New Media Technologies and Advertising Practice in Nigeria[1]

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Abstract: The new media technological advancement has completely transformed the advertising process globally and locally as advertising professionals have found innovative solutions to creating stimulating advertisements. Advertising business in Nigeria could be traced to 1928 when United Africa Company (UAC) established the West African Publicity Limited, to provide marketing support services for the company and its colonial masters in both Nigeria and West Africa. In 1929, this department was later transformed into a full-fledged advertising agency which was known as Lever International Advertising Services (Lintas) and still exists till date in Nigeria having both local and global presence. This development has not only changed the advertising sector in Nigeria but it has opened a global window for the Nigerian advertising industry and the economy as whole. The Nigerian advertising industry has contributed to economy growth and development by creating jobs and investment through international affiliations with global advertising agencies and companies. Thus, this study examined the application of new media technologies in advertising practice in Nigeria and the extent to which advertising practitioners in Lagos apply new media technologies in the process of advertising planning and executing campaigns. The theoretical frame work formulated for this study were based on the assumptions of the theories of technological determinism and diffusion of innovation while the survey method was utilized for this study and primary data were collected from 100 respondents through a simple random sampling method and analyzed using simple frequency tables.

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Findings from the study showed that advertising practitioners adopt new media technologies at different stages of the advertising process that is most of them adopt it during all the stages of the advertising process. Finally, new media technologies are innovative solutions to advertising practice, therefore, this study suggested that advertising practitioners and all the stakeholders in the advertising practice should take advantage of innovations of new media technologies for a brighter advertising industry.

Keywords: Advertising agencies, Advertising practitioners, History, Nigeria, New media technologies.

NEW media technologies are essentially virtual cultures with modern computer technology, digital data controlled by software programmes and the latest fast developing communication technology. Most technologies described as "new media" are digital, and often have characteristics of being networkable, dense, compressible, interactive and impartial.

Information and communication technologies are changing and they can be determined with a definite direction. Consumption, distribution, information and use are not any longer a monopoly of traditional media broadcasters. New Media afford a "many-to-many publishing". Beforehand, it was rather the usual broadcasting from a single source to its audience. Along with this, the people had less room for feedback, criticism and censorship. In the New Media network, the audience gain access to platforms from which to express their own ideas and opinions is not supervised by the long-standing gatekeepers of information, like there were media corporation's and government's regulations before. Circumventing those, everybody became a direct competitor of established media institutions (Bachelorarbeit, 2009).

In a similar view, Fidler (1997) defines new media as "all emerging forms of communication media". There is evidence to suggest that communication processes and message compositions change. In addition to radio, television increasingly becomes a casual medium. Therefore, the effectiveness of advertising in the mass media becomes more and more questioned. "Special Interest Media" flood the advertising market. The target groups for advertising messages decrease significantly. Advertisers recognize changes in society's

values towards individualization. Mass media orientated communication looses ground.

The new media are new communication technologies that combine the computers and telecommunication technologies and are used as channels for the dissemination of information to a heterogeneous audience regardless of time, space and distance. Moreso, Olise and Ikpe (2010) adds from a new dimension that new media have to do with the convergence of computer technology and telecommunications technologies. There are different examples of new media such as the Internet, mobile phones, videoconferencing, e-mail, chat rooms, online newspapers, magazines among host of others. It is a term that describes traditional forms of media that have been transformed by advancements in digital technology and digital computing.

The dissimilarity between "New Media" and Old media is sometimes perceived to be a difficult one to make, because new media does not so much represent an entirely new creation, but the re-conceptualization of a current, and most likely popular source of information in a newly digital format. This relationship of old to new media is concerned with transformations of the apparatus (social machine) of language, from more basic forms of oral communication to the establishment of literacy, and from literacy to the digital adaptation of speech. New Media must therefore be understood within the context of not only established institutional practices, but also within the processes by which institutions establish their public and private identities as well.

Problem Statement

The new media are new communication technologies that combine the computers and telecommunication technologies and are used as channels for the dissemination of information to a heterogeneous audience regardless of time, space and distance. The application of new media in advertising spans beyond the fact it is used for online campaigns on social media sites. There are new and available technologies that are used in today's advertising to augment the traditional media of disseminating

the messages to the target audience. Advertising employs new technology to reach customers, specifically via the Internet. While print, radio and television advertisements still exist, traditional advertising's influence has decreased, forcing the marketing industry to consider new media avenues. Consumers are increasingly on the Internet to communicate, receive news, and purchase products. A computer screen may be the most efficient way to reach these technologically savvy consumers.

