

Research Article

Creative Effect of Film and Television Advertising Based on Digital Media Interactive Technology

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Advertising creativity is the product of creative activities in modern advertising operations, and it is an extremely effective and creative way of communicating advertising information. A film and television advertisement without novelty and creativity, no matter how much funds are invested, only consumes financial resources and even causes the audience to be bored. At present, there are some problems in the creativity of film and television advertisements, such as random combination, lack of core ideas and soul, and high cost of good creativity. With the rapid development of communication technology, traditional media interaction methods can no longer meet people's needs, and digital media interaction technology has emerged. This technology greatly enhances the dissemination and interaction of the media and has been widely used in the creation of film and television advertisements. Therefore, this paper uses digital media interaction technology to improve the creative effect of film and television advertising so as to promote consumers to make decisions, complete the purchase behavior, and shorten the entire link from advertising notification to action conversion. This article aims to find the possibility for the application of digital media interaction technology in the creation of film and television advertisements and to promote the creation of film and television advertisements to develop in a new direction. Experiments show that under the background of digital media interaction technology, users' favorite degree of film and television advertisements has increased by 9%, reaching 90%. This further shows that after a series of digital media interactions, film and television advertisements can often capture the hearts of the audience more accurately, and then provide users with just-right services.

1. Introduction

The interactivity of digital media technology has led to great changes in the traditional advertising model, and it has also become a widely used means in modern society, especially in film and television advertising. This technology can make the picture more realistic, thus bringing a new visual experience to the audience. Film and television advertising is an artistic work derived from the development of the film and television industry. It is a combination of traditional advertising and modern film and television technology. The use of digital media interaction technology can change the creative design concept and thinking of the creator, making the mode and expression of advertisement creation richer and the content more diverse.

Creativity is the soul in advertising design, and it is the activity that gives spirit and life to advertising. For the creative effect of film and television advertising, many scholars have conducted research. Aikin et al.'s research provided large-scale experimental evidence to understand the context in which corrective advertising could overturn misunderstandings generated by misleading advertising. Experimental results showed that corrective TV advertising reduced consumer misconceptions about misleading advertising of diet pills, and this commonly used remedy by the Food and Drug Administration [1]. Pett and Warner addressed this significant omission in existing cultural and creative industries scholarship by drawing on a range of archival sources, including the academy's own records. He questioned and reassessed the role of this key institution in

the development of the creative and cultural industries, providing an extension and revision to the study of postwar media history [2]. Newsinger and Eikhof employed the concepts of explicit and implicit cultural policy to provide a fresh analysis of the diversification policy of the contemporary film and television industry. He argued that there were subtle differences between implicit and explicit dichotomies, which improved the understanding of the competing and contradictory forces that shape the strategic course of action for workforce diversity in the film and television industry [3]. Narrative focused on the role and impact of Digital Visual Effects (DVFX) as a narrative technology in storytelling, and compared narrative presentation with technical visual presentation. He analyzed the influence of film industry professionals in Malaysia, India, and Australia on DVFX to enhance creative narrative performance [4]. The above scholars have made a more divergent elaboration on film and television advertising, and combined it with other fields, but did not highlight the effect of film and television advertising.

Digital media interaction technology processes all kinds of information through modern means, so that abstract data can be used for interaction. Some scholars have done some research on this technology. Tassabehji et al. employed a weighting approach to determine the willingness of directly reporting citizens to pay for digital public services. The study focused on economically active, digital-media-savvy citizens in each city selected. He contributed to the World Bank Initiative on Information and Communication Technologies for Development (ICT4D) [5]. Rashmi reflected on the research on mobile phones as digital media technology, distinguished the theoretical orientation of technological sociality, and emphasized the importance of using it to study the new society generated by the interaction of human and technology. He also discussed some of the challenges of conducting qualitative research in a new media environment and proposed measures to overcome these challenges [6]. Thurman explored some of the ways in which social media platforms and their digital media technology ecosystems were infusing journalism, conducted a critical review of a range of platforms and apps such as Twitter, and analyzed the use of these platforms and apps by trainee journalists. The findings revealed how journalists monitor social network users and their content through sophisticated professional applications [7]. Bowden and Aarsand examined the interactive and collaborative achievements of design criticism with the help of ethnomethodology and dialogue analysis. The findings suggested that children and their teachers tended to gravitate to different themes involving the aesthetic, functional, and ethical aspects of the game and digital media design process, while simultaneously completing moral order and critiquing in interactions [8]. The above-mentioned scholars have introduced the application of digital media interaction technology in various fields but have not conducted experimental analysis on its practicality and lacked data support.

