



# Emerging Media Trends: Impacts on Advertising and Marketing Communication in a Challenging Economy

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**Abstract:** *This study investigated emerging media trends and their impacts on advertising and marketing communication in a challenging economy. Nigeria's economic situation presents challenges to all strata of society. The advertising and marketing communication landscape is receiving its share of adversity. The role of media in educating the public, promoting transparency, and fostering investor confidence highlights the importance of accurate information management in curbing misinformation that could exacerbate panic during economic downturns. The valuable lessons include the rapid evolution of media technologies, which have transformed advertising and marketing communication. This study explored the latest media trends that reshape how brands interact with consumers, creating new opportunities and challenges that require the advertising industry to adapt to the new communication tools and platforms of Social media, AI, influencer marketing, and immersive technologies to remain relevant in marketing campaigns. These significant challenges have evolved valuable lessons on effective communication, the dangers of misinformation, and the importance of collaboration between governments, media outlets, and the public. This study examines these trends and their implications for advertising and marketing communication, highlighting opportunities. Based on the findings, the study reveals that privacy, limited access to advanced technology, fragmentation, high cost, and fatigue are challenging economic issues. It was recommended that the role of media in advertising and marketing communication be strategic to uphold the sector in economic downtime, as in Nigeria, which should be explored.*

**Key words:** Advertising, Marketing Communication, Challenging Economy, Digital Marketing. .

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## INTRODUCTION

### EMERGING TRENDS IN ADVERTISING AND MARKETING COMMUNICATIONS PRACTICE IN NIGERIA

Advertising and marketing communications in Nigeria are rapidly evolving due to technological advancements, shifting consumer behavior, and economic dynamics. These emerging trends reshape how businesses engage with audiences, create brand awareness, and drive sales. Here are the key emerging trends shaping Nigeria's advertising and marketing landscape.

#### 1. Digital and Social Media Dominance

The rise of smartphones and affordable data plans has shifted from traditional advertising to digital platforms, where businesses can target specific demographics. Social media platforms such as Facebook, Instagram, TikTok, and X (formerly Twitter) have become major marketing channels.

#### Social Commerce

Brands now sell directly on social platforms.

#### Example

Jumia and Konga use Facebook and Instagram to promote flash sales.

#### Influencer Marketing

Nigerian businesses increasingly partner with influencers to reach niche audiences.

#### Example

Beauty brands like Zaron Cosmetics collaborate with micro-influencers on Instagram to promote products.

#### Short-Form Video Marketing

Platforms like TikTok and Instagram Reels attract younger audiences through engaging videos.

### 2. Data-driven and Programmatic Advertising

With more businesses moving online, data analytics and programmatic advertising are essential. Companies are leveraging insights to deliver personalized campaigns and increase efficiency.

#### Targeted Advertising with Analytics

Brands use customer data to run tailored advertisements.

#### Example

MTN Nigeria utilizes data insights to segment users and promote relevant offers.

Programmatic Ad Buying: Automated ad buying optimizes costs and targets relevant audiences in real-time.

### 3. Mobile-First Marketing Strategies

With a significant portion of internet access in Nigeria happening via mobile devices, brands are prioritizing mobile-friendly content and campaigns.

#### Mobile Wallets and Payment Solutions

Marketing integrates mobile payment platforms such as Paga and Flutterwave.

#### Example

Zenith Bank partners with mobile wallets to offer incentives for digital transactions.

#### SMS and WhatsApp Marketing

Businesses use these channels for personalized messages and customer engagement.

#### Example

Nigerian retailers send promotional SMSs and WhatsApp broadcasts to inform customers of special deals.

### 4. E-Commerce and Omnichannel Marketing

The growth of e-commerce is driving businesses to adopt omnichannel marketing strategies, integrating both online and offline touchpoints.

#### Omnichannel Campaigns

Brands combine digital adverts with physical store promotions.

#### Example

Supermarkets like Shoprite integrate online adverts with in-store discounts to attract customers.

#### Partnerships with Logistics Providers

Efficient delivery services are essential for e-commerce success.

#### Example

Jumia partners with local logistics companies to enhance delivery efficiency.