This growing trend in the sophistication of media technologies has given advertising practitioners the power to target more consumer via the new media and because the new media is interactive and internet driven, more advertiser easily interact with consumers. It consist of websites, blogs (Web logs), vlogs (video logs), visual and audio newscasts, RSS news feeds (Really Simple Syndication Web updates), and social networking. These choices are available to anyone with an internet connection and are a way to gain a global audience.

The advent of new media has made so much impact in the advertising industry as practitioners get more involved in the process of strategizing more effective way of reaching the target audience. The coming of new media in the advertising practice globally and locally has set a standard for advertising agencies to brace up for the highly competitive market. It has also helped the agencies to acquire new media technologies and gadgets that can help them design attractive messages that would appeal to the target audiences. One of the reasons why Razdan (2008), noted that consumers are increasingly influencing the way media propagates it. Their actions and possessions decide what route the advertising industry will take. They use personal computers to stay in touch and interact with the world, ipods and mp3 players to make their own playlists and personal video recorders to become perfect prosumers.

Advertising practitioners now make use of highly sophisticated gadgets like Mac/apple computer systems with software such as CorelDraw x5, adobe in design, Photoshop, microworx, macro media flash etc. to enable them design advertisements for various new media platform. More so, to experience what consumers feel on such new media platform, the advertising agencies help clients to design micro sites that gives room for an interactive forum. Most advertising

practitioners now encourage their client to acquire new media gadgets like blackberry, ipad, android products and other technological- driven devices.

Purpose of Study

The fast pace of these new media technologies today is uncontrollable and it is being incorporated into all spheres of life including advertising. Thus, the purpose of this study is to examine how new media technologies are used in the contemporary advertising practice, taking perspective from the innovative development adopted by advertising practitioners to communicate the advertiser's products and services to the target audience and prospective consumers. More so, to explain the importance of the new media in shaping the way advertising is done in recent times in a dynamic society.

Research Questions

The following research questions guided the understanding of this study.
1. To what extent are the advertising practitioners in Lagos exposed to the new media technologies?
2. What is the attitude of advertising practitioners in Lagos towards new media technologies?
3. To what extent do advertising practitioners in Lagos adopt new media technologies in the process of advertising planning and executing campaigns?
4. To what extent does the adoption of new media influence message planning and execution.

Scope of the Study

This study focused on the application of new media technologies in the advertising industry in Nigeria. Other concepts such as sales promotion, personal selling, public relations, direct marketing, in the marketing communication would not be examined in this study. More so, other forms of traditional advertising such as television, newspaper, radio, direct mail would not be thoroughly examined in this study but may serve as a basis for comparison with the new media.

Historical development of advertising in Nigeria

Advertising business in Nigeria could be traced to 1928 when United Africa Company (UAC) established the West African Publicity Limited, to provide marketing support services for the company and its colonial masters in both Nigeria and West Africa. In 1929, this department was later transformed into a full-fledged advertising agency which was known as Lever International Advertising Services (Lintas) and still exists till date in Nigeria having both local and global presence. This development has not only changed the advertising sector in Nigeria but it has opened a global window for the Nigerian advertising industry and the economy as whole.

   However, the 1974 promulgation of the indigenization decree was enacted in Nigeria and most of the foreign advertising agencies were sold off to Nigerian managers who today have successfully managed the advertising business in Nigeria.   Today, there are more than 70 advertising agencies and about the same number of outdoor advertising companies across the industry The Nigerian advertising industry has contributed to economy growth and development by creating jobs and investment through international affiliations with global advertising agencies and companies. Advertising agencies in Nigeria with creative strengths and innovation have been able to compete with global advertising agencies at *Cannes Lions International Festival. And in June 2013, a Nigerian advertising agency Noah's ark communications won* two Press Lions National Diploma awards in the craft and illustration category. *The festival*

usually focuses on the Creativity of advertisements and it is the world's biggest celebration of creativity in communications, held annually in <u>Cannes, France</u>*, where there are about 30,000 entries from all over the world.*

New Media and Advertising Practice in Nigeria

The advertising agency is an organization that helps to promote the products and services of the advertiser. They are in charge of developing an advertising plan, preparing a creative strategy, creating advertising executions, developing and implementing a media plan, handling billing and payments and integrate other marketing communications.

Bel-Molokwu (2000) describes the advertising agency as the specialized, professional corporate body whose duty is to carry out advertising services. These duties are broadly grouped into the following 1). Counseling of clients. 2). Receiving briefs from clients. 3). Planning campaigns for clients 4). Executing campaigns on behalf of clients 5). Placing advertisements and commercial on behalf of clients and 6) evaluating campaign effectiveness of the overall advertising environment.