After a series of experiments and analysis, it can be known that digital media interaction technology has given a new meaning to film and television advertising, and digital

media interaction technology has broken the final barrier between potential users and products and achieved a successful leap in products [9]. Among them, based on digital media interaction, the audience's viewing of influence ads has increased significantly, from 37% to 43.4%, with an increase of nearly 7 percentage points. Moreover, due to the new digital media interaction technology, film and television advertising got rid of the original time dilemma and achieved an improvement in time, from the original 31.2% to 51.4%. This fully shows that digital media interaction can attract audiences to interactively watch advertisements, thereby improving advertising effectiveness. This further shows that the use of digital media interaction technology can comprehensively break through the limitations of one-way communication and acceptance of film and television advertising, maximize the creative effect of film and television advertising, and bring positive effects to future film and television advertising creation.

2. Digital Media Interactive Technology and the Creative Effect of Film and Television Advertising

2.1. Digital Media Interaction Technology. The main form of digital media is binary numbers. Its main purpose is to obtain information, record it, and then spread it. It is an emerging form of media [10]. Under the background of the rapid development of the information society, interactive new media emerges as the times require. It mainly creates information through digital technology, so the interactivity is gradually enhanced. Digital media has many characteristics, such as interactivity, initiative, and fusion, so it has overwhelming advantages over traditional media [11]. Information in digital media is constantly updated, which also verifies the real-time interaction and communication between users and computers. The fusion of digital media is mainly reflected in its diverse media objects, such as text, images, voice and video, and others, so it also increases its interest, performance, and form of communication. Digital media is mainly used in the fields of text and image processing, digital sound, and video.

In general, interaction in a broad sense refers to the connection and interaction between things, while interaction in a narrow sense refers to the communication between people in daily life. In the working environment, it refers to the process of input and output between people and computers, specifically the process of information reception and feedback [12]. In the digital environment, interaction refers to the interaction between humans and machines, and digital interaction refers to the development process based on computer information technology. Digital interactive technology relies on computer equipment to realize the communication and interaction between people and computers. This technology is mainly divided into two parts. First, people input instructions through input devices such as computers. Second, after the computer receives the instruction, it processes the instruction and then gives feedback to people through the display screen. The whole process

requires the joint efforts of humans and computers. In a word, no matter what type of interaction, the purpose is to collide with more ideas, thoughts, and needs. The core technology of human-computer interaction interface design is digital interaction technology. This technology is highly cross-cutting and includes knowledge from various disciplines, such as ergonomics, computer science, social and humanities, and psychology, as shown in Figure 1.

Digital media interaction technology is based on the role of human-computer interaction and implements a series of operations through computers [13]. This technology came into being with the development of the era of digitization and intelligence, which focused on the two-way interaction between people and computers. In recent years, with the rapid development and progress of modern society, digital media interaction technology has been carried out in people's daily production and life, and this technology has been widely used in the fields of entertainment, work, and study. Digital media technology provides users with higher quality experience and services and strives to improve its own technical level, so that its advantages can be fully exerted, so as to meet the various needs of the public. Digital media interaction design is about the design of user behavior and human-computer interaction. The framework of digital media interaction design is shown in Figure 2, which mainly includes the information interaction between the main control server and the display controller [14]. The realization of information interaction between a man and a machine is mainly carried out through the interactive control terminal, which can receive the user's instructions, call other components to complete the user's request, and then give feedback of the data information to the user. In addition, the execution and processing results of the program appear on the display terminal and are played out in a timely and smooth manner.

The concept of interactivity originally originated in the computer field. When a computer performs a series of program operations, it can give a corresponding response to the user, and this process is called interactivity. This kind of interactivity breaks the cold connection between a man and a machine to a certain extent and also enables the communication between a man and a machine to be easily realized [15]. The interactivity of digital media refers to the communication and exchange of life with the Internet, film, and television. In terms of its interactivity, digital media technology is based on various technologies. Traditional digital media are only reflected in the fields of scene design and postprocessing of multimedia. Now, with the rapid development of technology, digital media have also developed in terms of virtual technology and interactive terminal technology. At present, the interactive technology of digital media mainly consists of three categories, namely, form interaction, content interaction, and content and form interaction. First, formal interaction is the direct embodiment and reflection of technical interaction, which is also one of the important development directions of the film and television industry [16]. Second, content interaction is more abstract rather than substantive, and its intangibility is difficult to feel. Therefore, this requires the creators to

