

## DVC DIGITAL VIDEO COMMERCIAL OF PAKISTANI FOOD ADVERTISING INDUSTRY: A QUALITATIVE ANALYSIS OF CONTEMPORARY DIGITAL TRENDS IN ADVERTISING INDUSTRY

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### **Abstract**

*After the Covid-19 pandemic, a rapid digital transformation in the advertising industry of Pakistan has also been observed. This research explores how Digital Video Commercial (DVC) are reaching out to a larger audience as compared to Television Video Commercial (TVC) audience through digital screens. The persuasive techniques and treatments and ideas presented in DVCs have been seen through the lens of narrative paradigm, employing a qualitative approach of content analysis of two DVCs launched after the emergence of pandemic. Sultan and Shan cooking oils brands were taken to explore the narrative discourse. Narrative paradigm that includes; Narration (story telling), Based on good reasons (narrative coherence), Fidelity of narration, technical aspects. Findings shows that DVCs seems to have more elaborative discourse by unfolding story, reasoning, fidelity and technical treatment.*

**Keywords:** DVC, Advertising, digital world, Narrative Paradigm

### **Digital Transformation of Advertising**

The advertising scenario is changing rapidly everyday globally with the invention of new technological gadgets and modes of connectivity to audience. But the development of internet into portable devices such as mobile, tablets, laptops and smart watches etc., increased the immediacy with consumers seek and obtain new information has led to advertiser's ability to target the audience. Although TV broadcast is largest single medium for reaching larger audience, the gap between TV and internet reach in narrowing in terms of reach and users consumption. According to Zenith's annual Media Consumption Forecasts, in year 2020, daily internet consumption has surpassed daily television consumption for the first time (Waddell, 2019).

Advertisers perceived this shift in media usage and started spending more on digital advertising which shows that digital advertising has the potential to meet right audience, at the right place and at right time. Digital Video Commercial (DVC) and digital video advertising (DVA) differ in many ways than Television Video Commercial (TVC). They are interceded by online video technology, and may include in-stream video, display video, mobile video and social media channels video. (Kristin Stewart, 2019).

DVC is "a new source of targeting the audience which are showed to them via internet network, screened on laptops, mobile phones, computers and internet-related devices. There are some certain aspects which make it different from TVC, which are its reach to audience, informing in a more persuasive way and most importantly its duration. A TVC' duration can be 30 to 45 seconds to target the audience, on the other hand DVC is long duration which can be 3 to 4 minutes too. Another difference which make DVC unique, its cost effectiveness (Brandians, 2020). So, the findings of different researches suggested that the digital videos are the future of digital marketing,

therefore advertisers should include them in their communication strategies on prior bases (Sindi Sheri, 2017).

#### **Effectiveness of DVC:**

Online forms of media also have complementary means of delivering message to the larger audience. Online media also has higher rate of engagement with audience. Online display (OD) alone has proved as most cost effective format to achieve effective outcomes for health awareness campaign as compare to television or other combinations of media formats such as TV and radio. (Vanessa Allom, 2018).

But any advertising campaign which use multimedia (TV, radio, digital video advertising) for advertising messages, primary awareness or teaser is distributed via television but digital video advertising works as additional booster. Because many individuals search for advertising messages on social media sites such as you tube or Facebook after an exposure on television and get themselves engaged in digital activities. But digital video advertising play an important role in boosting the overall population-level reach of a multimedia campaign and digital video is best used as a supplement to a main television campaign and not as a replacement for television. (Kevin C Davis, 2016).

But with the passage of time the importance and reach of DVA has increased and it changed its position & considered as important as television advertisements are. In all types of digital content, Original digital video advertising (ODVA) is considered as most effective form of direct advertising to consumers. It has the power to change people's mindset and perception about any aspect of society. Some 84% of marketers and agencies surveyed by the Interactive Advertising Bureau (IAB) concluded that ODVA is more engaging than television commercials, and 80% said that ODV is more effective than other digital video content, as the format enables more prominent placing and branding for any emerging or existing advertiser. (Maria Elena Aramendia-Muneta, 2020).