There are so many advantages of the new media in the advertising sector in Nigeria. For instance, in the political advertising, advertising agencies created a platform for online campaigns during the 2011 elections in Nigeria and the success story was that the campaign was effective as the audience knew about their candidates through various online media. Thus, voting pattern changed as well.

The new media has helped the advertisers, practitioners and consumers to engage in feedback or interactivity process. It is possible for advertisers and consumers to engage in meaningful communication with instantaneous feedback via the online media. In addition, with the knowledge of the new media and marketing, advertisers have been able to maximize media spend for return on investment (ROI).

The benefits of the new media to advertising agencies is evaluated from an effective advertising approach which gives room for integration between

diverse media, higher innovation and development of unique services with stronger planning platform.

The Nigerian advertising industry is regulated by Association of Advertising agencies of Nigeria (AAAN). The association since 1973, has been promoting the interests of advertising agencies in Nigeria. In addition, the association also recognizes outstanding advertising campaigns based on innovations and creativity through its annual Lagos Advertising and Ideas Festival (LAIF) awards.

New Media

The dawn of high-speed internet technology gave birth to a new approach that helps users to better utilize their time and attention to create a rich, personalize and social media environment. This is called new or innovative media, it is the combination of personalized media experience with global platform for participation and it forms a union of unlimited professional and user-created audio, video or content with the limited consumer time and attention. It recognizes that users increasingly have access to a two-way communication infrastructure. To realize the vision of innovative media, two things must be kept in mind – new content distribution model that put users in control and more accurate and scalable data about what they are watching, doing or creating. The combination of these two will create a unique media environment, a platform that connects media providers and media seekers. It will enable innovative media to flourish by allowing content owners, advertisers and users to discover, select, configure, distribute and exchange professionally-produced and user-generated content.

Amobi (2011) defines new media as an interactive digital media, computerized or networked information and communication technologies such as the internet, as opposed to traditional media such as print and television.

Lister et al (2009) describes new media technologies as all environments that let users search, research, share and configure their media experience will become valuable mediums. More so, that these environments will become the primary means for users to navigate unlimited professional, community-generated and user-generated content and services. In addition, those who can

actually track and measure this rich consumer activity and map it to community behaviour and buying tendencies will then create value for their content, media and advertising participants.

Crosbie (2006) further mentioned that new media are uniquely industrialized and information can simultaneously be delivered or displayed to a potentially infinite number of people. Each of the people involved – whether publisher, broadcast or consumer shares equal and reciprocal control over the content. Any media a content that is digital can be stored as the 1s and 0s of computer, code, including text, audio, pictures and video. This digital content can be delivered via different media, such as a compact disk (CD), digital video disk (DVD) or digital radio or television broadcast signal.

Over the past few decades, the growth of digital media, the rise of the internet, and the proliferation of mobile devices have combined to burst open the very meaning of mass media in several ways. (Bolter and Grusin 1999; Lister et al 2009). The shift from analogue (non digital) to digital media content was significant, the internet is the communications platform on which digital media content can be delivered to a wide variety of devices, including desktop computers, wireless laptops, smartphones and other mobile devices.

Manovich (2002) summarizes that all new media objects whether created from scratch on computers or converted from analogue media sources are composed or digital code; they are numerical representations.

Features of New Media

New media refer to a wide range of changes in media production, distribution and use which are more than technological changes, they are also textual, convention and cultural and one of the most important features of the new media is that user control the message they consume and when they want to consume such message; they have to willingly participate.

Lister, et al (2009) listed the following as the unique features of new media;

1. **Digitality** – new media are often referred to as digital media or digital new media because the process is done through computer. In a digital process

all input data are converted into numbers. In terms of communication and representational media this "data" usually takes the form of qualities such as light or sound of represented space which have already been coded into cultural form (analogue form), such as written text, graphs, and diagrams, photographs, recorded novial images, etc..

2. **Interactivity** – Digital media offer a significant in opportunities to manipulate and intervene in media. These multiple opportunities are often referred to as the interactive potential of new media.

3. **Hypertext** – The Prefix "hyper" is derived from a Greek word which has the meaning of above, beyond or outside. Hence, hypertext has come to describe a text which provides a network of links to another text that are outside, above and beyond itself. It can be defined as a work which is made up from discreet units of material in which each one carries a number of path ways to other units.