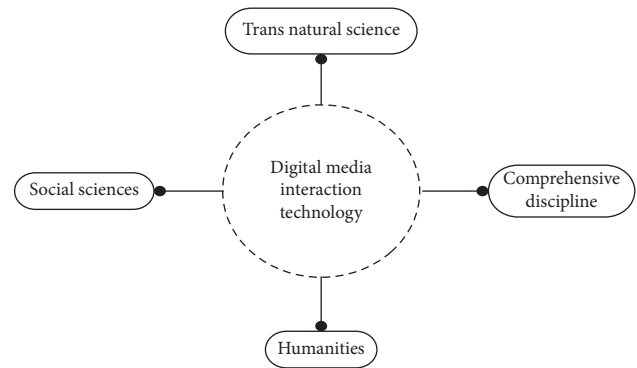


FIGURE 1: Interdisciplinary classification of digital media interaction technologies.

continuously improve the research awareness of the audience's psychology in the process of creation so as to put themselves in the audience's shoes to drive the audience's thinking and let the audience devote themselves to it. Third, the interaction between content and form is also called virtual reality. As the name suggests, this kind of interaction is to combine the virtual world and the real world so that people can feel the real effect of human-computer interaction. Human-computer interaction is abbreviated as HCI, that is, human-computer interaction. It is concerned with designing, evaluating, and implementing interactive computing systems for human use. In fact, no matter what kind of interaction technology, they are constantly updated and iterated as the environment develops. The communication between the user and the media object is mainly carried out by the main control server so that the human-computer interaction experience can be carried out completely. The realization flow of digital media interaction is shown in Figure 3.

The impact of digital media interaction technology on the development of the film and television industry is particularly important. On the one hand, the application of digital media interaction technology to film and television can improve the user's sense of experience. Specifically, this has a certain impact on the traditional media communication method and also increases the user's experience and feeling in the simulated world. On the other hand, the application of interactive technology also improves the quality of media communication. The traditional art form is relatively simple and fixed, and its purpose is mainly narrative. Modern interactive technology breaks the user's time and space limitations. This is mainly reflected in the fact that with tools such as mouse and keyboard, people's choice of digital media is relatively free, and it is also highly personalized. These characteristics are unmatched by traditional methods [17]. There are many forms of interaction between digital media and humans, the most important of which are vision and head tracking, verbal communication, and gesture interaction. As the name suggests, visual tracking refers to the use of a series of technologies to scan and identify pupils to analyze and simulate human behavior. At present, it is mainly used in the field of facial recognition, so the development prospect is extremely broad. Head tracking is

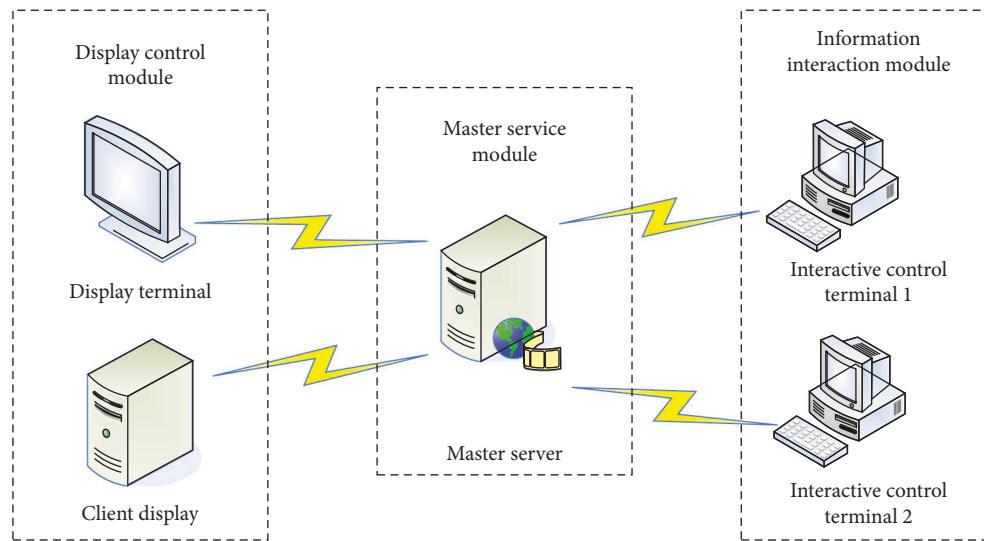


FIGURE 2: Digital media interaction design framework.