Digital advertising industry is also considered as interactive media because it allows customers and advertisers to interact instantly via different platforms of social sites such as face book, YouTube etc. A qualitative study based on the interviews of media professionals regarding the use of interactive media suggested that after the evolvement of media industry, advertisers are embracing the changes and try to create interactive experiences to engage audiences by developing tools, entertainment, and useful content. An advertising campaign which use interactive media based on two principles which are "promise and perception".

A product/brand promise consists on logos, colors, advertising, marketing, customer service, store environment, website, social media, and so on. The second part of a brand is the perception of the customer. If consumers do not believe what the brand is communicating, then the promise is cracked. Interactive media permits for brands to communicate one on one with consumers and presents massive opportunities. (Wagler, 2013).

Similarly, researches also concluded that a successful advertising campaign use multiple touch points of digital media to reach audience and it also generates more revenue. Among all marketing or advertising tools display or visual content is highly effected for effecting purchase intention. (Tahir M. Nisar, 2017)

Consequently, advertisers keep themselves updated with the latest video advertising trends. The main aim of digital video ads are to entertain, educate, inform, and share messages with audience. There are certain factors which make a digital video advertising more appealing for audience which are story telling nature of these advertisements because a narrative helps audience

to remember the advertising message. Second factor is (HD)high-quality video on digital platforms which engage audience on a deep and substantial level. Furthermore, visual content has more power to grab the attention of people as compare to text because a picture or visual speaks louder than words. (Abboud, 2021)

Accordingly, another study suggested that image and video quality of any digital advertising is the key factor for the success of any DVA. Higher quality of online video advertising enables the audiences to identify individuals and their nonverbal expressions in the advertising. The high quality video viewers reported that they were able to observe the people's facial expression and body movement in the advertising significantly better than the viewers who watched the same advertising in low quality video.

The findings provide evidence that sensations of presence were found to lead positive attitude toward the online video advertising. The participants who watched the advertising in high video quality held significantly more promising attitudes toward the online video than those who watched the same advertising in low quality video. From a managerial perspective, these findings underscore the importance of video format in popular online video advertising campaigns. And findings also suggest that specialists should consider higher video quality when launching online video advertising. (Moon, 2014).

#### **Covid-19 Pandemic & advertising:**

However, advertising sector is changing every day, but covid-19 finally hit the western hemisphere in first quarter of 2020 and completely changed the advertising techniques and trends for forever. During the challenging time of covid-19, some identical templates were identified in advertising, such as all ads begin with a melancholy music, reminds audience that they have been there and continue to there for long time, using similar words such as unprecedented, challenging, trying, and uncertain, playing upbeat at the end of advertisement. The main reasons for advertising sameness are "institutional isomorphism" (industries behaves in homogenous manner due to shortage of creative man power) and "brand virtue signaling"( addressing the issue which is important for whole mankind).

Additionally, according to a research, brand virtue signaling doesn't work in crisis time because 75% audience think that brands are exploiting their situation by their products. So, advertisers should focus on signal virtue when they actually have genuine intentions and real evidence of their efforts for making a difference. (Vlad Demsar a, 2021).

So, in today's digital world which emerged after covid-19, society has become mobile-centered and digital video advertising is most effective medium foe effecting audience perception, purchase intention a building brands as well.

#### **Food advertising industry after Pandemic:**

As digital advertising techniques are changing every moment, global pandemic also influenced at wholly but food sector is greatly influenced by it. A study based in Indonesian food industry revealed that, the Millennial (born between 1980 to 2000) are 33.75 percent of the total population of Indonesia who are the most active users of internet greatly influenced by the food v-loggers and search for particular described food. But the social distancing after covid-19, limit this search to online apps or digital ways. So, mobile apps have a positive effect on consumer behavior for ordering food online and digital payments at buyer's location. Besides this, small business entrepreneur have to adopt technology to enter digital realm as it's the only way of survival in this challenging time. All activities of food business such as digital payments, deliveries and contacting customers are possible due to technology or digital media. (Vita Briliana, 2020).