4. **Dispersal** - To suggest key differences that distinguish "new media" from existing forms of mass media, disposal will explore the idea that what confronts us is a dispersed media system. In order to understand new media, one have to develop a framework that recognizes the way in which both the production and distribution of new media have become decentralized, highly individualized and woven ever more closely into the fabric of everyday life. Dispersal is the product of shifts in our relationships with both the consumption and production of media texts.

5. **Virtuality** – Virtual reality is applied to several different forms of media and image technologies simultaneously, and beyond these to the very character of everyday life in technological developed and advanced societies. More so, the virtual environment is the space where participants in online communication feel themselves to be. We meet the "virtual" in discussions of the internet and the world wide web; immersive, 3D and spectacular image technologies; screen based multimedia (virtual desktops and windows) and in the transformation and convergence of older media as in Digital Cinema, Video and Computer Animation. Lister, et al (2009)

Empirical Review

Past studies on new media technologies revealed that it has been very helpful in the promotion of products, ideas, person for political campaigns, as well as enhancing creativity in the advertising business.

Browne (2006) conducted a research on advertising and the internet: A study of Agency-Client expectation of the internet as a promotional tool. Using web survey method to administer questions to the advertising agencies and the clients, the study revealed that many international advertising agencies network were found to be actively using the internet as a promotional tool. The study also stated that the new media helped the agency in creating quality advertisements for the various new media platforms and finally, that it has strengthened the working relationships between the advertising agencies and their clients.

Previte and Forrest (1998) also conducted a study on Internet Advertising: An Assessment of Consumer Attitude to Advertising on the Internet. This research study focused on the examination of consumer attitude to commercialization and conceptualization of internet advertising; that is new technology. It is based on consumer's attitude to advertising in new media.

Findings from their study revealed that about 69% of respondents learn about products and services from internet advertising, 48.9% finds brands with the features they are looking for through internet advertising and 59.9% believe that internet advertising keeps them up to date on product information. This supports the general assumption on the internet helps organizations transformed themselves to operate more efficiently and effectively and to position themselves better for the future. That is why companies like Amazon, Dell computers, Cisco Systems Netscape are cited frequently, in the popular press as proof for the rapid growth and development in e – business and commerce that can be achieved in the new media.

From the Nigerian perspective, Ikpe and Olise (2010) conducted a research on the era of new media technologies and the challenges of media relations practice in Nigeria. They found out that new media technologies like the internet, mobile phones, videoconferencing among others which now overlap with the different media of communication due to technological innovations and convergence,

have transformed media relations practice. Although, certain factors such slow technological penetration, poor funding among others pose as challenges to effective media relations practice in Nigeria. Thus, the study supports the theoretical perspective of technological determinism theory. They suggested that those directly or indirectly involved in the practice of media relations in Nigeria should merge resources together or separately and be actively involved in ensuring that the transformations brought about by new media technologies in media relations are explored.

In recent times, advertisers are moving with current trends in the society by utilizing all forms of new media technologies to promote their brands in order to survive the ever dynamic and competitive markets of their product category. Advertising originally is regarded as a one way communication platform but with the advent of new media, which allows for two-way communication among users, advertisers and practitioners. Advertising on the various new media platform is a current practice in the advertising industry and because of the interactive nature of the new media and advertisers have taken the advantage of this by engaging their target via these platforms.

Theoretical Review

The theories relevant for this study include technological determinism theory and diffusion of innovation theory. These theories are relevant to this study based on their theoretical underpinnings and postulations that are related to new media technologies and innovations which has grossly influenced every aspect of the society including advertising.

Technological Determinism Theory

Technological determinism, a term originally coined by Thorstein Veblen was later popularized by Marshall McLuhan in 1964 and it states that technology – specifically, media – decisively shapes how individuals think, feel, and act and

how societies organize themselves and operate. McLuhan developed a very rich relationship between technology, media and their impact on society.

McLuhan (1964) explained that all technology is communication, an extension of ourselves that allows us to reach further through time and/or space and that the "every new technology necessitates a new war".

The proposition of this theory states that communication technology is fundamental to society, each technology has a bias to particular communication forms, contents and uses. The sequence of invention and application of communication technology influences the direction and pace of social change and communication revolutions lead to social revolutions.

McQuail (2010) explains that technological determinism theory that presumes that a society's technology drives the development of its social structure and cultural values. The development of the internet and it's extremely rapid penetration in all aspects of human life. This term refer to the common assumption that new technologies are the primary cause of major social and historical changes. In the light of this, the fact cannot be denied that we live in a technology determined society and the advertising world is moving fast with this trend in the society.