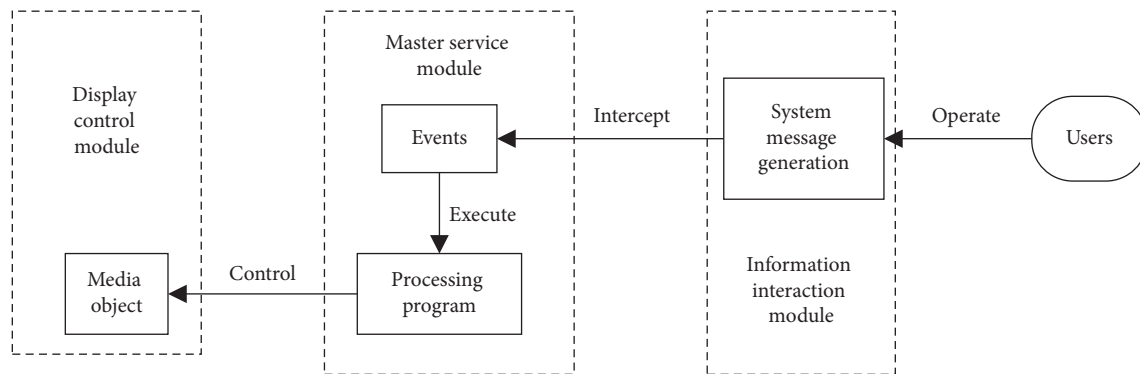


FIGURE 3: Flow chart of digital media interaction technology implementation.

mainly positioned through electromagnetic waves. It is a physical tracking. Specifically, when humans wear VR glasses, the images they see are constantly changing. The basis of language communication is the recognition of speech by computer equipment so as to realize man-machine dialogue. However, this requires extremely high technology, which easily leads to a low recognition rate. Posture interaction refers to special props such as gloves and clothing, so as to effectively track the movements of the body, and then gives feedback to people to achieve human-computer interaction.

In order to improve the advantages of digital media interaction technology, it is necessary to change the computing method, filter out data that are more useful for computing, and increase the width of data transmission accordingly, such as the introduction of high-performance technologies such as optical fiber and nanotechnology. Digital media interactive technology has two basic characteristics. First, the technology truly combines and unifies art and interaction. Second, the technology always adheres to the human-oriented development and design concept, which is mainly reflected in the application of virtual

technology and network technology. At any time, the basic needs of users must be taken as the precondition, the most basic of which is to ensure the simplicity of operation, which can provide a broader development space for the technology [18].

2.2. Creative Effect of Film and Television Advertising. Advertising is a means of publicity with an excellent communication effect. It attaches the art form to the media resource platform, with the purpose of enhancing the popularity of the product, so as to achieve the ultimate goal of maximizing commercial profits. Film and television advertising crosses the film and television industry and the advertising industry and realizes commercialization through the communication channel of film and television. Its main characteristics are fast feedback, wide coverage of audiences, and so on, so it has also been widely recognized and accepted by the society. Advertising creativity is abbreviated as AC, which is advertisement creativity. It combines business behavior and the art of thinking and is a key factor in the success of product marketing [19]. Excellent advertising

ideas immediately impact the senses of consumers and cause strong emotional reactions, which are effective factors to promote consumer behavior. Creative creation is a process of connection from spirit to material, which includes the collision of experience and logic. Creativity is unique and valuable, giving people inspiration and spiritual inspiration. Advertising creatively is divided into advertising requirements and advertising performance. Figures 4 and 5 show the evaluation process and evaluation indicators of the effect of film and television advertising.

Television advertisements come in various forms, such as audio-visual, graphics, and text. It has both audio, visual and color, and audio and visual reading and lively, so it has become the most modern advertising form. Therefore, compared with general advertisements, film and television advertisements have a stronger visual impact on the audience [20]. Film and television advertising is very intuitive in expressing its meaning, and the audience can be affected by the emotions rendered in the advertisement, so that the advertising effect can be realized immediately. Creativity is extremely important in any form of advertising. Without creativity, film and television advertisements will have no appeal to audiences, and operators will have no meaning in placing advertisements. Of course, the creativity of advertising must be based on a tangible carrier. Specifically, it is necessary to artistically condense what the advertising operator wants to express so as to be able to express objective things more intuitively. The image of an objective thing is the essential feature of the thing, but it should be kept novel so that the audience can have the desire to buy. The influence mechanism of film and television advertisements on consumers' purchase intention is shown in Figure 6.

The creativity of film and television advertisements should follow some basic principles, such as reality, simplicity, impact, emotion, and so on. First, reality and creativity are the unity of opposites [21]. The creators of film and television advertisements should be based on reality, proceed from reality, accurately position the actual effect of the product, and then carry out creative play, that is, artistic processing and sublimation. This process is not a wild imagination or an unrealistic exaggeration but a product element that is deeply rooted in reality. Then, the film and television advertisements in modern life generally adopt visual media technology, while the traditional film and television advertisements are in the form of print advertisements. Therefore, the tension and advantages of the audio-visual performance of modern film and television advertisements are also more prominent. Thirdly, an excellent advertisement can impress the audience's senses very deeply, that is, the impact and shock brought by the creativity. Finally, creative film and television advertisements also have a significant impact on the audience's aesthetic perception. Therefore, advertising personnel should pay special attention to emotional infection to increase the visual and auditory stimulation and resonate emotionally with the audience. The visual creativity and auditory creativity are shown in Table 1.

