

Cross-Platform Advertising Integration Strategies from a Brand Communication Perspective Research

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Abstract: With the rapid development of digitalization and multi-media environment, cross-platform advertising integration has gradually become an important way of brand communication. From the perspective of brand communication and based on the significance of cross-platform advertising integration, this study puts forward the strategies of improving laws and regulations and regulatory mechanisms, strengthening R&D investment in data privacy and security protection, and cultivating and introducing composite talents in response to the problems of unsound laws, regulations and regulatory mechanisms, outstanding data privacy and security issues, and the lack of composite talents that exist in the cross-platform advertising integration, which provides a new perspective on the construction of the theoretical system of cross-platform advertising integration, and also provides a reference for brand communication practice in the digital era. It provides a new perspective for the construction of the theoretical system of cross-platform advertising integration, and also provides a reference for the communication practice of brands in the digital era.

Keywords: Brand communication; Cross-platform advertising integration; Information technology and digitalization

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1.Introduction

With the rapid development of global informatization and digital technology, the advertising industry is undergoing profound changes. Driven by the diversified media environment, the traditional advertising model is facing serious challenges^[1]. Consumers' media use behavior is becoming increasingly diversified and decentralized, and it is difficult for a single communication channel to fully cover the audience's attention. In order to cope with this trend, the focus of brand communication has gradually shifted to multi-platform synergy, realizing the wide dissemination and deep reach of brand information through cross-platform advertising integration^[2]. Brand communication is a process in which an enterprise establishes connections with target audiences and transmits values through various media tools such as symbols, language and images, with the core of shaping brand image, enhancing brand awareness and promoting consumers' emotional reliance on the brand. In the digital media environment, brand communication is no longer limited to the traditional one-way information transfer, but gradually to the two-way interactive mode^[3]. Consumers are not only the receivers of brand information, but also gradually become the producers and disseminators of information. Social media, short video platforms, search engine advertising and other digital media together constitute a complex communication ecosystem. How to enhance the efficiency and effectiveness of brand communication through cross-platform integration strategy in this multi-media environment has become a key topic of concern in the current academic world.

Cross-platform advertising integration refers to the process of branding based on a unified communication goal, realizing the linkage and synergistic placement of advertising content by rationally deploying resources of multiple communication channels and platforms^[4]. Its core lies in breaking the isolation of each communication channel, establishing an integrated mechanism for information dissemination, and forming a unified communication closed loop with the brand as the core. From the perspective of brand communication, the practice of cross-platform advertising integration not only aims to achieve multi-channel coverage of information, but also emphasizes the differentiation of platform characteristics to achieve accurate placement and optimization of results, thereby maximizing the effectiveness of brand communication^[5].

Based on the current status quo of brand cross-platform advertising integration, this paper takes the brand communication perspective as the entry point, aiming at proposing effective cross-platform advertising integration strategies, in order to provide theoretical basis for brand communication practice, and at the same time to provide reference and guidance for the development of the advertising industry.

2.The significance of cross-platform advertising integration under the perspective of brand communication

2.1 Increase brand recognition and influence

Cross-platform advertising integration can expand the reach of brand messages through multi-platform linkage. In the digital era, consumers' attention is dispersed across multiple media platforms, such as social media, short video platforms, search engines and e-commerce platforms. Cross-platform advertising integration is based on the accurate analysis of the characteristics of these platforms, and through synchronized delivery and content linkage, it can cover more target audience groups. When a brand's advertisement appears on social media, short video platforms and traditional TV media at the same time, it can reach consumers of different age groups and interests, and deepen consumers' memory of the brand through repeated exposure on multiple channels.

Cross-platform advertising integration can strengthen brand image and further enhance brand recognition and influence through consistent communication. In brand communication, consistency is a key element in shaping a strong brand image. Cross-platform advertising integration delivers consistent core brand values, iconic visual elements and message content across different media platforms, enabling audiences to receive a highly unified brand image in different communication environments. When a brand's advertisement displays its core values in the form of creative short videos in social media and reinforces its brand proposition through keyword placement in search engines, the unity of information can help consumers quickly form an overall perception of the brand and enhance the overall communication effectiveness of the brand.

2.2 Enhance user stickiness and interaction

Cross-platform advertising integration can create a consistent and immersive brand experience for users through the synergy of multiple platforms, and this in-depth experience is an important driving factor in enhancing user stickiness. In the modern media environment, consumers are often exposed to brand information on multiple platforms, and cross-platform advertising integration enables users to experience a unified brand value proposition and visual style across different platforms by coordinating content and activities between these platforms. This consistent experience helps form a positive impression of the brand in the user's psyche and strengthens brand memory through multiple exposures.

Cross-platform advertising integration effectively promotes interactive behavior by accurately matching users' interests and needs. In brand communication, users' interests and needs are the core factors affecting their willingness to participate, and cross-platform advertising integration can identify users' behavioral preferences on different platforms with the help of data analysis and technological means, and customize communication content and interactive forms accordingly. By providing content that meets users' needs, brands can attract users to actively participate in brand activities or communication processes.

