Advantages of Interactive Public Service Advertising and Analysis of its Audience Preferences

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Abstract. The propose of this article is to research the presentation and spread advantage of public service ads; exploring the opportunities and challenges of interaction methods used in public service ads; researching weather interaction public service ads can set up information communication with audiences by sensory contact and make efficient message communication. The article mainly research and analyse the benefits of applying interaction techniques in public service ads by case analysis and questionnaire survey. Article also researches the variation of audience liking in different religions. The conclusion of this article includes a widely interaction technique research like facial recognition, cloud databases, virtual reality and augmented reality. Researching how to set up interactive information communication with audience form diversity sense and dimension to meet people's needs for the development of public service advertising. The innovation of this article lies in the combination of interactive technology research and public service advertising communication, and the combination of interactive public service advertising audience and regional differences research. The application of interactive technology is an inheritance and development of the traditional public service advertising, which make the public service advertising information more vivid in the eyes of the public. At the same time, it also enhances audience’s initiative to receive information.

1 Introduction

The development of new media technology provides new opportunities and carriers for public service advertising. Nowadays, with the development of interactive technology, interactive experience has gradually come to the attention of public. The interactive advertising has progressively become a sharp tool for advertising communication. At present, the carrier of public service advertising in China is still traditional, the concept of communication lags underdevelopment and lacks creativity. To break through the tradition, China's public service advertising should accept the interaction technology, improve the dissemination effect of public service advertising, realize the diversified public service advertising experience in the new era, improve the initiative of the audience, in addition realize the overall value-added of public service advertising. The theory of experiential marketing was first proposed in the United States in the 1990s. The concept of experiential marketing has been added into the creation of public service advertising which have shown
a diversified and stable trend. In the time of experience economy, pictures and words cannot impress the audience, who want more unique media interactive combination. With the development of new technologies such as electronic induction and virtual reality, the interactivity of advertising is constantly development.

### 2 Interaction promotes public service advertising creativity

Public service advertising is a non-commercial advertising which plays an important role in social public welfare. Public service advertising aims at the public interest and promotes positive energy. It often helps organizations and enterprise pursuing social functions and responsibilities to the public. To create better experience and information receiving, they should touch the hearts of the audience more accurately. During the interaction experience, the designers combined the high-tech with their fantastic ideas to obtain the unexpectedly effect and make the appeal deeply rooted in people’s hearts.

According to the way of displaying Public service advertising, I classify them into scene reproduction interactive Public service advertising and body interactive Public service advertising.

#### 2.1 Scene reproduction interactive public service announcement

Scene reproduction interactive public service is applying the application of AR, VR, virtual modeling, cloud database and other technologies to combine real data in real life with virtual information put by the developer, and use the image model to represent advertising content to the audience.

As mentioned above, social popular spots are also the focus of interactive public service advertisements. One of Tencent's public welfare programs, "face recognition for relatives", used to focus on missing people. People's facial images are changing every minute. Over the years, many lost people are missing their families because of changes in their facial appearance. In order to help reunite long-lost families, Tencent applied its research technology on human facial appearance and its giant face database to the public welfare field, with achieving a success rate of 99.8% of the face recognition technology across the age range, and helped 176 families get the chance to reunite. In the end, Tencent's "face recognition" project won the gold medal at the Cannes advertising festival.

The development and application of virtual reality technology make public service advertisements more real and touching to the audience.

The Syrian issue has always captured the hearts of people of all countries. Even though the world has come to its aid, there are still some people who cannot understand. In order to represent current situation and problems to the public and to raise more donations for Syria, amnesty international launched a VR public service announcement on the street.

Seeing these simulated images of Syria makes people have a very strong resonance. In the end, the public service advertisement makes an unexpected effect and raised a large amount of money for charity.

The Public service advertising use virtual reality technology to present a real event the public will never experience. In this way, people will have a lasting memory about Syria and their people.
2.2 Body interactive public service advertising

The body interactive public service advertising refers to the interaction between the audience and the advertising equipment through the face recognition, sensing technology, multi-touch and other technologies. For example, amnesty international had a public service advertisement about anti-domestic violence. Its slogan was "it happens when no one is paying attention". Designers use eye-tracking cameras to help show that domestic violence often doesn't show up on the surface of life. When pedestrians are looking at the billboard, a loving couple will appear in the picture. When the person turns away from looking at the billboard, the image shows that the husband is beating his wife. This public welfare theme presented to pedestrians vividly by the design points captured in the sight. At the same time, the idea that domestic violence can happen in places we can't see was also impressive.

Besides focusing on social issues, public service advertisements also spread positive energy.

You can always see commuters in a hurry at the subway station, where their work begins and ends. Coca-Cola has placed a smiling billboard with face-recognition cameras at a London underground station. The "smiley face" on the billboard can imitate the person who in front of the camera and make various funny expressions giving happiness to people in the subway.

2.3 Interactive technology brings interactive experience to public service advertising

With development of the market, advertising should not be limited to a single sensory impact on the audience, it should transform the process of conveying information into an experience. But the experiential behavior usually requires external induction rather than spontaneous initiation. In other words, people need to be attracted by "bait" to actively participate in an activity. In this case, experiencing the media is important.