The innovation of hearing and vision reflects the fusion and development of the senses, but in essence, advertising creativity is the collision of technology and art to a certain extent. A good artistic level can give full play to the advantages of technology and create more value, while advanced technology can enlarge the artistic cells and realize the blooming of the flower of art.

In order to achieve better development of advertising art, new technologies have been continuously integrated in its development process, and digital media interaction technology is one of them. In this process, although digital media is used as a medium for film and television advertising, it also affects the development of the advertising industry to a certain extent. If a worker wants to do a good job, he must first sharpen his tools. Therefore, it is necessary to seek the best solution for the development of film and television advertising from the perspective of digital media interaction technology.

In the process of searching, three indicators to measure the effectiveness of advertising are found: views, likes, and conversion rate. In order to ensure the maximization of advertising benefits, it has been optimized from the above three angles. Among them, the expression of viewing volume in the advertising industry in digital media interaction is as follows:

$$\begin{aligned} Q &= \frac{d^{f(x)}}{1 + d^{f(x)}} = \frac{1}{1 + d^{-(f(x))}}, \\ 1 - q &= \frac{1}{1 + d^{f(x)}}. \end{aligned} \quad (1)$$

In the formulas, Q depicts the total viewing volume of the advertisement and q represents the actual viewing volume after excluding duplicate data. Through the functional expression, it is found that there is a big difference between the total viewing amount and the actual viewing amount because there is a big difference in the calculation methods of the two.

Then, on the basis of the actual viewing volume, we continue to analyze the actual number of likes, the purpose of which is to analyze the role of digital media technology in it.

$$\begin{aligned} \ln \left[\frac{q}{1 - q} \right] &= \ln [d^{f(x)}] \\ &= f(x) = \mathcal{A}_0 + \mathcal{A}_1 + \mathcal{A}_2 + \mathcal{A}_3 + \cdots + \mathcal{A}_j, \quad (2) \\ \mathcal{G}_{k\ell} &= \ln \mathcal{Y}_{k\ell} - \left(\frac{1}{q} \right) \sum_{k=1}^q \mathcal{Y}_{k\ell}. \end{aligned}$$

Among them, \mathcal{A} represents the amount of data in each stage. In this process, the logarithmization of data offset $\mathcal{Y}_{k\ell}$ can intuitively reflect the role of digital media technology in it. On the one hand, digital media interaction helps to attract users, increase user stickiness, and improve partial data. On the other hand, digital media interaction technology realizes

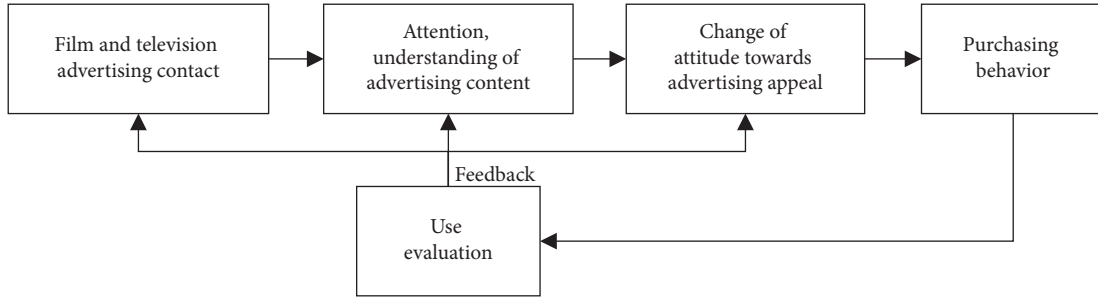


FIGURE 4: The working process of the effect of film and television advertising.

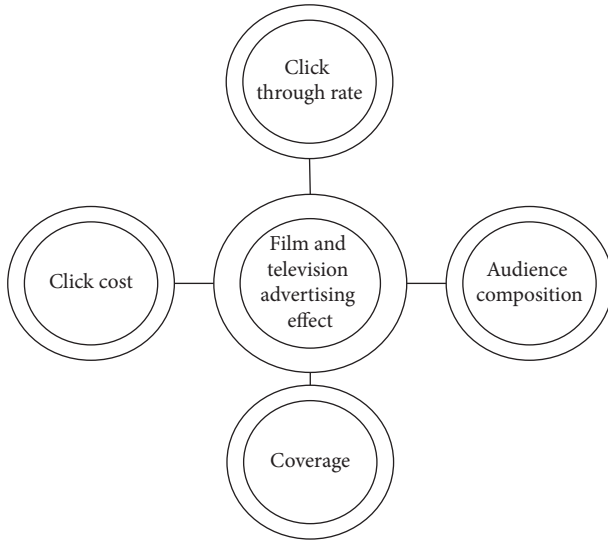


FIGURE 5: Evaluation indicators of the effect of film and television advertising.

the quantification of data, which can help advertisers to allocate resources more clearly.

