Innovation, Advancement, and Transformational Advertising in New Media Technologies.

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INTRODUCTION

Brands' interactions with consumers have undergone a permanent transformation. Deeper, more immersive experiences are becoming more common, as are novel, digital-first client engagement tactics. Advertisers were compelled to innovate with changing technology, this gave rise to a fresh wave of marketing ingenuity. Advertising industry has been innovating as per the technological changes. The evidence of which could be clearly seen as more people watch You Tube than any other channel. It provides a platform where the cost could be cut down as it helps to segment our target audience for better results. It allows a much more advanced system of synchronizing our customers and allow them to choose the advertisements they really want to see while skipping the once they don't want to see. It has enhanced the customer retention strategies to a great extent.

Digitization has led to most brands, organizations, and companies operating in the market today, to open their own online websites where customers can contact them or purchase their product/services from. Opening up one's own online website is quite inexpensive, and thus, many new/small companies now have the chance to open their own websites. In a company's online website, there are numerous essentials that can be observed. This ranges from pictures, content, options and features available, and look of the user interface. The companies use these elements to make people visiting the website have a smooth experience, free of misunderstanding, where they can be made aware of their products/services.

The content of a website is one of its most important aspects. The content on a website has a significant impact on a viewer's first impression, purchase decision, and image and loyalty to the brand. Proper and appropriate content also gives the customers an idea on the process of operation. Content simply means the information that is being communicated to the readers or viewers. It is conspicuous that appropriate, clear and concise communication is of utmost importance in the proper advertising of a brand, product or service. So, if the content of a

website is of subpar quality, it is likely to negatively affect sales. Content has been used on all forms of advertising, including digital advertising, newspapers, and flyers, and is a very effective way of communicating a message to the audience. Transformational advertising necessitates a shift in emphasis away from tangible feature items and toward a broader way of thinking. Experiences are centred on how the item or organisation will benefit the overall strategy of an affiliation. As opposed to selling things all around, promoting content spotlights on making insignificant feelings that energize buyers to movement.

Transformational Advertising: Innovation of Advertising Industry

A transformational advertisement is one that links the knowledge of utilizing or consuming the brand which are advertised with a distinct set of emotional features that would not usually be connected with the brand practise to the identical degree if the advertisement had not been exposed to the consumer. It's a strategy that enables businesses to get an emotional connection with potential clients and customers. The purpose of this type of advertising is to make the customer experience better. As it involves the word transform, so it typically tries to disseminate message in way that the potential audience gets influenced and change or alter their way of consuming a product or service and transform themselves or their practices to be better citizens. A new phase or type of advertising was marked due to the advent of the internet. This is specifically the digital era of advertising and marketing. It is highly user friendly and in improved in terms of everything. It allows users to view content that interests them. More user specific items are displayed which helps in more sales. The writing style of the advertisements and the content is very different in this era. Earlier, due to smaller ads were made as people faced limitation of space and time on the conventional media like newspapers and televisions. But now, the marketers very smartly make full use of their creativity to lure more and more people to sell their products and services. Several advertisements of a single company could be seen using different forms of creativity on different mediums. Their campaigns of different mediums are very different as the target audience differs to a great extent.

A marketing strategy, transformational advertising aims to give marketing and advertising resources a transformational appeal (Lal & Sharma, 2021). A transformational advertisement appeals to viewers' emotions and persuades them to purchase a good or service. This is

accomplished by connecting a product's ownership or use with advantageous, transformative advantages through advertisements and content. Instead of just presenting the attributes of the goods, a transformative advertisement should effectively convey how what you're selling can improve someone's life. When a brand experience is linked to a exclusive set of psychological traits that cannot be of similar degree without disclosure to the commercial, the advertisement is said to have had a transformative effect (Rahman et al., 2022) . A brand might change thanks to transformational advertisements. They give the brand a sense of exceptionality and make it stand out (Sarkar & Lal, 2023). In order to transcend customers with greater value offers over the competition in exchange for profits for the brand and advantages for all, transformative marketing is the convergence of a firm's marketing activities, concepts, KPIs, strategies, and programs (Singh et al., 2021). Campaigns that use transformational marketing aim to connect with consumers. These emotions affect how a customer interprets their interactions with a product (Saika el al., 2021). Transformational marketing strategies should concentrate on a communication approach that forges a deep bond with the customer in order to accomplish this. (Singh et al., 2022)

The Power of Content in Advertising Industry

For an advertiser, their content is their strongest weapon. Content should be produced keeping in mind of what their current goal or target is. Appropriate, appealing, clear and interesting content that communicates and informs the audience effectively is good content and can definitely win over some loyal customers and be the purpose of preference of your brand over your rival brands (Lal , 2023). However, if an advertiser's content confuses the audience, creates misunderstandings, is full of errors, or has unnecessarily long sentences or too much information, they are prone to lose customers and create a bad impression amongst the audience (Rahman et al., 2024).

