

Investigation of the Impact of New Media on Movie Advertising

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Abstract:

As the landscape of mass entertainment shifts towards new media—characterized by short-form videos, interactive content, and decentralized platforms—the traditional film industry is undergoing significant changes in its advertising strategies. This paper investigates the impact of new media on movie advertising by analyzing how digital channels, such as social media and streaming services, have transformed traditional promotional methods. Utilizing reliable secondary sources, this research explores various aspects of new media’s influence on film marketing, focusing on case studies like “Avengers: Endgame” and “Spider-Man: No Way Home” to highlight effective strategies. The findings reveal that new media offers unprecedented opportunities for audience engagement through dynamic and interactive content, surpassing the effectiveness of traditional methods. Social media campaigns, marked by high levels of engagement, viral content, and influencer collaborations, have proven particularly successful in driving film visibility and box office success. The research concludes that future studies should incorporate emerging platforms like TikTok, which present novel ways to connect with younger demographics and create shareable content. By understanding the evolving trends and integrating new media strategies, filmmakers can optimize their advertising approaches to enhance audience reach and maximize commercial success.

Keywords: New media; film advertisement; social media marketing; digital promotion; audience engagement.

1. Introduction

In the digital age, the landscape of movie advertising has undergone a profound transformation. Traditional methods, such as print ads, billboards, and television commercials, are increasingly being supplemented or even replaced by innovative digital strategies. New media, encompassing social media platforms, streaming services, and digital marketing tools, offers unprecedented opportunities for engaging and reaching audiences. This investigation delves into how these new media channels are reshaping the marketing approaches of the film industry. By analyzing contemporary case studies and industry data, this paper aims to uncover the extent of new media’s impact on the effectiveness, reach, and overall success of movie advertising campaigns.

This research is meaningful in terms of analyzing the patterns in which new media is affecting the movie advertising sector. It aims at identifying current trends of how new media is functioning in film advertisement, then predicting possible directions and tendencies in which new media is going to evolve and the interplay between media and film. Finally, this paper will give suggestions and recommendations based on the predictions made in previous

sections, advising future film companies and filmmakers to utilize specific marketing strategies in conjunction with the new media in their campaigns to reach a large number of audiences and demographics to profit [1].

The research primarily focuses on the transformative role of new media in film advertising, exploring how digital media platforms are reshaping traditional promotional strategies. It examines the shift from traditional advertising methods to dynamic, user-driven, and interactive approaches enabled by new media. This study aims to understand how the new media channels influence audience engagement, brand perception, and the overall success of film marketing campaigns.

The sources referenced in this paper will mainly be secondary sources. Through citing secondary sources and existing theories, a thorough analysis will be made of the role of new media in film advertising. Specifically, a wide-ranging exploration of various aspects in which the new media is exerting influence on films will be made. Multiple perspectives and theories can be covered using existing studies. The theoretical framework will be based on secondary sources as well. Moreover, the use of secondary sources ensures data validity throughout this

paper. A wide range of data across regions, countries, and demographic groups can be cited to offer a well-rounded perspective that is universally applicable.

The ultimate objective of this research is to determine the future trends in which the new media is evolving regarding film advertising and the role of new media in reshaping the traditional advertising methods in the film industry. Thus, a recommendation or suggestion can be made to filmmakers on advertising strategies that incorporate the use of new media to maximize profit and reach target audiences.

2. Background

The origins of film advertising date back to the early 20th century when the film industry was still in its infancy. The first forms of movie promotion were primarily posters, hand-drawn, and displayed outside theaters to entice customers. They were designed to capture the essence of the film, often including the main characters and bold typography to convey the genre and mood of the entire film. As the film industry grew, the sophistication of movie posters improved as well; they began to feature more detailed artwork, photography, and eventually, iconic designs that became synonymous with the films themselves [2].

In addition to promoting the film, posters also played a significant role in brand recognition, with certain directors, actors, and studios becoming closely associated with specific visual styles. The golden age of Hollywood saw the rise of legendary poster artists who created some of the most memorable and influential designs in cinematic history. Today, while digital media has introduced new avenues for film promotion, the movie poster remains a powerful and iconic tool in advertising, bridging the gap between the early days of cinema and the modern era.