### 5. Experiential and Interactive Marketing

Experiential marketing, which involves creating memorable customer experiences, is gaining popularity. Nigerian brands now engage consumers through events, activations, and interactive content.

#### Brand Activations at Events

Companies engage consumers directly through product sampling and demos.

#### Example

Guinness Nigeria hosts tasting events to promote new beverage lines.

#### Augmented Reality (AR) Campaigns

AR tools allow customers to interact with virtual products before making a purchase.

#### Example

Some fashion brands use AR to let customers "try on" clothes virtually.

### 6. Sustainability and CSR-Focused Campaigns

Nigerian consumers are becoming more socially conscious, prompting brands to integrate sustainability into their marketing. Corporate social responsibility (CSR) efforts also play a vital role in enhancing brand reputation.

#### Sustainability Messaging

Brands emphasize eco-friendly products and practices.

#### Example

Some Nigerian fashion companies promote locally sourced materials and sustainable production processes.

#### CSR Initiatives as Marketing Tools

CSR campaigns align marketing with social impact efforts.

#### Example

Dangote Group promotes its health initiatives through branded campaigns.

### 7. Personalization and Customer Experience

With access to customer data, businesses focus on personalization to enhance user experience and improve brand loyalty.

#### AI-Powered Personalization

Brands use AI to recommend products and tailor offers based on consumer behavior.

#### Example

E-commerce platforms like Jumia suggest products based on users' browsing history.

#### Chatbots and Automated Customer Support

Automated responses provide instant engagement.

#### Example

Banks such as UBA use chatbots on WhatsApp to assist customers with inquiries.

### 8. Rise of Local Content and Storytelling

Brands increasingly use culturally relevant content and storytelling to connect with Nigerian consumers. This approach helps create emotional connections and resonates with local audiences.

#### Cultural Storytelling in Campaigns

Adverts incorporate Nigerian languages, proverbs, and themes.

#### Example

Peak Milk's campaigns emphasize the importance of family and tradition.

#### Local Influencer Collaborations

Brands collaborate with artists and content creators to develop authentic local content.

#### Example

Airtel partners with musicians to create campaigns that reflect Nigerian lifestyles.

### 9. Performance Marketing and ROI Measurement

In a competitive market, brands focus on performance marketing to track and optimize their campaigns for better results.

#### Pay-Per-Click (PPC) Campaigns

Companies adopt PPC models to ensure cost-effective advertising.

#### Example

Fintech startups run Google Adverts, targeting users searching for financial solutions.

#### Social Media Analytics

Brands rely on tools to measure the effectiveness of campaigns and adjust strategies.

#### Example

Jumia tracks social media metrics to determine which adverts generate the most conversions.

### 10. Integrated Marketing Communication (IMC)

Many Nigerian businesses embrace Integrated Marketing Communication (IMC) strategies to create cohesive campaigns across multiple platforms.

#### Coherent Messaging Across Channels

Brands ensure consistency across traditional and digital media.

#### Example

Access Bank's campaigns are integrated across TV, social media, and outdoor advertising.

#### Collaborative Campaigns

Partnerships between brands lead to more extensive campaigns with greater reach.

#### Example

Telecom providers like Glo collaborate with Nollywood actors for TV and social media campaigns.

### **OVERVIEW OF EMERGING MEDIA TRENDS**

New forms of media are redefining the rules of engagement for advertisers. In Nigeria, several global media trends have found local expression with unique adaptations:

These trends include social media platforms, such as Facebook, Instagram, and WhatsApp, which are widely used alongside indigenous platforms like Nairaland. The recent popularity of TikTok and LinkedIn among Nigerian youth and corporate communities reflects the global shift towards short-form content.

#### 1. Social Media

Emerging platforms, including Threads and X, offer more interactive environments for users.

#### 2. AI and Automation

AI tools are increasingly used for targeted advertising, customer segmentation, and chatbot services. Marketers use AI for hyper-personalization, content generation, and chatbots (Kotler et al., 2021).

#### 3. AR and VR Technologies

These tools create immersive brand experiences, enhancing consumer engagement (McKinsey & Company, 2022).