Due to Search Engine Optimization, a company's website with good and well-planned content may also achieve better listings on SERPs (Search Engine Result Pages) (SEO). If the content is well-planned and contains frequently searched words or keywords, it is more likely to appear before articles that do not(Mane & Lal, 2023). Content is very important in general for communication, but is especially important in terms of advertising, as the only purpose of advertising is to convey the brand's message to the audience (Jain et al., 2023)

. In recent times, there are number of research studies on the kinds of content the audience reacts to the most, and what content turns them away from purchasing a brand's product or

services. All these studies and research is used by advertisers in order to optimize their content to its full potential and thus be perceived well by the customers. Campaign content in transformational advertising is intended to change the client experience by partnering positive emotions with the brand overall. As a result, these feelings influence a buyer's perceptions of their product usage experience.
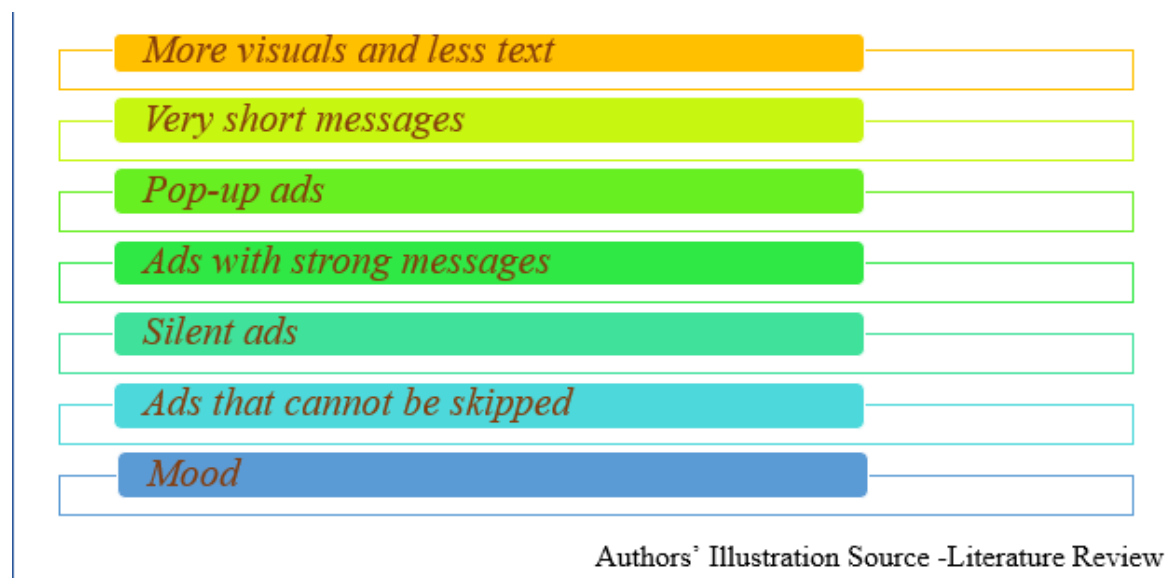

More visuals and less text
Very short messages
Pop-up ads
Ads with strong messages
Silent ads
Ads that cannot be skipped
Mood

Authors' Illustration Source -Literature Review

Figure 1: Innovation in Online Advertisements

The Online Advertising such as Facebook, Instagram and other social sites that has led to the advertising that involves more visuals and very less text. It attracts people to a great extent and helps them to understand the message better. They ads are very clear in their context. Example - Dive Into The Vacation

Some of the advertisements are Mood specific which try to create a mood for purchase.
The simple 28-seconds video by KOOVS is focusing on promoting its flat 50 per cent off sale. It shows models flaunting summer styles by the pool side, tropical designs, prints that are stylish and fresh. Koovs is a top clothing that operates on the online medium. Koovs brand specifically uses online advertising to a great extent

Pop-up ads are very common in this era. The content written for such type of advertisements are very short and clear. Usually, they are more colourful in nature. They are mostly made for any service that is up to a limited time. They often involve coupons codes for availing discount

on any product or service (Kumar & Lal, 2023) . Advertisements with very short and clear messages are very common. The advertisements that are available on YouTube, Facebook, and Instagram usually last for three seconds maximum which is contrary to what could be seen on television and radio. In the digital era, advertisements with strong messages have become more common. This is specifically because on platforms like the internet, user could spend more time. Transformational ads have been made to promote advocacy advertising, where messages that can have strong impact on people.