Today, the web permeates the daily lives of millions around the globe. The effect is profound and often direct, changing the way we communicate and consume on a global scale. After its initial development as a method of transferring and sharing information for use in academic research, and later adaptation for military use, the World Wide Web entered the public domain. The flexibility of Hypertext, and increasing bandwidth capacities introduced new ways of interacting, communicating and sharing data.

Diffusion of Innovation Theory

The original diffusion research was done as early as 1903 by the French sociologist Gabriel Tarde who plotted the original S-shaped diffusion curve. An innovation is an idea, practice, or object perceived as new by an individual or other unit of adoption.

The diffusion process typically involves both mass media and interpersonal communication channels. Today, new media technologies such as the internet and mobile phones which combine aspects of mass media and interpersonal channels represent formidable tools of diffusion.

Rogers (1995) defined diffusion as "the process by which an innovation is communicated through certain channels over time among the members of a social system". He described an innovation as any new idea, practice, or object considered new to an individual. Rogers primarily discussed technological innovations and explained that "a technology is a design for instrumental action that reduces the uncertainty in the cause-effect relationships involved in achieving a desired outcome". He made it clear that a technology is information, not just equipment. Most technologies have hardware and software components. The hardware aspect consists of "the tool that embodies the technology as a material or physical object," and the software aspect consists of "the information base for the tool". Diffusion research centers on the conditions which increases or decrease the likelihood that a new idea, product or practice will be adopted by member of a given culture. Diffusion of innovation theory predict that media as well as interpersonal contacts provide information and influence opinion and judgment.

Basically, diffusion of innovation theory offers a way to explain the spread of new ideas and the acceptance of such new ideas into practical situations. By definition, diffusion is a process by which an innovation is communicated through certain channels over time among the members of a social system. Diffusion research has demonstrated that individuals progress through five stages as they move towards adoption of an idea or product: knowledge, persuasion, decision, implementation, and confirmation.

Advertising agencies have dramatically changed over the last few years with the advent of the internet and online advertising. Most businesses have realized the importance of getting online and using the hip new methods and processes associated with forms of internet advertising. Few advertisers could have imagined in the early 80s what role advertising agencies would take on today. They have added such methods as search engine positioning, pay per click marketing and social media marketing to their arsenals. Not only do

agencies develop video advertisements for television airtime, they now create video advertisements for the internet and viral videos for YouTube. In Nigeria, Prima Garnet advertising agency recently uploaded the television commercial for Airtel 5x bonus promotion.

Advertising agencies today are quick to adopt new trends since internet media is constantly and rapidly changing. Most advertisers now choose the right advertising agency for business in a dynamic competitive market environment. It is more convenient for advertisers to sign on an advertising agency that can handle the entire advertising campaign, because they should be able to run internet-based campaigns, make YouTube videos and place print advertisements.

Advertising agencies in Nigeria have realized that fact that consumers are on the new media and it is paramount to catch them there, thus, the need to adopt new media technologies in the advertising business. To keep up with ever-changing advertising and marketing options, advertising agencies are rapidly adopting new strategies and outlooks on how consumers interact with brands. While many advertising agencies have been slow to adopt social media, others have been keeping up with the trends quite well. O'Dell, (2010).

METHODOLOGY

This study is a descriptive research aimed at finding out the relationship among the key variables of the study vis-à-vis content of new media technologies and advertising practice.

The survey method was adopted in gathering the relevant data to address the research questions of the study. Survey research method involves scientifically sampling and interviewing people to analyze responses and the information obtained from sample is valid for the scientific generalization of the population. It involves drawing up a set of questions on various subjects which selected member of a population are requested to react. Survey research methods are used in all areas of life from business, consumer groups, politics, economics, marketing, advertising, public relations etc.

Population of Study

The population for this study were all registered advertising agencies with the Association of Advertising Agencies in Nigeria (AAAN). These agencies comprised full service advertising agencies, specialized advertising agencies and digital or interactive advertising agencies in Lagos metropolis.

Sampling Size and Sampling Procedure

The sampling procedure adopted in this study was the probability sampling procedure. The probability sampling procedure involves a mathematical or probability approach. This is a type of probability sampling technique in which each unit to be observed are selected randomly on the basis of their representativeness to the population of study. More so, the sampling frame was the list of all registered members of the Association of Advertising Agencies in Nigeria (AAAN) in Lagos. The advertising agencies examined in this study were randomly selected because they constitute the element of this study because they are involved in the creation, and execution of advertising messages using different forms of traditional and new media technologies.