2.3 Increased advertising effectiveness and return on investment

First of all, cross-platform advertising integration can realize the efficient use of advertising resources, thus optimizing the communication efficiency and enhancing the advertising effect. In the traditional advertising mode, the advertising resources of different media platforms are often used in isolation without systematic coordination, which can easily lead to waste of resources or diminishing communication effect. On the other hand, cross-platform advertising integration takes brand

communication objectives as the core, and realizes a high degree of synergy between communication content and placement strategy through scientific configuration of resources on each platform. For example, after attracting consumers' attention through high-impact content on the short-video platform, we can further deepen consumers' awareness of the brand on social media and complete the conversion behavior on the e-commerce platform. By integrating the communication paths of each platform, cross-platform advertising integration can form an interlocking closed loop of communication, transforming the advertising effect from a single reach to a comprehensive effect that runs through the entire chain of consumer awareness, recognition and conversion. The efficient allocation of resources ensures that the advertising budget is maximized and the return on investment can be effectively improved.

Cross-platform advertising integration further improves the targeting and conversion rate of advertising effects through the ability to reach users with precision. Based on the large amount of user data accumulated by different media platforms, cross-platform advertising integration is able to accurately identify the interests and behavioral characteristics of target users through big data analysis and algorithmic recommendation technology, thus realizing personalized matching of advertising. Compared with the traditional large-scale undifferentiated communication, this targeted communication not only reduces the waste of advertisements to non-target audiences, but also improves the attractiveness and effectiveness of advertisements through content placement that better meets users' needs. Based on analyzing the keyword behavior of users in search engines, brands can customize relevant advertising content for them and further strengthen the attractiveness of the content through social media interest tags. Precise reach based on user characteristics enables brands to trigger users' purchasing behavior more quickly, significantly increasing the conversion rate of ads.

3. Dilemmas facing cross-platform advertising integration

3.1 Inadequate relevant laws and regulations and regulatory mechanisms

The existing laws and regulations have not yet been able to fully cover the complexity and dynamic features of cross-platform advertising integration. Cross-platform advertising involves multiple media forms and technological means, including social media, short videos, search engines, e-commerce platforms, etc., and there are significant differences in the functions and advertisement delivery modes of each platform. However, existing regulations are mostly formulated based on the regulatory needs of traditional media or a single platform, making it difficult to adapt to the unique needs of multi-platform collaborative communication. With regard to the authenticity audit and information disclosure of advertising content, traditional regulations are mostly aimed at regulating single-channel advertisements, but lack specific guidance on the interaction of different contents in the process of cross-platform integrated communication.

The lack of a clear legal basis and regulatory norms for the circulation and use of data in cross-platform advertising integration has become another prominent manifestation of the inadequacy of laws, regulations and regulatory mechanisms. The core of cross-platform advertising integration lies in the sharing and collaboration of multi-platform data, while the regulations on data collection, storage and use in the current legal system are mostly characterized by decentralization, and there are big differences in the compliance requirements and implementation standards of different platforms, and a unified legislative framework has not yet been formed even in certain countries or regions.

3.2 There are data privacy and security issues

The lack of transparency in the way data is collected in cross-platform advertising integration has raised users' concerns about privacy invasion. In the cross-platform advertising ecosystem, advertisers and platforms collect users' personal information, including but not limited to browsing history, consumption habits, interest preferences, and geographic location information, through a variety of channels in order to achieve accurate placement. However, many platforms fail to adequately inform users of the scope, use, and possible risks of data collection, making it difficult for users to know whether their privacy rights have been violated.

The storage and transmission of data in cross-platform advertising integration has significant security risks, increasing the risk of information leakage. Since cross-platform advertising integration requires sharing and interacting data between multiple platforms, a large amount of user information needs to be stored in centralized data centers or distributed data storage architectures. Once these data storage systems are subjected to cyber attacks or technical failures, it may lead to the leakage

of a large amount of sensitive information.

3.3 Lack of Composite Personnel

The skill structure of existing practitioners can hardly meet the diversified needs of cross-platform advertising integration. Cross-platform advertising integration requires practitioners to have profound knowledge of brand communication and be able to design integrated communication strategies that are in line with the core values of the brand, as well as proficiency in a variety of digital advertising technologies, such as programmatic purchasing, algorithmic recommendation, and user profile construction. However, many practitioners tend to be homogenized in their knowledge and skills. While some professionals in the field of brand communication have excellent creative planning skills but relatively weak understanding and application of technological tools, some practitioners with technical backgrounds lack a comprehensive knowledge of strategic planning for brand communication despite their proficiency in data analysis and algorithm design. The incomplete skill structure makes it difficult for practitioners to independently undertake the multi-dimensional tasks involved in cross-platform advertising integration.