Finally, after obtaining the above resources, whether it is advertisement placement or the derivative distribution of advertisements, it can bring a certain amount of data to make up for the original data difference. Therefore, it is particularly important to evaluate the actual conversion rate of users in this case:

$$x_i = \sum_{j=1}^q c_{k\ell} * g_{k\ell}, \quad (3)$$

$$l_i = \frac{\delta_i}{\sum_{i=1}^q \delta_i}.$$

In the above formulas, x_i represents the product conversion rate in the unit advertising period, and l_i represents the evaluation index, which depicts the ratio of the number of conversions to the actual number and reflects the final pure conversion rate. Based on this, it has successfully transitioned from the interactive link of digital media to the creative and effective aspects of film and television advertising, which realizes the organic combination of the two.

3. Digital Media Interaction and the Creative Effect of Film and Television Advertising

After combining digital media interaction with film and television advertising, it brings a new experience to the film and television advertising industry. Amidst these changes, digital media interactions have brought new creative ideas to the advertising industry, which have greatly appealed to potential consumers and audiences. However, only through theoretical analysis and expression, it is impossible to intuitively see the effect of digital media interactive blessing on advertising creativity. Therefore, 216 video advertisements are randomly intercepted on YouTube, and the number of views, likes, and comments of the video advertisements are also counted and classified from different dimensions. Among them, the descriptive statistics of each variable are shown in Table 2.

Table 2 shows that among these data samples, the audience's viewing volume and its comments are one of the variables and indicators that can best reflect the effect of film and television advertisements, of which viewing volume accounts for 51.1% and audience favorability accounts for 16.3%. Among them, it is also found that for these three, the average number of views and likes of film and television advertisements is relatively high, basically reaching 2311.08 and 2667.12. But in terms of variance, although the variance of the number of views is only 2.13, the variance of the number of likes is larger, reaching 31,239. This fully shows that the audience's preference for the past film and television advertisements has fluctuated greatly and requires further research on its development.

Therefore, in order to study the effect of digital media interaction on traditional film and television advertising, the data significance is tested from the perspective of the audience [22]. The T -value test can intuitively reflect the validity of the statistical data to compare whether the difference between the two means is significant, so it is counted. The audience-related T -value test results are shown in Table 3.

Table 3 shows that in the above data, the standard deviation, skewness, T -value, and related statistical data are mathematically described in order to test whether the above data are in line with the statistical test results. Among them, if the absolute value of audience-related viewing skewness is

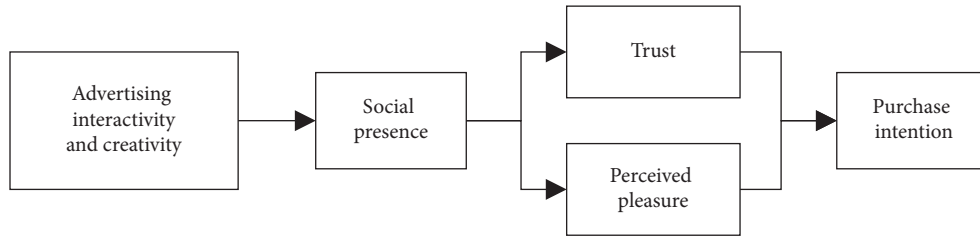


FIGURE 6: The impact of film and television advertising on consumer purchase intentions.

TABLE 1: Specific content of auditory creativity and visual creativity.

Creative style	Connotation
Auditory creativity	Storyline Advertising music
Visual creativity	Characterization Star effect Baby attraction

TABLE 2: Statistical results of different variables of film and television advertising.

Response	Average value	Variance	Percentage
Views	2311.08	2.13	51.1
Likes	2667.12	31.239	16.3
Comments	290.45	15.06	9.2

TABLE 3: Audience-related *T*-value test results.

	Views	Likes	Comments
Standard deviation	1315.93	1319.90	1711.08
Bias	1501.11	1312.12	1672.91
<i>T</i> -value	$T < 0.05$	$T < 0.05$	$T < 0.05$
Statistical values	10.622	11.827	10.683

less than 3, it means that its distribution conforms to a normal distribution. However, it can be seen from the above data that the number of likes and comments of film and television advertisements does not meet this characteristic. In addition, from the perspective of the *T*-value test, it is found that the significance test of the number of views and the number of likes is less than 0.05, which indicates that the data have significant differences.

It can be seen from the above test that the viewing, likes, and comments of film and television advertisements conform to the statistical distribution, and the research on them is significant. Therefore, by taking these three variables as the object, the influence of digital media interaction technology on the number of ad views, likes, and comments is studied. Moreover, these three indicators can often reflect the creativity and effect of advertising [23]. The viewing situation of film and television advertisements based on digital media interaction technology is shown in Figure 7.

