Analysis of Digital Media Advertising Design and Brand Development of Intelligent Interactive Images

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Abstract: The rapid rise of intelligent interactive images redefines the design mode and brand development path of digital media advertisements. As a new media, intelligent interactive video has the core advantages of immersive experience, personalized content and real-time interaction, which provides the brand with unique market competitiveness. This paper focuses on the advertising design strategy and brand development strategy of intelligent interactive images, and analyzes its practical value in technical support, user experience optimization and communication path innovation. Through case analysis and industry trend analysis, this paper puts forward the idea of coordinated promotion of advertising design and brand development to help the sustainable development of brands in the intelligent era.

With the rapid development of digital technology and artificial intelligence, intelligent interactive images have gradually become an important innovative form in the field of digital media advertising. It combines immersive experience, dynamic narration and multi-sensory interaction, and builds a deeper communication bridge between brands and consumers. In this digital and intelligent transformation wave, the traditional advertising model is facing an impact, and the intelligent interactive image redefines the logic of advertising design and brand building by virtue of personalized interaction, real-time feedback and technology-driven narrative ability. Facing the increasingly diversified market environment of consumer demand, how to use intelligent interactive images to accurately reach users and effectively deliver brand value has become an urgent problem for advertisers and brand managers.

1. The Digital Media Advertising Design Strategy of Intelligent Interactive Images

(1) User-centered creative design

The core of intelligent interactive video advertising is to design creative content that can trigger emotional resonance and interactive interest based on users. Personalized interactive design is an effective means to improve the user experience. This method can integrate the user's interest, behavior data and instant feedback, so that the advertising content can dynamically match the user's needs. Take the "virtual makeup test" function launched by cosmetics brands as an example. This design is based on intelligent imaging technology, which allows users to view the effects of different makeup in real time, reduce the cost of trial and error for users, and narrow the distance between brands and consumers. Secondly, the gamification advertising content provides another interesting expression for the innovation of interactive advertising. Racing games designed by automobile brands can bring rich entertainment experience to users, stimulate users' interest in brand products, and thus promote further

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consumption behavior. In addition, multi-sensory participation is a key means to deepen the user experience. Tactile feedback, sound effects and high-fidelity visual design can allow users to "touch" the virtual products in advertisements and enhance the depth of perception of advertising content. This design is especially suitable for home products or food and beverage advertisements, so that consumers can feel the real touch or taste association in virtual interaction, thus deepening brand memory.

(2) The deep integration of technology and narrative

The unique advantage of intelligent interactive image is that it can organically combine technology and narrative, breaking the traditional mode of one-way communication in advertising. Dynamic narrative path provides users with opportunities to actively participate in advertising stories, giving advertising content more sense of hierarchy and freedom. For example, the interactive advertisement launched by the streaming media platform allows users to choose the development path of the story according to their personal preferences. This nonlinear narrative mode gives users more sense of participation in advertisements and makes brand stories more attractive and diverse. On the other hand, cross-media collaboration can further expand the communication boundary of advertisements. Intelligent interactive video advertising can embed content into social media, mobile applications or offline smart devices, forming an omni-channel communication matrix. This integration method allows users to get in touch with brand content in different scenarios, and further enhances the communication effect through multi-dimensional interaction. For example, in the subway station, the smart advertising screen is linked with the online applet, and users can continue to participate in online interaction by scanning the QR code. This online and offline integration method not only improves the fluency of the user experience, but also enhances the spread of the brand. Depth and breadth.

(3 Pay attention to data privacy and user trust

In intelligent interactive video advertising, the collection and use of user data is very important. However, data transparency and privacy protection are the basis for maintaining users' trust. When designing advertisements, brands should clearly tell users how their data will be used. Add an easy-to-understand privacy reminder module, so that users can intuitively grasp the scope and purpose of data use, thus eliminating the doubts caused by information asymmetry. At the same time, algorithm design needs to pay more attention to ethical issues. For example, advertisements based on emotion recognition can perceive users' real-time status, but brands should avoid using negative emotions to over-market, so as not to have a negative impact on users' psychology. In addition, the fairness of data algorithms also needs attention to avoid ignoring specific user groups because of data bias in advertising. For example, brands can use optimization algorithms to make every user receive fair and highly relevant advertising content, which will not be affected by age, gender or regional differences, making advertising communication more inclusive and winning a broader user base and deeper trust for brands.