But, only a few studies explored food advertising to audience in new media. This is despite industry data showing diminishing marketing expenditure for traditional media (television, print, and radio) whereas digital or new media marketing expenditure saw a three-digit percentage growth. And specially in food industry, also observed that the most frequent persuasive advertising techniques detected among ads promoting noncore foods were taste appeal and the depiction of a food product as being unique, new, or in-fashion. (LeeAnn Tan, 2018).

So, this study aimed to discover the new tactics and techniques of digital media advertising in food sector in the context of Pakistan in post pandemic world food and beverages advertising. The list and brief detail of the DVC are following:-

#### **Current scenario of Digital Advertising:**

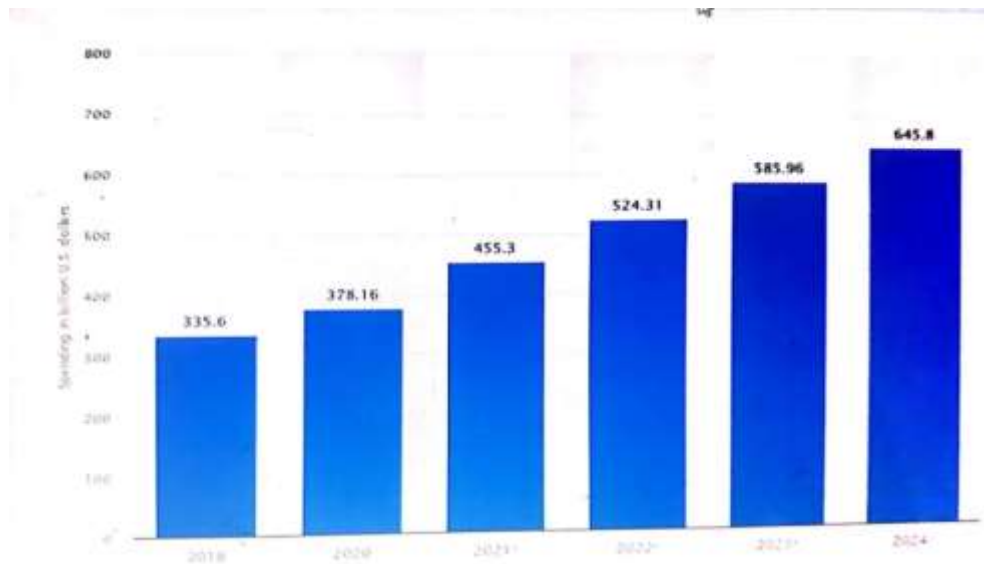
As it had discussed earlier that pandemic completely changed the advertising sector, and there is an evident rise and fall during the past 2 years at global level. Furthermore, digital advertising's growth is quite tremendous and gave a clear breakthrough to digital world due to restriction on social activities. According to MAGNA (global leading media investment intelligence company), globally advertising sector witnessed a decline of -2.5% in 2020 and advertisers spent additional \$126 billion during that year of 2020 when pandemic started. But in 2021, there huge growth witnessed by advertising sector as revenues grew by +22% in 2021 to reach a new all-time high of \$710 billion. The global square is now 19% larger than pre-COVID levels and will continue to grow gradually in 2022 (+12%).

Interestingly, digital advertising sales developed rapidly during pandemic as all formats of digital advertising (search, social, video, banners, and digital audio) increased by \$105 billion (+31%) to reach \$442 billion; digital formats now represent 62% of total advertising sales worldwide. (MAGNA, 2021).

Currently, after a pause on advertising activities after pandemic now advertising sector is coming back as till June 2021, it witnessed growth by the ratio of 23% in USA. And top 25 media companies accounted for 67 percent of total advertising revenue in 2020 compared with 42 percent in 2016. Additionally global spending on advertising jumped by the ratio of 19% in the year 2021, when many restrictions are lifted due to vaccinations of covid-19. (Berr, 2021).