Billboards have been a significant medium in movie advertising, offering large-scale visibility that captures the attention of a broad audience. As early as the 1920s, billboards became an integral part of film promotion, strategically placed in high-traffic areas such as busy city streets, highways, and near theaters. Their expansive size and prominent locations made them ideal for creating buzz around new movie releases, reaching commuters and pedestrians alike. Unlike posters, they offered the advantage of widespread exposure, which made them a powerful tool for generating anticipation and awareness on a massive scale. The elements included in billboards were carefully chosen to leave a lasting impression in seconds [3].

In contemporary film advertising, the core features of traditional posters and billboards have been seamlessly integrated into new media, reflecting advancements in communication and audience engagement. Modern digital

platforms leverage high-quality graphics and dynamic visuals, akin to the striking imagery of posters and billboards, to capture viewer attention. Strategic placement remains a key element, with targeted advertising on social media and websites ensuring that film promotions reach specific audiences based on their interests and behavior. New media also introduces interactive elements, allowing audiences to engage with advertisements through likes, shares, and AR experiences, transforming passive viewership into active participation. Furthermore, the ability to update content in real-time and synchronize ads across multiple platforms enhances the relevance and visibility of film promotions, echoing the multi-location strategy of traditional advertising. Overall, new media has not only retained the essential features of its predecessors but has also expanded its capabilities, creating more dynamic and engaging film marketing strategies [2].

New media began reshaping film advertising in the early 2000s with the advent of the Internet, allowing studios to explore online ads, movie-related websites, and email marketing. The rise of social media platforms like Facebook, Twitter, and Instagram further transformed film promotion by enabling direct interaction with audiences and fostering viral marketing through user-generated content and shares. Video-sharing platforms such as YouTube provided a new venue for distributing trailers and promotional clips, enhancing reach and engagement. Streaming services then introduced personalized marketing by integrating targeted ads and recommendations based on user preferences. More recently, technologies like augmented reality (AR) and virtual reality (VR) have created immersive promotional experiences, while influencer marketing leverages social media personalities to reach specific demographics and generate buzz. Together, these advancements in new media have revolutionized film advertising, offering more interactive, targeted, and innovative methods to engage audiences.

3. Case Analysis

Take the 2019 movie “*Avengers: Endgame*” as an example. Marvel has effectively utilized the power of new media to advertise the movie and its box office success can be partially attributed to the promoting methods used throughout the release phase of the movie. As a result, the film has become the eighth highest-grossing film of all time.

First, Marvel expanded the target audience in their marketing through the use of social media. They rolled out to ten different custom ad-supported spots, reaching a larger audience than ever. Then, both Marvel Entertainment and Avengers Instagram accounts kickstarted the marketing

campaign by posting similar portraits of the main characters in the film 1 month before the initial release of the film. The alive characters had color render, while the characters neutralized by Thanos had monochrome render. This aroused the audience's curiosity while not giving out too many clues, maintaining a sense of mystery; this intrigued the potential audience, making it a successful marketing strategy. Moreover, Marvel has used the hashtag "#Avengers Endgame" throughout the campaign and on different platforms. The consistent use of hashtags across different social media platforms creates an influential cross-platform effect so that users automatically link the campaign on the platforms they use, making the impression last longer. Influencer marketing is evident in the campaign as well: the movie's cast, which is already an all-star combination, all promoted the movie through their media channels. The large number of users following the "influencers" has made influencer marketing successful.

As a result, the film grossed 1.48 billion USD in revenue. The combination of marketing strategies, with the emphasis on the use of new media, has made the marketing strategy extremely influential. Thus, *Avengers: Endgame* is frequently used as a case study example worldwide for film production companies. Learning from this case, future filmmakers should emphasize a multitude of online marketing strategies, such as the use of multiple media as a means to expand target audiences, exquisitely releasing clues from the film to arouse curiosity, and inviting the crew or external influencers to post on social media.

The second case study will focus on the box office hit "Spider-Man: No Way Home" Released in December 2021, "Spider-Man: No Way Home" serves as a compelling case study for analyzing the impact of social media advertisements on film promotion. The film's marketing campaign strategically utilized various social media platforms to maximize reach and engagement, demonstrating the power of digital marketing in contemporary film promotion.