Advertisement that could not be skipped are also very common. The content for such ads are very strong. All details of the product and service are clearly mentioned. And the ads are very creative. Example- Ford SUVs #DiscoverMoreInYou - The 'Bigger' Person.
This 51-second ad by Ford India gives out a beautiful message on discovering more within oneself. The concept is based on two young men on a road trip who face uncertain situation where another group rash drives past them. Often such situations on Indian roads lead towards outrages, taking violent revenge and fights to prove each other. Such ads are very impressive and creative. These advertisements are very interesting to watch and have a strong impact in the minds of people. Such ads are visually very appealing.

Brands and Businesses have evolved over the years. They have kept a close watch on the behavioural pattern of their ad viewers, thereby recording their buying behaviour. The frequencies and intensity of the consumer involvement in ad is directly proportionate to their success. So basically, the type of content made for advertisements in the digital era are different to the previous made ads to a great extent as the marketers are now very aware about the environment before marketing their brands

New Age Technologies in Advertising Innovation

In today's digital era, there has been a significant change in advertising. The market today is no longer reliant on the traditional methods of advertising. Companies, organizations, and brands have been taking up various new and innovative strategies in order to establish a dedicated, strong, and long-term relationship with their customers in order to go with the time and stay ahead of competition. Traditional advertising methods cannot compare or compete with the simpler, quicker, wider-access, and cheaper digital marketing.

The term "new media technologies" refers to a extensive variety of web-based communication technologies such as the trend of blogs, social media networking, and much more. The point of relationship between the emerging media trends in technology and the affect in our communication is explored and analysed the 5 Cs namely: - Communication, community, collaboration, convergence and creativity are all important. The field of media studies encompasses a wide range of terminologies and includes all latest trends This overview of the technologies of new media and communication provides a whole new framework.
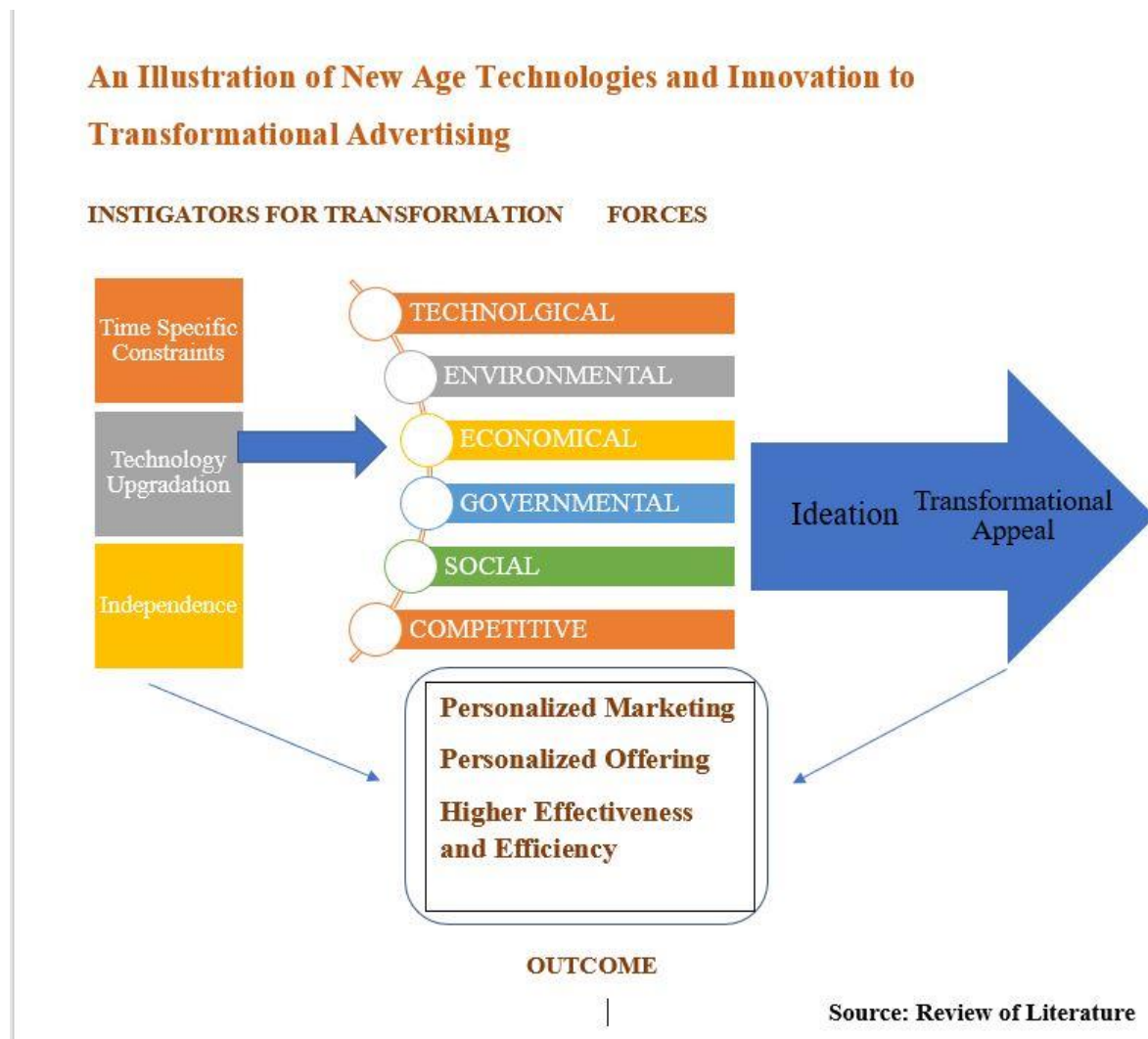