Likewise, Statista Research Department concluded and predicted the digital advertising sector in the following graph and considered mobile internet advertising is a greatly invested sub-sector of the digital advertising industry. Mobile internet advertising spending is forecast to increase from 276 billion U.S. dollars in 2020 to nearly 495 billion U.S. dollars in 2024 (team, 2021). The graphical representation is following:-

**Digital**



**advertising spending worldwide from 2019 to 2024 (in billion U.S. dollars)**

**Objectives of study:**

Objectives of the research study are following:-

- To analyze the digital video advertising content and techniques during pandemic via qualitative approach.
- To specifically examine the digital video advertising of Pakistani food industry.
- To discover the differences between digital advertising & traditional media advertising.
- To investigate the narrative of digital advertising in Pakistani food advertising.
- To identify the similarities & common narrative patterns in DVCs.

**Narrative paradigm:**

Narrative paradigm is a concept in communication theory and was developed by Walter Fisher. The concept is adopted from the oldest form of communication – story telling. In 1978, Walter Fisher proposed a theory of narrative communication, which suggested the idea that humans inherently tell stories and like to have stories told to them.

From cave paintings and pyramid drawings to folklore and bedtime stories, history indicates a long-held tradition of understanding the world in which we live through narratives. Sometimes these stories teach morals, sometimes they explain a preferred course of action, and sometimes they create identification between the storyteller and the audience. Fisher identifies three definitions of narration: (a) “individuated forms such as depiction, anecdote, and characterization”; (b) “generic forms such as argumentation and narration”; and (c) “a conceptual framework, like dramatist, for understanding human decision, discourse, and action.” (Allen, 2017)

It can also be explained as According to this view, not even the keenest expert knows everything about his or her area of specialization; there is an element of subjectivity in even the most “logical” of messages. Instead, your values, emotions, and aesthetic preferences shape your beliefs and actions. As such, individuals relay messages and experiences through stories as an attempt to capture these subjective experiences. Second, the narrative paradigm suggests that because individuals’ lives and understanding of reality are centered on these subjective

narratives, people need a way to judge which stories are believable and which are not. (Dainton, 2005).

**Relation with study:**

DVCs are based on a persuasion message has advantage of long duration which consequently gave it margin to narrate a story to persuade the audience. As theory suggested, narratives has more power to make an advertising content memorable rather than logical comments. So, in accordance with this study, researcher has analyzed and extracted different themes for this theoretical concept which are similar in all DCVs. Moreover, researcher also identified others themes as well which are common and help to understand the concept of DVC.

**Research Methodology:**

Researcher chose 2 DVCs which were launched after the pandemic and contain the messages of

No	Product Name	Launching Date	Views & Duration	Brief elaboration
1	Sultan (Banasapti and Cooking Oil)	13 Feb, 2021	791k views 2 min, 22 seconds	It's all about mother and son bonding and food is connecting element.
2	Shan thematic 2020 #More than just a cook	17 January 2020	5 million views, 2 min 35 sec	Breaking gender stereotypes, father-daughter duo

Researcher chose a qualitative approach for this area as aim is to understand that how the DVC content is creating and which are the main aspects are under focus for advertisers while creating a digital video commercial.

**Qualitative approach:**

Qualitative approach can be defined as “Qualitative research is a type of social science research that collects and works with non-numerical data and that seeks to interpret meaning from these data that help understand social life through the study of targeted populations or places.” So qualitative researchers investigate meanings, interpretations, symbols, and the processes and relations of social life. What this type of research produces is descriptive data that the researcher must then interpret using rigorous and systematic methods of transcribing, coding, and analysis of trends and themes. Because its focus is everyday life and people's experiences, qualitative research lends itself well to creating new theories using the inductive method, which can then be tested with further research. (Crossman, 2020).