Marvel's marketing campaign for "Spider-Man: No Way Home" effectively harnessed the power of social media, generating impressive engagement across multiple platforms. On Facebook, the campaign achieved 1.5 million likes on the official film page, 500,000 shares of the primary trailer, and over 200,000 comments, indicating a high level of audience interaction and excitement. Twitter saw 800,000 likes on promotional tweets, 400,000 retweets of major announcements and trailer releases, and over 1 million mentions of the film's hashtags, reflecting widespread buzz and viral reach. On Instagram, the official trailer post garnered 2 million likes, 300,000 reposts by influencers and fans, and 150,000 comments, showcasing significant engagement and effective influenc-

er collaboration. YouTube recorded 75 million views on the official trailer, 2.2 million likes, and 1 million shares, underscoring the trailer's broad visibility and viral spread. The high levels of interaction and engagement across these platforms highlight the campaign's success in creating anticipation and driving audience interest, contributing to the film's strong box office performance.

The social media campaign for "Spider-Man: No Way Home" achieved remarkable success by generating significant buzz and engagement across platforms. The film's social media posts attracted millions of likes, shares, and comments, highlighting strong audience interest and active participation. The viral spread of content, marked by high view counts, retweets, and shares, broadened the film's reach beyond initial followers and intensified pre-release hype. Collaborations with influencers and high-profile personalities on Instagram further amplified the film's visibility and engagement, with influencer posts contributing significantly to the campaign's success. This extensive online reach and positive reception directly impacted the film's box office performance, helping it earn over \$1.9 billion globally and showcasing the effectiveness of social media marketing in driving audience interest and cinema attendance.

The "Spider-Man: No Way Home" case study illustrates the significant impact of social media advertisements on film promotion. By leveraging platforms like Facebook, Twitter, Instagram, and YouTube, the film's marketing campaign achieved remarkable engagement levels, facilitated viral spread, and effectively utilized influencer partnerships. These strategies played a crucial role in generating pre-release buzz and contributing to the film's commercial success, highlighting the power of social media in modern film advertising [4].

4. Discussion

Future researchers can delve into the measurable social effects of the strategies. Due to the lack of sources and data available, this paper fails to present measurable outcomes of the market trends, public response, and so on.

For possible pathways in future research, incorporating emerging social media platforms like TikTok into research on film advertising could provide valuable insights. TikTok's unique format, characterized by short-form, engaging videos, and its algorithm-driven content discovery, offers a novel way for film studios to connect with younger audiences. Future research should explore how TikTok's viral challenges, trends, and influencer collaborations can be utilized to create impactful and shareable film advertisements. Analyzing TikTok campaigns could reveal new strategies for engaging audiences through interactive and

creative content that resonates with diverse demographics. Additionally, investigating the effectiveness of TikTok's advertising tools and how they integrate with other platforms could offer a comprehensive understanding of cross-platform marketing strategies. By including TikTok in future studies, researchers can capture a more holistic view of contemporary film marketing and adapt strategies to harness the full potential of emerging social media trends [5].

5. Conclusion

The investigation into the impact of new media on movie advertising reveals a profound shift in how films are promoted in the digital age. Traditional advertising methods, such as posters and billboards, have been significantly enhanced and sometimes replaced by dynamic, interactive digital strategies. The research shows that new media platforms—ranging from social media to streaming services—have revolutionized the way audiences engage with film advertisements. By leveraging high-quality visuals, strategic placement, and interactive elements, new media offers a more personalized and engaging approach compared to traditional methods. This shift has led to increased audience engagement, broader reach, and enhanced effectiveness of advertising campaigns.

The case studies of "Avengers: Endgame" and "Spider-Man: No Way Home" illustrate how successful integration of new media strategies can drive substantial commercial success. Marvel's use of social media, influencer collaborations, and targeted advertising played a crucial role in maximizing visibility and generating anticipation, contributing to the film's impressive box office performances. These examples underscore the effectiveness of

new media in creating impactful, viral marketing campaigns that resonate with audiences on multiple levels.

Looking ahead, future research should explore emerging platforms like TikTok, which present new opportunities for film advertising. TikTok's format of short-form, viral content, and its unique algorithm-driven discovery process offer fresh avenues for engaging younger audiences. Investigating how TikTok's viral challenges, trends, and influencer collaborations can be harnessed for film promotion could uncover innovative strategies and new patterns in audience engagement. Additionally, examining the integration of TikTok with other platforms could provide insights into cross-platform marketing strategies. By expanding research to include these new media trends, future studies can offer a comprehensive understanding of how evolving digital tools are reshaping the landscape of film advertising and help filmmakers adapt their strategies to remain at the forefront of effective marketing practices.

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