

# Research on Innovative Brand Communication Strategies for New Media Platforms

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**Abstract:** With the advent of the new media era, the environment and methods of brand communication have undergone tremendous changes. This paper aims to explore innovative approaches to brand communication strategies on new media platforms. By analyzing the characteristics of new media platforms, the current status of brand communication, and the problems faced, combined with relevant case studies, targeted and actionable innovative strategies are proposed to help brands communicate more effectively in the new media environment, enhance brand awareness, reputation, and loyalty.

**Keywords:** New media platform; Brand communication; Innovation strategy

**DOI:**10.69979/3041-0843.25.02.056

## 1 Introduction

### 1.1 Research background

With the rapid development of Internet technology, new media platforms such as social media, short video platforms and live broadcast platforms have sprung up, greatly changing the pattern of information dissemination. The way and habits of consumers obtaining information have undergone fundamental changes, and traditional brand communication strategies are no longer able to meet the needs of brand development in the new media era. Therefore, in-depth research on brand innovation communication strategies under new media platforms has important practical significance.

### 1.2 Research purpose and significance

**Research objective:** To comprehensively analyze the characteristics of new media platforms, explore innovative strategies for effective brand communication on new media platforms, and provide theoretical guidance and operational suggestions for brand communication practice.

**Research significance:** From a theoretical perspective, enriching and expanding the theoretical system of brand communication, providing new perspectives and ideas for brand communication research in the new media environment; From a practical perspective, helping brand owners better adapt to the new media environment, enhance brand communication effectiveness, and strengthen brand competitiveness.

## 2 Overview of New Media Platforms

### 2.1 Definition and Characteristics of New Media Platforms

**Definition:** A new media platform represents an innovative form of communication that leverages the power of digital technology in conjunction with network technology. This platform offers a dynamic and interactive means for users to access a wide array of information and services. It operates seamlessly across various channels such as the Internet, wireless communication networks, and satellites. The accessibility and convenience are further enhanced by the availability of multiple terminals including computers, mobile phones, and digital television. These terminals serve as gateways through which users can engage with the content provided by the new media platform, making information more readily available and services more accessible than ever before.

**Interactivity:** Users are not only recipients of information, but also creators and disseminators of information, achieving two-way or even multi-directional information exchange. For example, on Weibo, users can comment, forward, and like the content posted by the brand, and the brand can also respond to users in a timely manner, forming interaction.



**Fragmentation:** Information dissemination presents fragmented characteristics, with users obtaining information in a relatively dispersed time and space, and the information content is often short and concise. For example, Tiktok short videos are generally 15 seconds to 1 minute long, in line with users' fragmented browsing habits.

**Personalization:** Based on big data analysis technology, new media platforms can accurately push information that meets users' interests and needs, meeting their personalized information acquisition needs. Brands can also conduct personalized brand communication based on this.

## **2.2 Common types and characteristics of new media platforms**

**Social media platforms:** using interpersonal relationships as a link to achieve information sharing and dissemination. For example, WeChat, with a large user group, integrates multiple functions such as social networking, payment, and information release. Functions such as circle of friends and official account provide diversified channels for brand communication. Weibo has the characteristics of fast dissemination speed and strong topicality, making it suitable for brands to conduct hot topic marketing and public opinion guidance.

**Short video platform:** With short videos as the main content form, it has the characteristics of strong entertainment and wide dissemination. For example, Tiktok and Kwai attract users' attention through creative short videos. Brands can improve brand exposure and user participation through creative play methods of short videos, such as challenges and co production.

**Live streaming platform:** Strong real-time interaction, allowing brands and consumers to have face-to-face communication. Like Taobao Live, through the host's explanation and demonstration, consumers can intuitively understand the product features and usage methods, and can also consult and place orders in real time, achieving direct conversion between brand promotion and product sales.

## **3 The current situation and problems of brand communication on new media platforms**

### **3.1 The current situation of brand communication on new media platforms**

The importance of new media platforms by brands is constantly increasing: more and more brands are realizing the importance of new media platforms in brand communication, and are increasing their investment in new media platforms, setting up dedicated new media operation teams, and developing detailed new media communication plans.