**Thematic Analysis:**

Researcher constructed themes for analyzing DVCs, adopting a deductive approach or method which involves coming to the data with some preconceived themes you expect to find reflected there, based on theory or existing knowledge. As based on narrative paradigm theory, researcher constructed following themes by following 4 categories for thematic analysis. The description of the themes are following:-



Serial NO	Themes	Description/Coding
1	Narration( story telling)	Story telling way, coherence of all events, well knotted scenes, plot of story
2	Based on good reasons (narrative coherence)	Highlighting culture, values and personal experiences of targeted society. Relatable with target audience.
3	Fidelity of narration	Relatable to real life events, according to audience's demographics.
4	Technical aspects	Duration, camera angles, Voice over, script & Background music.

### Discussion & Analysis:

Researcher analyzed the above mentioned advertisements one by one according to prescribed themes. For a better understanding researcher also added some pictures of advertisements. The detail thematic analysis in following:-

#### DVC 1:

Product Name	Launching Date	Views & Duration	Brief Description

Sultan (Banasapti and Cooking Oil)	13 Feb, 2021	791k views 2 min, 22 seconds	It's all about mother and son bonding and food is connecting element.
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**Narration (story telling):**

Sultan banasapti DVC follows a narrative of a Pakistani family, about a conflict between mother & son who misbehaved with mom. The opening part of advertisement initiate a conflict which provide base to a storyline. Storytelling has the power to influence consumers towards a product and it can create a great competitive advantage. Through storytelling, brands become unique and distinguishable in the market that is because people do not want brands that provide only simple products or services. People want stories that they can embrace and share with others. (Sindi Sheri, 2017).

Other than that, DVC also depicts a well knitted sequence of every shot which builds story gradually, an essential element of narrative paradigm. In accordance with plot of any visual communication. (Rebecca Pera, 2016)suggests that The story production should contain: (1) the





plot, which refers to the temporal sequence of events that happen to a character in a described setting, influences narrative transportation to the extent that it provokes mental imagery. (2) The characters playing a role in the plot. Identifiable characters affect narrative transportation because the story receivers vicariously experience characters' beliefs and emotions, empathize with them, and become engrossed in the story. And most importantly, the climax, a turning point which generates attention. Moreover, the more the storyteller is able to emphasize a lesson learnt, or moral gist, the more the story told will be powerful.

In accordance with above mentioned elements, plot of DVC revolves around family bonding, Love of cuisine, moral upbringing of a child and association with product which are fundamental elements to make any narrative successful. An international researcher of business, brand storytelling, marketing & internal communication (Denning, 2017) defined story telling as A narrative or story in its comprehensive sense is anything told or recounted; more narrowly, and more usually, something told or recounted in the form of a causally-linked set of events; account; tale,; the telling of a happening or connected series of happenings, whether true or fictional.

**Based on good reasons (narrative coherence):**

As theory narrative paradigm suggests that, any persuasive message which has a story to tell is more effective than any logical argument. People are story tellers by nature & they perceive their lives as one long narrative. It means that they evaluate stories as being true or believable using good reasons. The good reason logic is basically ruled by matters of culture, character, and history along with various temporal or spatial presentation constraints. These good reasons depend completely on the context in which the argument was made and received. And yes, that context is within ourselves. Everyone has built some sort of narrative during his or her own life. And each story that we see or hear will be weighed against a copious amount of other stories collected in the past. (Batenburg, 2018).

In accordance with this study, the good reasons of SULTAN DVC are strong family connection, which lies in a eastern household. The next good reason of DVC is role of grandparents in any household teaching moral values to children. The third & last important good reason of DVC is emotional movement between a mother & son which is strengthen by using advertised product. As any emotional appeal in advertising has more power to influence audience. Furthermore, (Zhao, 2020)'s study indicated that video ads featuring emotional appeals are more appealing than those featuring informational appeals. Theses findings are consistent with previous studies that have highlighted the effectiveness of emotional appeals in driving engagement behaviors via online video advertisements.

Additionally, several studies have also suggested that consumers deliberately engaged content on social media that can be used as a means of forwarding positive self-presentation and social interactions.