#### 4. Influencer Marketing

Nigerian influencers and celebrities are critical in brand promotions. Sabinus, Linda Ikeji, McAnthony, and so many more influencers, Burna Boy, Davido, Wizkid, Ebuka, Nancy Isime, Tope Makinwa, Ibu, Nkem Owoh, and as many as you can remember.

5. AR/VR Adoption: Although nascent, brands have experimented with virtual events and immersive experiences.

### **IMPACT OF SOCIAL MEDIA ON NIGERIAN ADVERTISING AND MARKETING**

Social media platforms have revolutionized communication, enabling brands to reach audiences precisely. Algorithms on platforms like Instagram and Facebook allow targeted advertisement based on user

behavior, increasing campaign effectiveness (Statista, 2023). It has become a central platform for marketing. Nigerian brands use platforms like Instagram and Twitter for targeted campaigns, while WhatsApp has become a vital channel for customer engagement, especially among small businesses.

The platforms foster two-way communication, as consumers engage with brands through comments, direct messages, and mentions. Example: Airtel Nigeria's Twitter campaigns foster two-way customer interaction through engaging content and timely responses. It enables quick adaptation to trending topics, helping brands remain relevant.

Targeted Advertising is a prominent feature as brands utilize platform algorithms to reach specific demographics. Coca-Cola, for example, uses Instagram campaigns to engage millennials.

However, misinformation, fake accounts, and poor internet infrastructure hinder seamless campaign execution. Brands also must navigate issues related to platform fatigue and declining organic reach on major social networks.

### **INFLUENCER MARKETING AND USER-GENERATED CONTENT**

Influencer marketing leverages social media personalities to create relatable and trustworthy content. Micro and nano-influencers who engage niche audiences with specific content, in particular, offer higher engagement with specific communities at lower costs (Chen, 2023). Brands like Nike use these influencers to promote personalized campaigns. UGC fosters authenticity, as consumers trust peer-generated content more than a traditional advertisement.

These brands rely on micro- and nano-influencers, who engage niche audiences with authentic content (Chen, 2023).

Impact: Builds authenticity and trust

Higher engagement than traditional advertisements.

Better ROI with smaller, more engaged audiences.

Example: Nike's collaboration with fitness influencers for personalized campaigns.

### **SHORT-FORM VIDEO AND ITS INFLUENCE ON MARKETING COMMUNICATION**

Platforms Driving Growth: TikTok, Instagram Reels, and YouTube Shorts dominate.

Attention Economy: Short videos align with shrinking attention spans.

Impact: Brands and marketers must convey messages quickly while maintaining storytelling (WARC, 2023).

Example: Chipotle's viral TikTok challenges demonstrate the potential for short-form videos to enhance brand visibility.

### **AI AND AUTOMATION IN ADVERTISING AND MARKETING**

Platforms Driving Growth: Chatbots, AI content creation, and personalized campaigns.

AI tools are transforming marketing strategies.

Enabling real-time personalization and data-driven decision-making.

GPT-powered chatbots improve customer interactions.

Data Analytics usage enables hyper-personalized advertisement.

AI-generated content enhances efficiency (Kotler et al., 2021).

Advertisers and marketers must have privacy concerns and ensure the responsible use of automated tools.

### **AUGMENTED REALITY (AR) AND VIRTUAL REALITY (VR) IN MARKETING COMMUNICATION**

AR and VR offer immersive experiences that enhance consumer interaction with products.

Enhance product interaction and virtual shopping.

Immersive Campaigns: Brands hosting virtual events and concerts.

Example: IKEA's AR app allows users to visualize home furniture.

Gucci has introduced virtual sneakers that users can wear in AR environments (McKinsey & Company, 2022).

GTBank has experimented with virtual events and immersive experiences.

Impact: Enhances product interaction and builds emotional connections.

High development costs may limit adoption by smaller brands.

### **IMPACTS ON CONSUMER BEHAVIOR**

1. Shifted consumer expectations.

Consumers now expect personalized content and interactive experiences. Polls, quizzes, and customized product recommendations engage audiences more effectively than static content. The mobile-first approach has also become essential, as most users access content primarily through smartphones (Statista, 2023).

2. Increased Personalization

Consumers expect brands to anticipate their needs.