Figure 7 shows that digital media interaction technology has given a new meaning to film and television advertising.

Among them, based on digital media interaction, the audience’s viewing of influence ads has increased significantly from 37% to 43.4%, with an increase of nearly 7 percentage points. Moreover, due to the new digital media interaction technology, film and television advertising gets rid of the original time dilemma and achieved an improvement in time from the original 31.2% to 51.4%. This fully shows that digital media interaction can attract audiences to interactively watch advertisements, thereby improving advertising effectiveness.

However, the audience watching the advertisement does not fundamentally improve the effectiveness of the advertisement. The ultimate goal of advertising is to realize the sale and realization of products. Therefore, the audience’s love for the advertisement and the purchase situation are the indexes that can finally measure the effectiveness of the advertisement. Among them, the purchase of video advertisements based on digital media interaction technology is shown in Figure 8.

Figure 8 shows that the digital media interaction technology has broken the final barrier between potential users

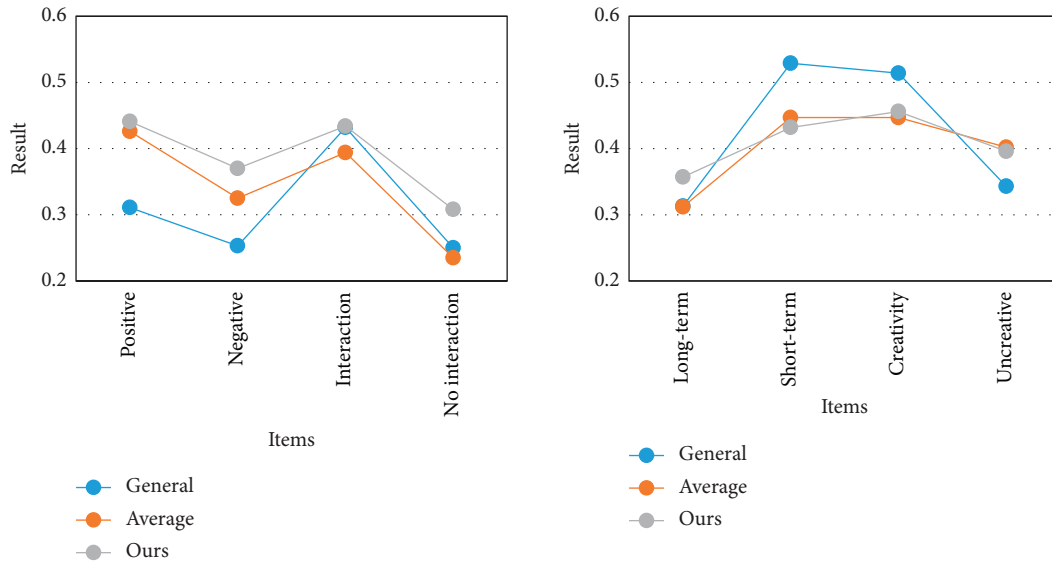


FIGURE 7: Viewing of film and television advertisements based on digital media interaction technology.

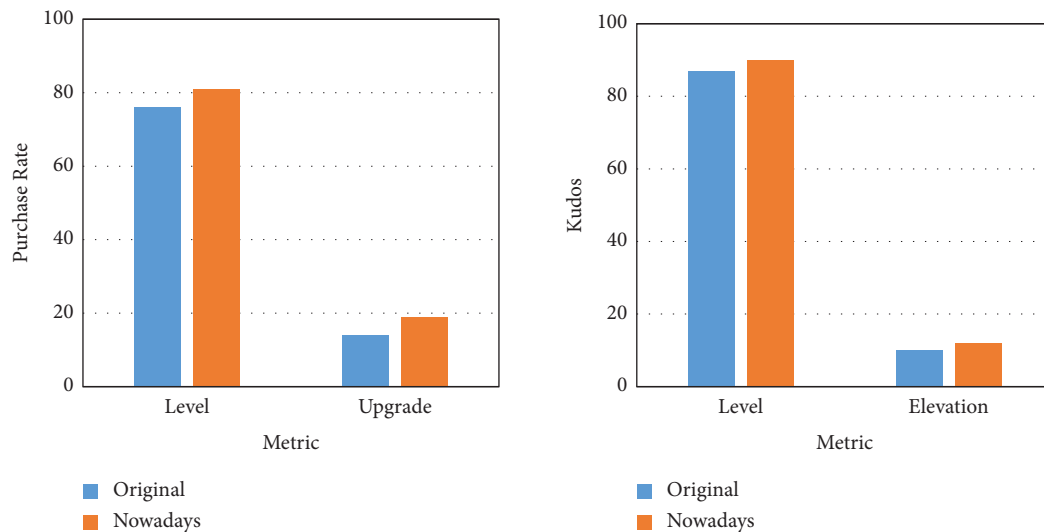


FIGURE 8: Video advertising purchases based on digital media interaction technology.

and the product and has achieved a successful leap in the product. Among them, nowadays, the purchasing power generated by film and television advertising is already huge, so the increase is not large but only 5%, and the user's favorite degree has increased by 9%, reaching 90%. This shows that after a series of digital media interactions, film and television advertisements can often capture the hearts of the audience more accurately and then provide users with just-right services.