**Fidelity of narration:**

The dictionary definition of fidelity is loyalty to someone or any organization, but in the fields of marketing & advertising it can be understand as "the degree to which something matches or copies something else to" (The britannica Dictionary, 2004)any movie, fictional book & most importantly real life events. In advertising & marketing industry, digital platforms such as you tube, instagram & Facebook work as game changer because its time constrains allow to narrate a story towards audience regarding any product. Storytelling content in digital advertising is where the facts are conveyed by sentiments and that make people more engaged and want to take action

or change their surroundings. Stories fascinate people and can easily be remembered compared to the facts alone. Digital influencers are now considered more credible than traditional media.

Furthermore, trust, fidelity & reliability of this digital storytelling is crucial which ultimately enhance the user engagement, brand loyalty & purchase intention. A relatable digital storytelling content has ability to build strong positive association between audience and mediators, which can positively change advertising. (Madiha Atiq, 2022). In accordance with above mentioned concepts, the current DVC presents a true picture of mother son duo which shows the story of a stubborn child which is a usual behavior of any child in this age group, to this narrative many mothers can relate. Other than that, it also shows that how the advertised product & love for cuisine can solve an argument.

As, (Nazrul I. Shaikh, 2018) argued that, default features of digital world are accessibility, time constrain & video format make it more effective for audience as compare to traditional media. Specifically in food industry, statistics shows that digital format shows more effectiveness, targeted reach, cost effectiveness rather than television.

#### Technical aspects:

This part of thematic analysis is not included in narrative paradigm, but it plays a vital role to make any advertisement successful especially in the world of digital media. In accordance with the prescribed theme, technical aspects include duration of DVC, visuals, camera angles, Voice over, script & Background music. Visual elements contain the artistic design, image, symbol, colors used, motion and depth of picture. Images can convey difficult concepts in a brief manner, and visual elements can improve understanding and stimulate various feelings and outlooks. As a result, it has been proved that bright images & attractive character have more power to grab the audience attention rather than content or tagline of advertisement. (Neve, 2021).

So, sultan DVC used a bright sunny daylight visual which enlighten the idea, with long & some close-up shot of kid (main character) for detailing. Moreover, (Zahida Rizvi, 2020) Argued that, every digital advertisements convey a message through its images, gestures, text-based messages etc which is a framework called Multimodality. Representational meaning (narrative), social interaction ( audience & product relation) & composition meaning(placement of objects) are themes suggested by Multimodality framework. In accordance with prescribed model, Sultan DVC builds a narrative which is close to real life & presents social values of Pakistani society. usage of a day light, clear shots of product & food enhance the importance of message which is clearly associated with advertised product.

#### DVC 2 Shan thematic 2020 # More than just a cook:

	Product Name	Launching Date	Views & Duration	Brief Description
2	Shan thematic 2020 #More than just a cook	17 January 2020	5 million views, 2 min 35 sec	Breaking gender stereotypes, father-daughter duo

#### Narration (story telling):

The advertisement of Shan spices with hashtag of #more than just a cook, revolves around the independent daughter & progressive father who has lost his wife.



The

opening shot of DCV builds the narrative of story, in which it's revealed that DVC has only father & daughter who is a working woman. As story proceeds, it reveals both characters are planning to celebrate the birthday of daughter, & they will have special food. The time duration of advertisement is 2 minutes & 35 seconds & initial shots visuals & dialogues has the ability to gain the audience' attention.

As (Eldesouky, 2020) argues that Stories particularly specific, highly detailed stories are the best way to create emotional connections and long-lasting bonds with target audience. And the time duration of DVC allows the advertiser to add details in message to make it more memorable. This particular advertisement connected emotionally audience by the loss of mother in family. Moreover, Visual stories are a powerful and effective method of communicating ideas, wisdom, cultural knowledge and historical events in the real-time advertising.

Another interesting element of this DVC is its hashtag, #more than just a cook, which builds the message that brand is not about food but also has emotional ties of character with Shan spices because late mother also use the same product. So, to surprise the daughter, father follows the same recipe book. So, father's character is breaking gender stereotype role in society by supporting her daughter to grow in her career. The whole campaign of same hashtag brings a series of advertisements which are against the gender stereotypical roles of society which is depiction of contemporary society.

