The article makes a specific analysis of the characteristics and advantages of WeChat communication, and combines relevant communication cases in order to summarize the communication strategies of WeChat in personal and brand communication and put forward guiding suggestions.

### **3. The value of new media to brand communication**

First, the brand has a broader and more free space to display itself through new media. In the traditional media era, brand communication can only rely on the media, which is too dependent, and because of the cost. Due to the limited channel and media capacity, the enterprise's own news points cannot be fully disseminated. It is difficult for some brand activities and products to be published in newspapers or television at the first time, resulting in the dilution of the brand's voice. Now, in the new media environment, in addition to professional media, there are also a large number of We-media. On the one hand, the enterprise can establish its own We-media platform to release brand information at any time, anywhere and in an unlimited amount, It maintains old users, and on the other hand, it spreads brand information one-to-one, one-to-many, and many-to-many to target user groups through other We-media platforms, attracting new users

Second, spread the brand image in an all-round and multi-angle way to improve the brand awareness. Enterprises use their own official We-media. As well as multi-channel and multi-form advertising by means of vertical websites, portal websites, search engines, social media and other cooperative media, timely, accurate and multi-angle dissemination of brand-related information, and multiple communication activities with a variety of different strategic combinations, such as brand public relations activities, using a variety of platforms and diverse content for all-round communication, relying on the advantages of new media and the interactive participation of audiences, In a short period of time, it will reach the scale of viral communication, rapidly increase the brand's exposure, achieve the maximum effect of communication within a certain period of time, quickly establish the brand's popularity, and in the direction of communication, it will selectively target customers of the brand according to the different preferences of multiple users with accurate multi-angle advertising, attract the attention of different target groups, and establish different brand appeal points with different audiences, It has not only saved advertising costs but also improved communication efficiency, and brand awareness has been constantly enhanced in the hearts of the audience.

Third, establish emotional relationships, enhance identity, and improve the ability to raise prices. Relationship interaction is one of the most important characteristics reflected in the process of new media communication. Facing the audience in the new media environment, enterprises should recognize their current role and characteristics in the new media. In addition to the identity of the communicator, they should feel more about themselves as the audience, and take the initiative to enter the audience group. They should not only set the topic but also participate in the topic, interact with the audience and guide the direction of the topic, While establishing a good relationship with the audience, we should constantly improve the emotional impression of the brand, enhance the trust of the audience, gradually form a good brand image in the minds of consumers, and improve the premium ability of the brand in participating in market competition.

Fourth, control the trend of public opinion, reduce brand risk and maintain brand image. For brand communication, most of the public opinion is conducive to the development of the brand, and the audience's brand impression is relatively benign. However, once there is a crisis, if it is not handled properly, a small crisis may lead to a big disaster, such as from the broken axle door of Volkswagen to the recall of Toyota, Including the failure of Volvo's Xc60 gearbox, which the author studied in the paper, may cause great trouble and huge losses to the enterprise. In the new media communication environment, with the enhancement of personal communication voice, this kind of brand negative information will be more, and the scope and speed of communication will be wider and faster. At the same time, it will also bring convenience for the enterprise to solve the crisis. The enterprise uses its own We-media to make a voice, Promptly and effectively issue official statements to dispel consumers' doubts and maintain brand image; And with the help of crisis events to launch event public relations, set topic topics, invite major opinion leaders to play the role of political ability, grasp the trend of public opinion on the topic, reverse the trend of the event, and reshape the brand image again with the help of audience attention brought by the crisis

#### 4. Conclusion

In the information society, the spread of new media has penetrated into all aspects of human life, and has completely changed the audience's habits of contact with information. New media technology has also provided advertisers with a new communication platform while constantly creating new information release, reception channels and information contact experience. In the current era of the prevalence of social new media, the traditional communication boundaries between the communicator and the audience have been constantly broken, and the role of each other has been constantly changed. Ordinary people have the opportunity to spread themselves, and the initiative of communication has been controlled by their own audiences through platforms such as We-media, such as microblog, WeChat and forums; In addition, the audience is no longer passive in receiving information while creating content for self-dissemination. Instead, it actively selects and filters information content that is useful to itself through terminal technology. This behavior has become a habit, which also makes advertisers constantly break away from the original communication thinking and use Internet thinking to achieve the best communication effect

In the cruel market competition, brands can only survive and develop continuously by using new communication mechanisms to maintain and improve their status and influence in the hearts of target users. The use of the new media platform for brand communication is the need and must be done by the brand. The audience of the new media is becoming younger, more focused and more personalized. The brand needs to fully understand the communication mode of the new media and the new characteristics displayed by the audience in the new media environment, in order to carry out effective communication, in order to achieve the best communication effect in the complex media market and audience behavior.

#### References

- [1] Weinberg B D, Pehlivan E. Social spending: Managing the social media mix[J]. Business horizons, 2011, 54(3): 275-282.
- [2] Dutot V, Lacalle Galvez E, Versailles D W. CSR communications strategies through social media and influence on e-reputation: An exploratory study[J]. Management decision, 2016, 54(2): 363-389.
- [3] Baruah T D. Effectiveness of Social Media as a tool of communication and its potential for technology enabled connections: A micro-level study[J]. International journal of scientific and research publications, 2012, 2(5): 1-10.

- [4] Schniederjans D, Cao E S, Schniederjans M. Enhancing financial performance with social media: An impression management perspective[J]. *Decision Support Systems*, 2013, 55(4): 911-918.
- [5] Bruns A. After the 'APIcalypse': Social media platforms and their fight against critical scholarly research[J]. *Information, Communication & Society*, 2019, 22(11): 1544-1566.
- [6] Weichselbraun A, Gindl S, Fischer F, et al. Aspect-based extraction and analysis of affective knowledge from social media streams[J]. *IEEE Intelligent Systems*, 2017, 32(3): 80-88.
- [7] George D R, Dellasega C. Use of social media in graduate-level medical humanities education: Two pilot studies from Penn State College of Medicine[J]. *Medical teacher*, 2011, 33(8): e429-e434.