After the service or purchase behavior, user feedback and evaluation always are the magic weapons for the sustainable development of the advertising industry. Therefore, it is necessary to study the feedback and evaluation of users' shopping behavior and then make full use of digital media interaction to solve the actual problems of users. The user

feedback based on the digital media interaction technology is shown in Figure 9.

Figure 9 shows that users' word-of-mouth is always an important guarantee for the industry's eternal vitality. Therefore, it is an important measure to improve relevant advertising creativity and advertising efficiency focusing on the feedback and evaluation of users. Among them, after many experiments, it can be seen that the feedback of users is relatively positive. However, there are also situations where people are less willing to share, and the lowest feedback rate is only 12%, which brings challenges to relevant adjustments. In addition, for those users who are more willing to give feedback and evaluation, their opinions are considered more important first-hand information, accounting for 78%.

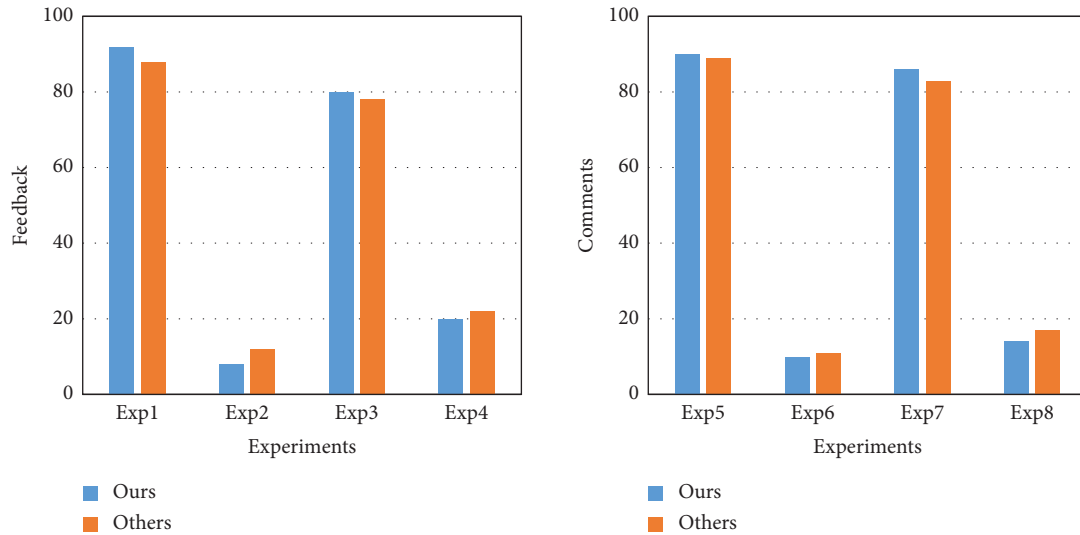


FIGURE 9: User feedback based on digital media interaction technology.

4. Conclusion

Advertising creativity has always been one of the topics that people in the industry pay more attention to, which is also a bright experience for the audience. Through the use of digital media interaction technology, it breaks through the limitations of one-way communication and acceptance of film and television advertisements, maximizes the creative effect of film and television advertisements, and brings positive influence to the creation of film and television advertisements in the future. The article starts from the structure of digital media interaction technology, which focuses on its application and development in the field of film and television advertising. Then the article also transitions from digital media technology to the creative development of film and television advertising, which focuses on analyzing the effect of digital media technology on the development of advertising creativity. Finally, the article intercepts some advertising examples as research objects, which are fully studied to analyze the effect of digital media interaction in developing advertising creativity. Experiments show that digital media interaction technology has a very broad space for development in the creation of film and television advertising creativity. But the shortcoming of this paper is that the selection of film and television advertisements is not very broad, and the analysis of the practical application of digital media interaction technology is not enough. Next, it will focus on its practical application in the production of film and television advertisements so as to provide more powerful technical support for the development of film and television advertisements in the future.

Data Availability

No data were used to support this study.

Conflicts of Interest

The authors declare that they have no conflicts of interest.

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