An Illustration of New Age Technologies and Innovation to Transformational Advertising

INSTIGATORS FOR TRANSFORMATION   FORCES

Time Specific Constraints

Technology Upgradation

Independence

TECHNOLGICAL
ENVIRONMENTAL
ECONOMICAL
GOVERNMENTAL
SOCIAL
COMPETITIVE

Ideation Transformational Appeal

Personalized Marketing
Personalized Offering
Higher Effectiveness and Efficiency

OUTCOME

Source: Review of Literature

Figure 2: New Age Technologies and Innovation to Transformational Advertising

The illustration presented in Figure 2 explains, New Age Technology and Innovations contributing to transformational advertising. The instigators of transformational advertising are - Time Specific Constraints, Technology Upgradations and Independence. These factors are leading to ideation, transformational appeal to reach the expected outcome of the advertising industry. The forces which

are in operation align in transformational advertising, technological, environmental, social, and competitive. These aspects are accountable for bringing change in advertising industry. The outcome of the changes leading to personalized marketing to the customer and personalized offering to serve the customer and satisfy their demands.

Innovation as illustrated in the model is the leading force for the expected outcome. In these cutting-edge creations the solutions and growth opportunities can be achieved by unlocking the potential of new age technologies effectiveness and efficiency of advertising. The forces that influence the advertising industry acts as the instigators in transformational marketing approach. To meet customers changing commands technological advancement can deliver the superlative offerings.

The rise of the technologies of new media and its role in influencing our communication is explored by various researcher, this advancement has led to innovation and a great rise in the upcoming working system. With the onset of globalisation, a lot many advancements had taken place in different sectors out of which technology was one.

The upcoming of first technological advancement that is Internet came out as a relief for all of us as the system of working had taken an up and down, twist and turn after its coming. Things had become easier for people. Technologies of new media have also improved upon the distance that was maintained for a long time between our loved ones by connecting us on different social media platforms. All of the advantages that we now enjoy are a result of the advancement of new media technologies.

With its connection to technology, media has taken a new turn; the rise in new technological advancements has made us all more connected, informed, educated, and so on. Thus, it can be confirmed that technologies of new media have revolutionised our mind set and thinking patterns besides creating a difference in our communication patterns and behaviour.

With the onset of the new era a lot many differences have resulted from that as people have tried to adjust themselves with the latest technological and social media advances that in a way have best results for them only as they connections have been made stronger with the changing advances in the trends of Internet and other network platforms. When we talk about communication one fact that is well known amongst us is that the technologies advances have increased the communication patterns in an individual and they have options of different mediums which can connect easily and can interact with the public on a single surface/platform.