The existing talent training mechanism in the industry is difficult to keep up with the development needs of cross-platform advertising integration, resulting in a serious shortage of the supply of composite talents. Traditional advertising education and training mostly focuses on a single field, such as brand marketing, advertising creativity or media placement, and lacks the curriculum of cross-field knowledge integration. The segmented talent training model makes practitioners suffer from the limitations of the knowledge field at the early stage of their career development, and it is difficult to form a cross-disciplinary competence system in a short period of time. The key technologies of cross-platform advertising integration, such as artificial intelligence algorithms, blockchain technology and multi-platform data integration, belong to the emerging field of rapid development in recent years, while the coverage of these contents in the traditional education system is relatively low, resulting in a lack of sufficient high-end technical talents to promote the innovation and landing of cross-platform advertising integration in the industry.

4. Cross-platform advertising integration strategy under the perspective of brand communication

4.1 Sound laws and regulations and regulatory mechanisms

Specialized laws and regulations need to be formulated in accordance with the characteristics of cross-platform advertising integration to clarify the specific rules for advertising placement, content management and data use. The laws and regulations should fill in the areas not covered by the existing legal system, especially provide clear guidance on the standardized operating procedures for multi-platform advertising placement, the legality of cross-platform data sharing and the uniformity of advertising content auditing. Laws and regulations can require advertisers to provide regulators with a set of detailed instructions covering the content, target audience and form of advertisements on different platforms when placing cross-platform advertisements, so that compliance reviews can be conducted prior to placing the advertisements. The requirement for consistency in the content of cross-platform advertisements should also be clearly stipulated, so as to avoid the dissemination of misleading information as a result of content modifications or changes in the form of dissemination on different platforms.

A unified regulatory platform should be established to strengthen real-time monitoring and review of the entire process of cross-platform advertisement placement. Relying on big data technology and artificial intelligence algorithms, the supervision platform can automate the review of key aspects of advertisement placement, from content compliance to the implementation of data privacy protection, all of which should be included in the scope of supervision. Through the introduction of technological means, the regulatory platform can track the placement path, audience scope and dissemination effect of advertisements in a multi-platform environment, realizing the refined management of cross-platform advertisements. At the same time, in order to enhance the deterrent effect of regulation, the penalty standards for advertising violations should be clarified, and efficient and powerful legal measures should be taken against the violating enterprises or platforms to safeguard the enforcement of laws and regulations and their authority.

4.2 Increase R&D and investment in data privacy and security protection

Prioritize the development and application of advanced encryption technologies to enhance the security of data during transmission and storage. In cross-platform advertising integration, multi-party flow of data is inevitable, and encryption technology can effectively prevent data from being intercepted or tampered with during transmission. End-to-end encryption technology can ensure that data is always encrypted between the sender and receiver, and that third parties cannot decipher its contents. More efficient encryption algorithms should also be developed to improve data security and reduce the impact of encryption on system performance, thus striking a balance between security and efficiency. For data stored in the cloud or in distributed databases, layered encryption or block encryption should be further adopted to increase security while reducing the risks that may arise from a single point of failure.

Enhance the development and application of data anonymization and differential privacy techniques. These technologies can protect user privacy while ensuring data availability. In cross-platform advertising integration, user data is often used for precision placement and behavioral analysis, and anonymization can effectively prevent the exposure of personally identifiable information. By de-identifying user data, it can ensure that it cannot be directly associated with specific individuals during data analysis. In addition, differential privacy technology further enhances the strength of user privacy protection by adding random noise to the statistical output of the data without affecting the overall analysis results. The promotion and application of such techniques can improve advertisers' ability to use user data in a compliant manner, and can also enhance consumers' trust in the data use process.

4.3 Cultivate and introduce complex talents

Enhancing the composite level of the education system is the key to cultivating cross-platform advertising integration composite talents. At the stage of higher education, the existing curriculum system should be adjusted according to the needs of the industry, breaking the independence of the traditional disciplines of advertising, communication and computer science, and integrating brand communication with data science, artificial intelligence and algorithmic technology into the advertising-related professional courses. For example, teaching content on programmed advertising placement, algorithmic recommendation mechanism and user data analysis should be added to the advertising course, so that students can have the ability to apply modern technology while mastering the theory of brand communication.

In terms of vocational education and industry training, there is a need to design specialized advanced training programs for in-service practitioners to make up for their knowledge shortfalls in technology or communication theory. Advertising industry associations or professional organizations can cooperate with enterprises to set up training programs that provide layered and modularized courses on key technologies and operational processes in cross-platform advertising integration. Courses on brand communication strategy can be offered to practitioners with technical backgrounds to help them understand creative advertising design and audience psychology analysis.

4. Conclusion

The development of cross-platform advertising integration is not only a revolution in brand communication strategy, but also a profound reshaping of the advertising industry to adapt to the digital era. Under the background of multiple challenges and opportunities, how to promote the continuous progress of this field through theoretical innovation and practical exploration requires the joint efforts of the industry, as well as the active participation of academics and policy makers. The cross-platform advertising integration in the future will surely provide new momentum for the sustainable development of brand communication and advertising industry with stronger adaptability and innovation.

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