**Diversified forms of communication:** Brands have adopted various forms of communication on new media platforms, such as graphics, short videos, live broadcasts, H5 pages, etc., to meet the needs and preferences of different user groups. For example, beauty brands attract consumers' attention by creating exquisite short video tutorials to showcase the effectiveness of their products.

**Pay attention to interaction with users:** Many brands leverage the interactive features of new media platforms to carry out various interactive activities, such as topic discussions, lucky draws, Q&A, etc., to enhance the connection between users and brands, and increase users' attention and loyalty to the brand.

### **3.2 The problems faced by brand communication on new media platforms**

**Information overload and poor dissemination effect:** New media platforms have a massive amount of information, and brand communication content is easily overwhelmed. According to statistics, hundreds of millions of messages are posted on the Weibo platform alone every day, making it difficult for brands to stand out in such a massive information flow. At the same time, some brand communication content lacks creativity and appeal, making it difficult to attract users' attention and resonance, resulting in poor communication effects.

**Reduced user trust:** With the emergence of false information, advertising fraud, and other issues on new media platforms, users' trust in brand information has decreased. Some brands exaggerate product efficacy and release false information in pursuit of short-term benefits, which damages brand image and reduces user trust in the brand.

**Data security and privacy issues:** In the process of brand communication on new media platforms, brand owners need to collect and use a large amount of user data to achieve precise marketing. However, frequent data breaches have raised concerns among users about data security and privacy. Once a data breach occurs, it will not only harm the interests of



users, but also have a serious negative impact on the brand image.

Frequent changes in platform rules: New media platforms will constantly adjust their platform rules in order to maintain their competitiveness and ecological health. Brand owners need to timely understand and adapt to these rule changes, otherwise it may result in restricted or irregular dissemination activities. For example, some e-commerce live streaming platforms have adjusted the qualifications and content rules of their hosts. If the brand does not timely understand and comply with these rules, they may face issues such as live streaming interruptions.

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## **5 Case analysis**

### **5.1 Case selection**

Taking Li Ning as an example, this brand has a long history and profound accumulation in China's sporting goods market. Through the successful implementation of the "China-Chic" strategy in recent years, it has demonstrated a high degree of representativeness, innovation and remarkable results in brand communication of the new media platform. It is an excellent sample for studying brand renewal in the new media era and provides valuable experience.

### **5.2 Case analysis**



In terms of content innovation, Li Ning accurately understands the cultural confidence and aesthetic needs of the younger generation, boldly incorporates traditional Chinese cultural elements (such as Chinese knots, ink paintings, poetry, architecture, etc.) into product design, and strongly outputs them through new media platforms. For example, its "Enlightenment" advertising series uses ink animation to interpret Eastern philosophy, with profound artistic conception; When releasing the "China Li Ning" series, it will be showcased on international stages such as New York and Shanghai Fashion Week, and created topics through real-time live streaming and graphic reports on social media. These contents not only showcase the product itself, but also convey the brand concept of "Chinese style". Through unique creative storytelling and strong visual impact, they quickly attracted the attention and discussion of a large number of young users at home and abroad. At the same time, Li Ning actively encouraged users to participate, launched creative activities such as "Draw Your Chinese Style", invited users to share their China-Chic works or clothing, combined brand content with user creativity, and greatly enhanced users' sense of participation and belonging.

In terms of channel integration, Li Ning has built a communication matrix covering multiple new media platforms. On Weibo, its official account is not only a window for product releases and event previews, but also a platform for initiating discussions on the "China Li Ning" topic, interacting with fans, and conducting hot topic marketing, successfully igniting multiple waves of dissemination. On the WeChat official account, Li Ning released more in-depth and systematic brand stories, athletes' growth history, stories behind product research and development and other content to strengthen brand value and cultivate loyal fans. On short video platforms such as Tiktok and Kwai, Li Ning released dynamic and creative short videos to show product performance, sportsmanship and street fashion, and attract eyeballs with the strong visual impact of short videos. In addition, Li Ning cleverly combines offline resources, such as holding brand themed pop-up stores, joint exhibitions, city road running activities, etc., and uses online platforms for preheating, live streaming, and review to achieve information exchange and experience extension between online and offline, forming a communication synergy.