In this diversified era of new media technologies and digitalization most of the young generations on a daily basis witness that a lot of things have changed over the time. Many theorists state in their articles that the upcoming upsurge in technology is a boon and a bane for the upcoming generation as the emerging trends in media can be beneficial for the younger ones but a point in time can be distracting and affecting as well.

On a daily basis new trend in the media industry are emerging as a platform to recreate and reunite with our loved ones either through different apps or pages(blogs). The new mediums have advanced our technological and Communication strategies in order to reconnect with the outer world, it is a notable fact that the ongoing trends are towards a digital world where all types of information will he captured, processed and distributed digitally. Nevertheless, another generalised fact that we have come to realise is that the media landscape has over a time transformed into a digital one as different emergent media platform try to accommodate in order to utilise the new tools and stay competitive with the new age advancements, if any to be made in the near future.

Our age-old Communication gap has also been filled up with the new trends as people have become more well versed with their loved ones and have also been provided up with a medium to reconnect and share their idea and opinion on a larger platform, thereby shaping and bringing a new turn in the communication aspect.

The new media has been changed with a new name of Web 2.0 which has further many generations according to the level of innovations and transformations that the media setup has witnessed until now. The upsurge in the media trends have come out as a relief for the people and has truly changed our lives upside down, and the best way to demonstrate this fact through words is to make a line of contrast between new and old perspective, as we believe that new media has changed the horizon completely from its roots and has retired the word new in context if media as networked media trend.

Table 1: Different Types of New Age Media and Its URLs

S/No.	Various Types New Age Media	URLs of the various New Age Media
1.	BLOGS	blogger.com
2.	SOCIAL NETWORKING	Linked in .com Myspace.com; facebook.com
3.	WIKIS	Wikipedia.com
4.	VIDEOS, CLIPS, MASHUPS:	Youtube.com; google video
5.	P2P FILESHARING:	Bittorrent.com

Modern Information Technologies and Innovation Advertising

Wiki: It is an online platform that permits users to add and edit content collaboratively using hypertext. Navigation and editing can be done by anyone in the wiki's collection of web pages.

Micro-blogs: Twitter is a microblogging system that allows users to send 140-character information updates. It is a cross between instant messaging and blogging (Pavlik, 1996).

Photo sharing: Flickr is the most well-known online photo sharing site. Users submit digital still photographs. Others may view and comment on public photos.

Video sharing: YouTube is a video-sharing website owned by Google. Users upload videos, which others can view for free.

 Date sharing: Page-flakes is a web application that allows for the discovery, reading, organisation, and sharing of valuable personally selected data and information on the internet.

Digital storytelling is a form of mediated mass communication that combines traditional mass communication techniques from television, video production, radio, newspapers, and magazines with modern multimedia tools to deliver information. (Andrus, 2005).

The Internet serves as the foundation for this connectivity, connecting individual computers, smartphones, and other devices in an interactive web, and it is this web of connected personal media devices, such as computers and smartphones, that enables and defines social media. Since the days of the telegraph, technology has enabled mediated social interaction, but these connections were not as widespread as they are today. (Sivarajah, Irani, & Weerakkody, 2015). People and governments can use new media to construct their own image, define and redefine the meanings of messages, set the media agenda, or frame the news or messages. (Chen, 2012)**.** While mass media messages are created by institutions and professionals, many personal media messages are created by individuals or small groups with amateur to professional skills. (Lüders, 2008).