In accordance with discussed DVC, (Taeyeon Kim, 2020) Concluded that #hashtag is an important part of advertising campaigns on Facebook and Instagram by different brands. Some brands associate themselves with any social movement and launch a campaign which resolves around any social change which can happen by associating with product. The study also indicates that the hashtags which has the element of any social change or empowerment consider as more informative rather than hashtags which contain brand name only. It also enhances the positive attitude towards brands by consumer and increase the self-brand identification.

**Based on good reasons (narrative coherence):**

The telling of a story lies deep in the social behavior of human groups from ancient times. People dramatize social relations and problems of living, convey ideas or act out of fantasies. But, the telling of a story requires skill. Every effective visual advertising message, must follow principles, which are called as “The four Principles of visual storytelling”. These principles are Authenticity, sensory, archetype & relevancy. A successful DVC should convey authentic information, sensible in nature, develops classical archetypes characters, such as the caregiver, explorer, hero or rebel, and most importantly relevant to real life. (Eldesouky, 2020). Under the light of above mentioned principles, Shan DVC exhibit work-life balance of modern women, having emotional appeal & also developing the archetypes character of father as a progressive.



Additionally, The DVC is emotional in its nature which is soft-sell technique of marketing industry and can be defined as an advertising appeal in which message is conveyed through beautiful, mesmerizing image and atmosphere with the development of an emotional story. (Shintaro Okazaki B. M., 2010).

**Fidelity of narration:**

Fidelity means as truthfulness of any narration rather in text, video, music or advertising, it should be true in real world challenges (Renah Abokhoza, 2019). It is critical to have a strong understanding of the general attitude of that particular society in order to create a message that resonates with the needs of its individuals. The particular DVC of Shan spices is presenting a narration which is true (cooking food by a male) but rare in Pakistani culture. Furthermore, a supportive father who helps female member in house chores. Although, society is progressing & many the number of working women has increased in society, but help in house chores is quite exceptional. As the core theme of this advertising series is to break gender roles, overall argument is emotional but unusual in society which may have contradict to society’s cultural values.

As, (Fang Liu, 2019) argue that emotional value of any advertising message is more important for younger & less educated consumer rather than educated. This study also stated that,

western cultures are more individualistic, who values independence, freedom, stimulation, and a high level of competition. And eastern cultures are collectivistic in nature who prefer interdependence, harmony, conformity, and a low level of competition. So, it can assume that specific advertisement of Shan spices may not receive such acceptance from an eastern society like Pakistan.

### Technical aspects:

As it mentioned earlier, technical aspects include duration of DVC, visuals, camera angles, Voice over, script & Background music. Analysis of technical aspects of Shan DVC reveals that, advertiser used low lightening in whole advertisement, soft background music which gets higher notes according to climax in narration. This higher note of music at climax enhance the effectiveness of core message. As (You Jeong Hong, 2023) suggested that, Consumers tend to judge a brand in an audiovisual commercial as possessing a higher level of competence traits when the brand is accompanied by lower-pitched (vs higher-pitched) background music, which is mediated by levels of powerfulness they perceive from the background music. Consumers with holistic (vs analytic) thinking styles, who are known to devote more focused attention to background information, tend to be more (vs less) susceptible to the changes in pitch.

### Conclusion:

In last few years, mankind experienced COVID-19 global pandemic; the murder of George Floyd by a police officer in Minneapolis and the work of Black Lives Matter activists in response; the fallout from the #MeToo movement; the continued rise of authoritarianism and attacks on democracy around the world, including an insurrection on the US Capitol in January 2021; and the increasingly frequent climate disasters, ranging from heat waves to hurricanes to wildfires. Digital advertising is also effected by all these historic events largely like other fields of life, but as far digital advertising is concerned, COVID-19 pandemic is seen as game changer.

As a result, the last ten years have seen the continued explosion of social media as a space for advertising content, as well as the emergence of new promotional forms such as native advertising, mobile advertising, influencing, and live streaming; the continued march of advertising dollars from a range of “legacy” media forms such as newspapers and broadcast television to digital and social media. (Emily West, 2023).

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