The sample size for this study was one hundred (100) advertising practitioners selected from twenty advertising (20) agencies in Lagos. These practitioners work in advertising agencies and digital advertising agencies. This sample size was representative of the population as listed in the sampling frame i.e. using the list of registered advertising agencies in Lagos.

The probability sampling technique was adopted for this study by utilizing the simple random procedure. Probability sampling technique ensures that samples are selected according to scientific guidelines and that each sample has the chance for selection of each unit is known.

The respondents were managers, supervisors and junior staffs and selected from all departments in the advertising agencies, that is, the client service or accounts planning, creative, strategy, media and research departments. These departments were selected for this study because they are all involved in the

message design and execution of advertisements on the various media platforms. More so, they understood the techniques of technological innovations and were able to determine the adoption rate of new media technologies in relation to the advertising business. Thus, a simple random sample was conducted using a list of registered advertising agencies in Lagos by writing out figures 1-78 (the total number of members on the list of AAAN) and rolled into ball shape, joggled and picked without replacement until the researcher arrived at the 20th advertising agency.

Data Collection Instrument

The data collection instrument for this study was the questionnaire (primary data). The primary data are the first hand information that would be collected from the respondent in the study. A set of twenty (20) questions were asked in this study to get the necessary and accurate information from the primary source of data.

ANALYSIS AND DISCUSSION OF FINDINGS

This study is a descriptive research and for this purpose, a total of one hundred questionnaires were distributed to the randomly selected respondents (advertising practitioners) from twenty (20) registered advertising agencies in Lagos State to find out how new media technologies are applied in advertising.

Demographic of Respondents

These respondents consist of one hundred (100) advertising practitioners randomly selected from twenty (20) registered agencies from the Association of Advertising Agencies of Nigeria (AAAN) in Lagos (five from each agency). The total number of questionnaires distributed was 100 out of which 92 were

properly filled and returned. The respondents are advertising practitioners who were randomly selected from Twenty (20) advertising agencies and are members of the Association of Advertising Agencies in Nigeria (AAAN) in Lagos (five respondents from each agency).

The demographic characteristics and classification of the 92 respondents are analyzed below:-

Rank	No of Respondents	Percentage (%)
Top Management	22	24
Supervisor	65	71
Junior Staff	5	5
Total	92	100

Table 1: Job Status of Respondents

Table 1: shows the frequency and percentage distribution of the job status of the respondents. The pie chart shows that 22 (24%) out of the 92 respondents were top management staff, 65 (71%) were supervisors while the remaining 5% were junior staff. This result implies that most of the respondents were supervisor.

Gender	No of Respondents	Percentage (%)
Female	15	16
Male	77	84
Total	92	100

Table 2: Gender Distribution of Respondents

Table 2 above shows the gender distribution of respondents. The result is represented in figure 2. It shows that 15 (16%) were females while 77 (84%) were males. This implies that majority of the respondents were male.

Age	No of Respondents	Percentage (%)
20 – 30 years	30	33
31 – 40 years	47	51
41 – 50 years	15	16
Above 50 years	0	0
Total	92	100

Table 3: Age Distribution of Respondents

Table 3 above shows the age distribution of respondents. From the pie chart above, 33% (30) were between 20 – 30 years, 51% (47) were between 31 – 40 years, 16% (15) were between 41 – 50 years. None of the respondents was above 50 years.

Registration Status	No of Respondents	Percentage
AAAN Registered	92	100
AAAN Unregistered	0	0
Total	92	100

Table 4: Association of Advertising Agencies in Nigeria (AAAN) Membership Status of Respondents

Table 4 shows the membership status of respondents. From the analysis displayed in the pie chart, all 92 (100%) of the respondents work in various Advertising Agencies that are fully registered with the Association of Advertising Agencies in Nigeria (AAAN) in Lagos.

ANSWER TO RESEARCH QUESTIONS

The research questions were answered based on the respondents' answers drawn from the questionnaires.

Research Question 1: To what extent are the advertising practitioners in Lagos exposed to the new media technologies?

RESPONSES	FREQUENCY
Application of emerging digital technology to advertising production	14
Internet advertisement and SMS through mobile phones	12
Unconventional traditional media	30
Social networks such as blogs, facebook, twitter, Blackberry messenger, You tube, etc	36
TOTAL	92

Table 5: Respondents' Perspective on the Concept of New Media Technologies

RESPONSES	FREQUENCY
Blogs and Social networks e.g. facebook, twitter, skype, yahoo	25
Smart phones, Bulk SMS and Mobile phone applications	21
Computer multimedia e.g. CDs, DVDs	12
Websites, web banners, video games	20
Digital outdoor displays e.g. scrolling LED screens, van displays	14
TOTAL	92

Table 6: Awareness of New Media Genres/Types

The results above revealed that advertising practitioners have varied awareness, opinion and knowledge of the concept of new media. The results also show that new media are new forms digital technologies and can be applied to advertising. They include internet advertisement and SMS through mobile phones; as unconventional media other than the traditional media such as TV,

newspapers, handbills etc. Also, new media could be regarded as social media and networks such as blogs, facebook, twitter, You tube etc.