Utility of Web 2.0 for Net Generation and Government Use for Various Purposes

Web 2.0 refers to a loose grouping of 'second generation' web-based technologies and services, many of which are intended to facilitate user collaboration and sharing. (O'Reilly, 2005).
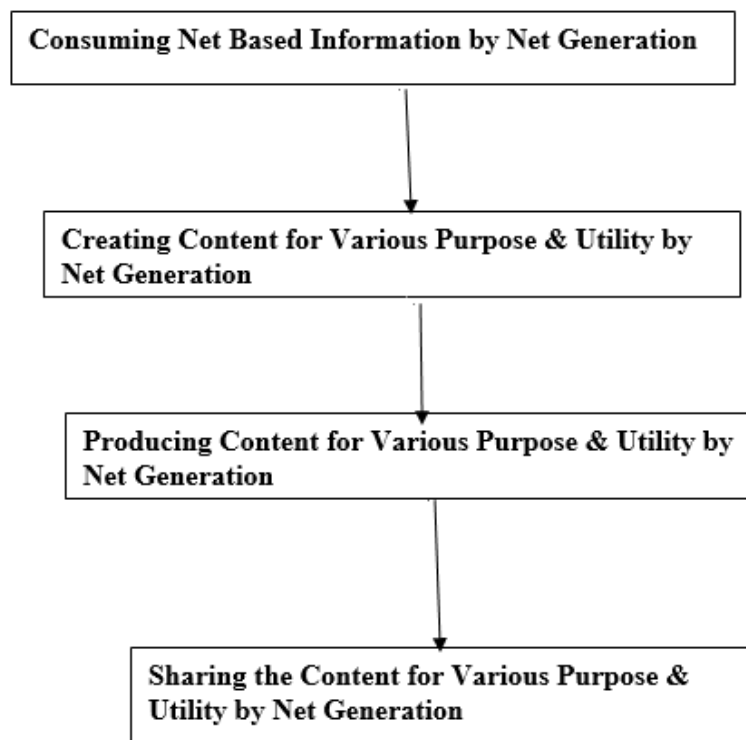
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┌─────────────────────────────────────────────────────┐
│ Consuming Net Based Information by Net Generation     │
└─────────────────────────────────────────────────────┘
                            │
                            ▼
        ┌───────────────────────────────────────────────┐
        │ Creating Content for Various Purpose & Utility by │
        │ Net Generation                                  │
        └───────────────────────────────────────────────┘
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        ┌───────────────────────────────────────────────┐
        │ Producing Content for Various Purpose & Utility by │
        │ Net Generation                                  │
        └───────────────────────────────────────────────┘
                            │
                            ▼
          ┌─────────────────────────────────────────────┐
          │ Sharing the Content for Various Purpose &    │
          │ Utility by Net Generation                    │
          └─────────────────────────────────────────────┘
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Figure 3: Web 2.0's Net Generation's Process of Content Creation

The Net Generation simply not consume the content that are being exposed to them through various media. They try to understand the content in an in-depth manner and tries to recreate it to make it user generated and customized it according to need and circumstances. Net Generation is smart enough to create content and share it on various social media platforms in order to get the results of their content faster. This helps them to further generate content which increases awareness amongst the consumers.

Table 2: Net Generation's Various Habits and Attitudes

NET GENERATION		
S/No.	Habits	Attitudes
1.	Spending of Maximum Time on Internet	Hopeful
2.	Public Activism	Determined
3.	Interested in Latest & upcoming technologies	Optimistic
4.	Update self with latest technologies & Gadgets	Can-do-attitude
5.	Multitasking	Anything which is slow takes negatively

6.	Intuitive virtual communication	Do-it yourself attitude
7.	Due to expertise in games can easily integrate the virtual & physical world	Work life balance
8.	Expert in social interaction	Ability to read visual images thoroughly
9.	Constantly connected to information & also with each other	Visual spatial skills
10.		Fast Response

This has piqued the interest and imagination of some educators because, with Web 2.0, the Net Generation is no longer limited to consuming web-based information; instead, they are creating and producing content, which they then use and share, prompting some to label them 'prosumers' (Chang, 2006) or 'produmers' (Towers, Smith & Bruns, 2005). The intersection of technologies of Web 2.0 and the Net Generation is well captured by (Lorenzo et al., 2007) description of Net Generation learners' habits and attitudes: Students don't just consume information because they are constantly connected to it and to one another. They make and remake it. Students who take a DIY, open-source approach to material frequently take existing material, add their own touches, and republish it. Self-publishing—in print, image, video, or audio—bypasses traditional authority channels. (Kennedy, Dalgarno, Gray. Waycot, Judd and others, Bennett, ... & Churchwood, 2007).

Table 3: Web 2.0 Application in a Variety of Public Sector Domains

S/No.	Web 2.0 in Public Sector Domains
1.	Health Sector
2.	Education Sector
3.	Consumer Empowerment
4.	Small Business Owners
5.	Consumer Empowerment
6.	Business Promotion
7.	Helping in finding Potential Customers
8.	Helps in understanding consumer's opinion
9.	Helps in Political Sector
10.	Wellness Industry
11.	Supply Chain Management

A growing number of studies on the usage of Web 2.0 in various public sector domains ranging from politics to health are being published (Anfinnsen et al., 2011, Wattal et al., 2010, Hughes et al., 2009, Ajjan & Hartshorne, 2008).