As Bernd H. Schmitt wrote in his book "experiential marketing," experiences are complex and mediated. In the book, Bernd h. Schmitt renamed the form of experience as the strategic experience module and divided it into the senses (the five senses of hearing, sight, smell, touch and taste), emotion, thinking, action, association and so on. Relevant marketing involves action, thinking, emotion and sense. Designers consider the ideological level of the audience and the actual contact, in order to create effective, feasible creative solutions.
Technology provides more effective solutions for the implementation phase of ideas, while new technologies also inspire designers to explore more creative possibilities. Therefore, for public service advertisements, AR, VR, face recognition, multi-touch and other interactive technologies increase the feasibility of interactive experience, and enhance the novelty of the experience form, making it attractive.

3 Audience preference analysis of interactive public service advertisements

3.1 Analysis audience engagement of Interactive public service advertising

For public service advertisements, whether they can have an impact and effectively participate in the solution of social problems depends on whether they can effectively mobilize the audience and have an impact on them. In this case, I designed an online questionnaire on how to induce the public to participate in public service advertisements.

Among all the participants in the survey, only 46.15% of the audience said they had experienced public service advertisements every day, indicating that the amount of public service advertisements in China still needs to be increased.

The results of the survey on the question "the most impressive public service advertisements theme" are as follows:

As we can see that more than half of the respondents were impressed by theory of protecting the environment, followed by caring for the elderly and caring for animal.

There are 56.92% of the respondents said that they always see public service advertisements in subway stations, airports and other public places. TV and radio media accounted 23.08% of the audience's impression, followed by new media such as the Internet.

Moreover, among the group of the audience, the majority of people can see the role and significance of public service advertising in a correctly way. In this questionnaire survey, 86.15% of people believe that public service advertisements have their special sociality, which is a response to some hot social issues and one of the educational means of the country to citizens. Therefore, members of our society should pay attention to them. In addition, 3.08 percent of people said it is just a type of advertising that not needed special attention.
Among the people who pay attention on public service advertisements, they believe that the rich story lines and the immersive public service advertisements are more attractive (46.15% and 40% respectively).

The graph illustrates that people in first-tier cities are more likely to pay attention on interactive public service advertisements. However, the proportion of people who "do not want to participate" in first-tier cities is also the highest. The results in people under 25 and between 25 and 45 in second-tier cities were similar of it. Those who thought interactive public service ads were creative accounted for 42.56% and 46.88% respectively. People may stop participation accounted for 42.86% and 40.63% respectively. People who not wanting to stop participating accounted for 14.29 percent and 12.5 percent, respectively.

Similarly, people are likely to believe that interactive devices and their applications are the manifestation of scientific and technological progress. Secondly, citizens in second - and third-tier cities are more enthusiastic about public interactive devices than those in first-tier cities.

Finally, mobile terminal product is the most popular interact mode which is followed by Multi-touch screens (40%). moreover, the audience still need to know more about self-service terminals and other types of interactive devices.

According to investigation and analysis, it can be seen that the public have a positive understanding of public service advertisements. Interactive public service advertisements are popular, but some audiences think that they do not have enough originality and attractive. The higher the level of urban development, the more people in the audience are not interested in interactive public service ads. In addition, due to the popularity of mobile Internet and the change of people's lifestyle, people are more inclined to accept the use of mobile terminal for information transmission. At the same time, it can be seen that multi-touch screen is also a common interactive medium in life.

3.2 The interactive form improves the audience's participation in public service advertisements

Interactive public service advertising is the inheritance and development of traditional public service advertising. During the application process, the interactive design emphasizes the information communication between the audience and the media. Therefore, interactive public service advertisements can not only base on network social media, but also combination with man-machine interaction devices. However, in the
process of creating interactive public service advertisements, the designer should give priority to the feelings of the audience and choose the methods that are acceptable to the target audience.

The promotion of user participation in interactive public service advertisements is based on guiding the audience. Designers should fully research the audience's behavior, information levels and select media rationally. Finally, it can inspire the audience's understanding and creativity, and make them passive to participate the interaction.

4 Conclusion

The application of interactive technology is the inheritance and development of traditional public service advertising and a win-win strategy between the audience and advertisers. For designers and advertisers, it is a means to add value of public service advertisements by integrating the information of users and public service advertisements to effectively establish interaction and emotional communication. At the same time, game elements are added to the information receiving process, which let the audience indulge in it.

Compared with traditional static public service advertising, ads with interactive elements can get higher user engagement. Interactive public service advertisements can mobilize audience's multiple senses, enhance audience's initiative of information reception and ability of information processing. Because of this, public welfare information will become more vivid to the public, and achieve the goal of promoting positive energy. Finally, to guide the audience in a novel and unique way as well as enhance their initiative to receive information is one of the key points that should be considered in the advertising design works.

This work was supported by the Special Fund for the Construction of High-level Teacher's Group of Beijing Institute of Fashion Technology, Project No. biftxz201905

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