Research Question 2: What is the attitude of advertising practitioners in Lagos towards new media technologies?

RESPONSES	FREQUENCY
YES	92
NO	0
TOTAL	92

Table 7: Application of New Media Technologies to the Process of Advertising Planning and Campaign Execution.

RESPONSES	FREQUENCY
Social networks e.g. blogs, facebook, twitter, skype, yahoo	36
Internet advertisements and websites	24
Bulk SMS	12
Outdoor digital displays	14
All new media technologies available	6
TOTAL	92

Table 8: Usage of New Media Technologies by Respondents

From tables 3 and 4 above, it could be deduced that all of the respondents have a positive attitude towards new media technologies. However, social networks and blogs recorded the highest number of users, followed by internet advertisements and website banners. A lower number of advertising practitioners use digital outdoor technologies while fewer number use bulk mobile SMS. The

results show further that quite a good number of advertising practitioners use all forms of available new media technology.

Research question 3: To what extent do advertising practitioners in Lagos adopt new media technologies in the process of advertising planning and executing campaigns?

RESPONSES	FREQUENCY
From inception/planning	22
Every stage of the advertising process	45
Feedback	13
Research	10
Execution stage	2
TOTAL	92

Table 9:Adoption of New Media Technologies in the Advertising Process

RESPONSES	FREQUENCY
Age group (especially youths)	35
Insufficiency of traditional media to reach target audience	10
Cost and budget	12
Type of brand	18
Interactivity and adequate feedback	17
TOTAL	92

Table 10: Factors Influencing Respondents' Adoption of New Media Technologies in the Advertising Process

From the foregoing analysis in table 5, advertising practitioners adopt new media technologies at different stages of the advertising process. Most of them

adopt it at every stage of the process, at research stage while the least number use it at the execution stage.

The results above reveals that the choice of adoption of new media technologies depends largely on the age group especially the youth, type of brand, when interactivity and adequate feedback is needed. It depends less on cost and budget and insufficiency of traditional media.

Research Question 4: To what extent does the adoption of new media influence message planning and execution?

From the results obtained in the questionnaires, all the respondents opined that the benefits of new media to advertising practice have been enormous in terms of work performance, client relationship and consumer feedback to advertising campaign. In their opinion, new media has made advertising campaigns fast, precise, efficient and excellent. They described new media technologies as the best that has happened to the advertising practice in Nigeria.

RESPONSES	FREQUENCY
Greatly improved	53
Not improved	27
Not necessarily improved	12
TOTAL	92

Table 11: Impact of New Media Technologies on the Quality of Advertisements Produced

The analysis above reveals that most of the respondents have a strong positive opinion that the adoption of new media technologies has improved the quality of advertisements produced. Nevertheless, quite a number of respondents opined that the improvement in the quality of advertisements produced is not necessarily attributed to the adoption of new media technologies.

DISCUSSION OF MAJOR FINDINGS

From the results obtained in the research, it could be deduced that advertising practitioners in Lagos fully understand the concept of new media. Their understanding is in line with Bolter and Grusin (2000), Lister et al (2009), Fidler (1997) and Olise and Ikpe (2010) which describes new media as "all emerging forms of communication media" and "that new media have to do with the convergence of computer technology and other digital technologies". The research response agrees with the different examples of new media given by the scholars such as the internet, mobile phones, weblogs, videoconferencing, e-mail, chat rooms, online newspapers, magazines among host of others.

From the findings, some advantages of the new media technologies to advertising practice include selective and precise targeting of audience, improve the relationship between agencies and clients, there are significant improvement in advertising output and creativity, time and cost effective, modernity, closing the gap between time and space, prompt response, high return on investment and interactivity.

More so, the findings of this study support the empirical studies conducted by Browne (2006) on advertising and the internet: a study of agency-client expectation of the internet as a promotional tool. Using web survey method to administer questions to the advertising agencies and the clients, the study revealed that many international advertising agencies network were found to be actively using the internet as a promotional tool. The study also stated that the new media helped the agency in creating quality advertisements for the various new media platforms and finally, that it has strengthened the working relationships between the advertising agencies and their clients.