Influence and Usage of Web 2.0

- Web 2.0 empowers individuals to manage their own data.

- Web 2.0 improves online user experience

- Video, audio, chatrooms, blogging, and instant messages are all examples of content that can be added. Users can be very interactive.

- Conversations take place in markets. These discussions allow for powerful forms of social organisation and knowledge exchange.

- It paves the way for innovation by facilitating crowdsourcing through knowledge sharing.

- Web 2.0 pedagogy has been shown to improve the teaching-learning process through content sharing and idea collaboration.

- Web 2.0 shifted the environment from static to dynamic or user-generated content, contributing to the growth of social media.

- Web 2.0 platforms also enable individuals to spread the values and beliefs of their communities to a larger sphere of people than was previously possible, as social ties can be formed quickly through network connections on SNS.

- Web services would connect businesses' information systems and business processes with those of their partners and customers, ushering in a new "service-oriented" distributed computing architecture.

Table 4: Applicability of E-Government 2.0 - E-Government 2.0 Services Come in Four Forms

S/No.	Government-to-Citizen (G2C)	Government-to-Business (G2B)	Government-to-Employee (G2E)	Government-to-Government (G2G)
1.	Government's openness, transparency & accountability	Exchange of services between the government and the business community	Engaging with public authorities	Handling crisis situation
2.	Citizenship empowerment	Policies, memos, rules, and regulations are distributed.	Use the Internet on a regular basis to manage internal processes.	Contributes to political campaigns and elections
3.	Information dissemination to the public	Obtaining current business information is one of the business services provided.	Travelling for official purposes	Local or domestic services, as well as international services
4.	Basic citizen services such as license renewals	Downloading application forms	Organizing official Events	Intergovernmental transactions between the central/national and local governments

5.	Ordering of birth/death/marriage certificates	Renewing licenses	Specialized services that cover only government employees	Transactions between departments and their associated agencies and bureaus
6.	Filing of income taxes, E-Filing of taxes	Registering businesses	Training and development of human resources	G2G services are transactions between governments
7.	Citizen assistance for essential services such as education	Obtaining permits	Improve the bureaucracy's day-to-day operations	It can be used in international relations and diplomacy.
8.	Health care	Payment of taxes.	Dealings with citizens.	Web 2.0 integration in e-government can help to achieve new e-government strategic goals and policies.
9.	Hospital information,	G2B transactions help with business development.	------	-------
10.	Libraries	Small and medium-sized business development (SME)	--------	-------
11.	Searching for school information,	E-procurement	--------	---------
12.	Employment search	online exchange of government suppliers for government purchases of goods and services	--------	---------
13.	Career development	E-procurement Websites enable qualified and registered users to find buyers and sellers of goods and services.	---------	---------
14.	Voter registration.	E-procurement increases transparency in the bidding process and allows smaller businesses to compete for large government procurement projects.	--------	--------
15.	Driver's License	The system also helps the government save money by eliminating the need for middlemen.	---------	---------
16.	Online Parking tickets	The overhead of purchasing agents is reduced.	---------	----------

17.	By incorporating technologies of Web 2.0 into e-government, prospects for developing the quality of online public services are created.	Farmers and agriculturists are receiving information and financial assistance.	----------	----------
18.	Positive shift in the government's association with countrymen and businesses.	-----------	----------	----------

Existing studies in reference to e-Government have demonstrated the benefits of social media by the government in terms of openness, transparency, and accountability, citizen empowerment and engagement with public authorities, in crisis situations, and in political campaigns and presidential elections. (Sivarajah, Irani, & Weerakkody, 2015).

Terms like "e-Government 2.0," "Government 2.0," and "e-Gov. 2.0" have been used to depict a different administration worldview that challenges traditional government and administration by incorporating Web 2.0 essentials in computerised government conditions.

(Drogkaris et al., 2010, Johannessen & Rohde, 2010). Mergel, Schweik, & Fountain 2009) highlighted that the use of these Web 2.0 technologies has the potential to transform public institutions' key issues of transparency, accountability, communication, and collaboration, as well as to promote user engagement.