2. The Brand Development Strategy of Intelligent Interactive Images

(1) Building brand emotional connection

Emotional connection is the core link to establish a long-term relationship between brands and consumers, and intelligent interactive images have injected new technical possibilities into this process. Emotional content design is an important starting point for building brand emotional connection. Based on user emotion recognition technology, brands can create more emotionally resonant advertising content. For example, in traditional festivals such as Spring Festival or Mid-Autumn Festival, brands can use intelligent imaging technology to create a virtual family reunion scene, create a warm holiday atmosphere for users who cannot return home, and convey the brand's concern about the value of family and reunion. This emotional design can resonate in people's hearts and

strengthen the warm image of the brand as a "companion". At the same time, brand co-creation driven by UGC (User Generated Content) provides a broad space for consumers to participate in brand narrative. Some brands encourage users to use intelligent imaging technology to create advertising content, and hold a "brand story solitaire" challenge to let users continue to write brand stories. The final winning works can be adopted by the brand as official content and widely spread. This approach not only gives consumers the opportunity to express themselves, but also enhances their sense of belonging to the brand, and at the same time makes the brand narrative richer and more diverse, which deeply suits consumers' values and emotional demands.

(2) Optimize the brand communication path

In digital communication, the optimization of brand communication path needs to rely on technological innovation and scene experience. Immersive scene communication is an important way for brands to impress consumers in recent years. With AR or VR technology, brands can create an immersive virtual experience for consumers. For example, tourism brands can design interactive advertisements to let users "stay" in the panoramic mountains and rivers on hot air balloons, or step into foreign cultural blocks and feel different cultural atmosphere. This immersive scene can not only stimulate consumers' desire to explore, but also strengthen brand memory in the context of resonance. In addition, the instant participation and sharing mechanism is an important strategy to improve the efficiency of brand communication. In intelligent interactive video advertising, every step of the interaction can be shared in real time with the help of social media, which makes users become the experiencers of advertising and the active promoters of brand communication. For example, after the advertisement is completed, users can directly generate personalized videos and share them with friends to attract more potential consumers' attention. This "user-driven communication" way enables the brand to achieve fission growth, while enhancing the credibility and influence of the brand through word-of-mouth communication.

(3) Promoting the sustainable development of brand value

Sustainable development has become the core issue of modern brands, and intelligent interactive images provide more possibilities for brand expression in this direction. Technology-driven social responsibility communication can enhance public identity while delivering brand value. Environmental protection brands can use intelligent imaging technology to simulate the changes of the future ecological environment, so that users can see the long-term impact of current behavior on the environment. This visual situational shaping can arouse the audience's deep thinking, closely combine the brand with social responsibility, and convey the brand's concern about global issues. Equally important is the extension of the brand in the meta-universe. Metauniverse provides a brand-new ecological layout space for brands, and intelligent imaging technology can help brands create virtual avatars, virtual malls or virtual activities. For example, luxury brands can launch virtual fashion shows, allowing users to participate in interaction with digital images. This form can break through the time and space limitations of traditional communication, and also highlight the brand's sense of technological frontier and innovation ability, bringing consumers a more unique interactive experience. The brand combines intelligent images with the meta-universe, constructs a brand-new virtual ecosystem, links the future technology, and enhances the brand stickiness and loyalty of consumers.

3. Conclusion

With the iterative upgrading of technology, the potential of intelligent interactive images in the field of digital advertising and brand communication will be further released. Future advertising design should pay more attention to the deep combination of user experience and brand narrative, and realize emotional resonance, accurate communication and brand value promotion through technological innovation. At the same time, brands should pay attention to issues such as data privacy and algorithm ethics in the practice of intelligent image advertising to

ensure the balance between technology and humanity. In the ever-changing digital ecology, intelligent interactive images will become a powerful engine for brand development, leading the advertising industry to a more personalized, immersive and diversified future.

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