With the advent of new media technologies, the future of advertising in Nigeria, according to the respondents, is bright characterized by great returns on investment (ROI) as Razdan (2008) explains that the success of most advertising campaigns online has raised the delivery expectations of advertisers by being able to measure the response of consumers, output and impact of online campaigns. Respondents were optimistic that the future of advertising in Nigeria

is challenging but promising and brilliant. This future is however achievable through well defined budgets and creating departments for new media.

These findings supports the theories of diffusion of innovation and technological determinism used as theoretical framework for this study. Relating the findings of the study to diffusion of innovation theory, Rogers (1995) explained that diffusion is the process by which an innovation is adopted by members of a certain community. The advertising agencies responses reported in this study are in line with the theory of diffusion of innovation. For instance, advertising agencies today are moving along with new trends since technologies media are constantly and rapidly changing. Most advertisers now choose the right advertising agency for business in a dynamic competitive market environment. It is more convenient for advertisers to sign on an advertising agency that can handle the entire advertising campaign, because they should be able to run internet-based campaigns, make YouTube videos and place print advertisements simultaneously.

In this vein, these findings from the study put to test the assumptions of the technological determinism theory by Marshall McLuhan in 1964 which states that technology – specifically, media – decisively shapes how individuals think, feel, and act and how societies organize themselves and operate. McLuhan developed a very rich relationship between technology, media and their impact on society. More so, McQuail (2010) explains that technological determinism theory that presumes that a society's technology drives the development of its social structure and cultural values. The development of the internet and it is rapidly penetrating in all aspects of human life. This term refer to the common assumption that new technologies are the primary cause of major social and historical changes. In the light of this, the fact cannot be denied that we live in a technology determined society and the advertising world is moving fast with this trend in the society.

Advertising originally is regarded as a one way communication platform but with the advent of new media, which allows for two-way communication among users, advertisers and practitioners. Advertising on the various new media platform is a current practice in the advertising industry and because of

the interactive nature of the new media and advertisers have taken the advantage of this by engaging their target via these platforms.

CONCLUSION AND RECOMMENDATIONS

Conclusion

This study examined how advertising practitioners adopt new media technologies in advertising campaign planning and execution in Nigeria and its implications for the agency, the advertiser and the consumers. Based on the results of the survey, it was realized that there were some high level of importance new media technologies have played in the advertising industry, that is, it has helped to justify advertising spend, return on investment, facilitate brand and consumer interaction , high level of measurability, specialized targeting and wider reach. This means that in this period, businesses can access millions of potential customers with just a click of their mouse. Instead of making known their business as usual (television, radio, print), companies now adapt their advertising and marketing efforts to embrace and to secure this new media opportunities.

The findings of this study support the theory of diffusion of innovation, which states that diffusion is the process by which an innovation is adopted by members of a certain community. This means that is the rate of adoption of the new media technology is moving fast with the demands of the global trends. In addition, the findings also support the theory of technological determinism by Marshall McLuhan, which states that the society is now driven by current technological innovations which the new media is part of. Most advertising agencies have started adopting these new media technologies and it is now shaping their practices. For example, agencies affirmed that new media had influenced the entire advertising process from conceptualization to deployment or execution. Also, it has enhanced the level of creativity among its practitioners, colourful advertisement designs are being produced with the aid of new media

technologies like using Apple manufactured computers, sophisticated software like Adobe-indesign, photoshop, augumented reality, hologram technology, etc.

This study revealed that majority of the advertising agencies sampled were disposed to the application of new media technologies in the advertising practice and that they are utilized in the advertising process.

Therefore, based on the findings from the study and the theoretical framework used, it is imperative to conclude that the new media technologies is an innovative phenomenon, it has helped advertising agencies in producing highly stimulating advertisements, get feedback from the target audience and justified advertising spend as well as high returns on investment.

Recommendations

This study recommends the following for the practitioners in the advertising industry, the advertising agencies, advertiser and the consumers.

Advertising Agencies

With the innovation of new media technologies, advertising practitioners have an eye on the aesthetic of the format for new media platforms. The advertising agencies must invest in technologies that help advertisers understand the effectiveness of new media technologies in advertising. In addition, the interactive and digital creativity involves different insights and a challenging creative eye that agencies should master in order to provide the best online experiences to their consumers' brands. Therefore, they should take advantage of the fact that the target audience are changing their lifestyle with the new media technologies and find the suitable way to reach via the same platforms.

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