The use of technologies of Web 2.0 by first-year university students would be consistent with predictions made by commentators that many members of the Net Generation want to be active participants in the information and knowledge creation process rather than passive consumers of information from traditional media sources. (Kennedy, Dalgarno, Gray, Judd, Waycott, Bennett, ... & Churchwood, 2007).

CONCLUSION

Much government activity is now focused on Web 2.0, and social media has quickly become a critical component of digital government strategies (Bertot et al., 2010,

Bonsón et al., 2015).

Taking note of that reviews on the employments of the Internet have produced a rundown of delights that are amazingly like those acquired from more established media, it distinguishes

two estimation relics—(1) measures intended for more seasoned media are utilized to catch satisfactions from more up to date media; and (2) delights are conceptualized and operationalized too extensively (e.g., data chasing), in this manner missing the nuanced delights got from more current media. It challenges the idea that all delights are a result of natural requirements and recommends that affordances of media innovation can shape client needs, bringing about new and unmistakable satisfactions. An example of new satisfactions and possible measures for those are given. (Sundar, & Limperos, 2013).

"Social media is not a service. It's not like power or water, where all that matters is that it works. Young people are concerned about what their use of one platform or another says about them." (Jonah, 2017).

The process of exerting social influence on coworkers, the most direct way is through overt statements about media or task characteristics that individuals assimilate into their own evaluations (Salancik & Pfeffer, 1978). These direct statements have an indirect effect as well. Coworkers raise the visibility of specific features by discussing them. Coworkers also make judgments and interpretations of events that the individual may accept. (Bandura, 1986; Salancik & Pfeffer, 1978).

Greater mastery of the skills necessary to employ the newer communication technologies such as electronic mail or computer conferencing is likely to directly facilitate use of those media. Four studies show that electronic mail use is directly related to experience with the medium and knowledge mastery. (Kerr & Hiltz, 1982; Johansen, 1988; Schmitz, 1988; Fulk, Schmitz, & Steinfield, 1988).

It is a fact that the gap between developed and developing countries is growing wider by the day. This is due to developed countries' technological advancements and developments. The majority of developing countries lag behind in technological development. Another fact is that in developing countries, only a small percentage of the population has access to new media technologies, particularly the internet. Access to the internet is particularly limited in some Asian and African countries. In developed countries such as the United States and Europe, almost everyone has a mobile phone and internet access, whereas this is not the case in the majority of developing countries. This is the need of the day to bridge the gap between the developed and developing worlds, between the rich and poor countries of the world. No one can live in isolation in this age of new media technology. (Riaz, 2010).

Technologies of Web 2.0 in Terms of Transformational Advertising

A transformational advertisement is advertised brand with a distinct set of psychological characteristics that would not normally be associated with the brand experience to the same extent if the advertisement had not been exposed to the consumer.

Informational advertising appeals to the logic or rationality of consumers, whereas transformational advertising appeals to the emotions or senses of consumers (Puto & Wells, 1984). As a result, marketers must understand their customers' emotions and senses to create advertisements for their brand's products.

Web 2.0 denotes to a collection of open-source, interactive, and user-controlled online applications that aim to broaden users' experiences, knowledge, and market power as business and social process participants.

Web 2.0 technology and transformational advertising are an excellent combination for marketers and consumers, resulting in a better understanding of a specific brand and customers who follow the brand. The combination of technology of Web 2.0 and transformational advertising creates good business opportunities for marketers because consumers can be persuaded to buy the concerned brand's products.

Web 2.0 has far more user-generated content and is far more usable for end users than its predecessor, Web 1.0. Marketers should now focus on Web 2.0 technology and transformational advertising to increase brand support and popularity among consumers.

Allowing Web 2.0 technologies to run on the computers of all employees in an organisation poses a number of risks that can have an impact on Transformational Advertising.

Allowing employees to use Web 2.0 applications has made it much more difficult to enforce data security policies. Worse, many businesses lack the ability to detect, let alone control, these new applications, increasing the risk of intentional or unintentional misappropriation of confidential information.

Despite the fact that Web 2.0 is a truly global phenomenon. Without languages, access to certain parts of the internet is limited to local influencers. Traditional education must be preserved and, whenever possible, adapted to meet the requirements of the next generation.

Unfortunately, due to a lack of computers or teachers professionally trained in multimedia publishing or structural understanding of the internet, limited funding and education staff may frequently delay adaptation. Precautions such as employee training, use of local language if

necessary, funding, and so on will aid in achieving positive results from transformational advertising using Web 2.0 technologies.

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