In terms of user relationship management, Li Ning actively builds connections with users through its official app, mini program, and social media community. The APP is not only a shopping platform, but also integrates membership system, activity registration, information reading and other functions to enhance user stickiness. Brands incentivize users to continuously interact and consume through membership points, rating systems, exclusive discounts, and other means. On social media, Li Ning emphasizes direct dialogue with users, timely replies to comments and private messages, and organizes online interactive activities such as lotteries and Q&A. Although Li Ning does not establish highly autonomous communities like NIO, it also makes users feel valued and enhances brand loyalty through event organization, content co creation, and other methods. At the same time, brands utilize big data to analyze user behavior and preferences, providing support for precision marketing and personalized recommendations, improving user experience and repeat purchase rates.

### 5.3 Case Insights

Through in-depth analysis of the Li Ning case, we can clearly see that the success of brand communication in the new media era is actually the result of multiple strategies such as content innovation, channel integration, user management, and risk management. The key to Li Ning's success lies in its accurate capture of the pulse of China-Chic and its content innovation with rich cultural connotation and sense of the times; At the same time, multi platform matrices such as microblog, Tiktok and Xiaohongshu are skillfully used to achieve the geometric level amplification of the propagation volume; By organizing online and offline activities, community operations, and other means, we have established deep interaction with young consumers, effectively maintained user relationships, and consolidated the market foundation; In terms of data security and risk management, it also demonstrates a high sense of responsibility, safeguarding the stable development of the brand. This deeply enlightens us that in the new media environment, if a brand wants to achieve effective value enhancement and sustained competitiveness, it must deeply understand the psychology and behavioral habits of the target audience, flexibly control various new media tools and communication logic, and adopt a systematic and comprehensive strategy combination, rather than a single breakthrough. Only in this way can brands stand out and achieve sustainable development in the information explosion and rapidly changing new media ecosystem.



## 6 Conclusion

### 6.1 Research Summary

This study is based on the profound changes in the brand communication environment under the new media wave, and systematically explores the construction and application of innovative brand communication strategies on new media platforms. The study first analyzed the significant characteristics of new media platforms compared to traditional media, such as interactivity, immediacy, precision, and socialization, as well as their disruptive impact on brand communication paradigms. Subsequently, an in-depth analysis was conducted on the common challenges that brands face when communicating on new media platforms, such as attention scarcity caused by information overload, rapid iteration of user interests, difficulty in accurately measuring communication effects, and increased risk of negative public opinion.

Based on this, this study proposes an innovative brand communication strategy system aimed at addressing challenges and seizing opportunities. The core components of this system include: user resonance oriented content innovation, emphasizing the creation of differentiated content with emotional value and cultural connotations; Integrating communication channels with the goal of reaching all channels, advocating for breaking down barriers across multiple platforms such as social, video, information, and e-commerce, and achieving three-dimensional coverage and synergistic effects of brand information; User relationship management based on deep interaction, advocating for a shift from one-way communication to two-way communication, building brand communities, and cultivating user loyalty and brand identity; And data security and risk management based on compliance and trust, emphasizing the importance of placing user privacy protection and reputation management at a strategic level while enjoying the benefits of data dividends.

Through the case analysis of real brands such as Li Ning mentioned above, this study further verifies that the above innovative strategies are not castles in the air, but a methodology with significant practical value and feasibility. These cases vividly demonstrate that when brands can flexibly use content creativity, channel integration, user interaction and other means, they can indeed effectively break through communication bottlenecks, enhance brand volume and reputation, and even achieve brand image innovation and commercial value leap. In summary, this study not only outlines the internal logic of brand communication in the new media environment, but also provides a set of strategic frameworks that can be referenced and operated.

### 6.2 Research prospects

With the continuous development of new media technology and the constantly changing needs of users, brand communication strategies also need to be constantly innovated and improved. Future research can further focus on the development trends of new media technologies, such as the application of artificial intelligence, virtual reality, augmented reality, and other technologies in brand communication; In depth research on the communication characteristics and strategic differences of different industries and types of brands on new media platforms, providing more targeted guidance for brand communication practices. In addition, research on the evaluation system of brand communication effectiveness on new media platforms can be strengthened to more accurately measure the implementation effect of brand communication strategies and provide scientific basis for brand communication decisions.

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