3. Interactive Content

Higher engagement through polls, quizzes, and interactive advertisements.

4. Shift to Mobile Platforms

Brands optimizing campaigns for mobile-first consumption.

### **CHALLENGES FOR ADVERTISERS AND MARKETING COMMUNICATION.**

While the new media trends present numerous opportunities, they pose challenges (Deighton & Kornfeld, 2023).

1. Privacy Concerns

New regulations like the General Data Protection Regulation affect targeted advertisements.

2. Ad Fatigue

3. Overexposure leads to consumer desensitization.

4. Platform Fragmentation

Managing multiple campaign platforms increases complexity.

## **MEDIA'S STRATEGIC ROLE IN ENHANCING ADVERTISING AND MARKETING EFFORTS,**

The media plays a crucial role in shaping advertising and marketing communication. Media platforms must adopt best practices promoting transparency, engagement, and innovation as the landscape evolves (Igwe, 2024) through strategies to enhance their contribution to advertising and marketing efforts.

### **1. Promote Transparency and Trust**

Consumers increasingly demand transparency from brands and media outlets. The media should ensure that advertisements align with ethical standards and disclose sponsored content. This builds consumer trust and prevents misinformation.

#### **Implement Clear Labeling**

Sponsored posts and native advertisements must be identified as paid content.

#### **Fact-Check Campaigns**

Media outlets should verify claims made in advertisements to prevent the spread of misleading information.

#### **Encourage Responsible Advertising**

Media companies can develop policies to block harmful or deceptive advertisements, especially in finance, health, and politics.

### **2. Foster Engagement and Interactivity**

Modern consumers expect interactive content that allows them to engage with brands meaningfully. Media platforms should prioritize features to encourage two-way communication between brands and their audiences.

#### **Enable User Participation**

Use polls, quizzes, and comment sections to involve audiences directly in campaigns.

#### **Leverage UGC (User-Generated Content)**

Promote hashtag campaigns that encourage users to share their experiences.

#### **Create Interactive Ad Formats**

Media outlets can offer formats such as shoppable adverts or AR filters, allowing users to interact directly with products.

### **3. Embrace Data-Driven Advertising**

Data analytics helps brands target their messages to specific audience segments, improving advertisement relevance and effectiveness. Media companies should build robust analytics tools and adopt responsible data practices.

#### **Use Real-Time Analytics**

Media platforms should provide brands with insights into campaign performance, helping them optimize adverts quickly.

#### **Promote Data Privacy**

Limit intrusive advert targeting to ensure compliance with privacy regulations, such as Nigeria's Data Protection Regulation (NDPR).



#### Offer Segmented Audience Targeting

Brands can target adverts based on user preferences, behavior, or geography to maximize relevance.

#### 4. Support Innovative Technologies

Media platforms should adopt emerging technologies to help brands create immersive and memorable experiences. This includes integrating tools like augmented reality (AR), virtual reality (VR), and artificial intelligence (AI).

#### Offer AR and VR Ad Options

Enable brands to create virtual experiences such as try-on features for products (e.g., makeup or fashion).

#### Leverage AI in Personalization

Use AI-powered recommendation engines to suggest relevant content or products to users.

#### Host Virtual Events

Media companies can partner with brands to organize online events and webinars, especially in the fashion, education, and finance industries.

#### 5. Ensure Accessibility and Inclusion

Media platforms must ensure marketing content is accessible to all users, including those with disabilities. Inclusive advertising promotes brand loyalty and expands market reach.

#### Offer Multilingual Content

Providing adverts in local languages such as Yoruba, Hausa, and Igbo in Nigeria can increase brand relevance.

#### Example

Nzu nko ndi Igbo in Wish Fm 99.5 PH.

#### Ensure Content Accessibility

Use features like captions, alt text, and audio descriptions to ensure adverts are inclusive of all audiences.

#### Promote Diversity

Media outlets can encourage brands to feature diverse individuals and perspectives in their campaigns, reflecting Nigeria's cultural diversity.

#### 6. Combat Ad Fatigue and Maintain Relevance

Advertisement fatigue occurs when users are exposed to too many adverts, reducing their engagement. Media platforms must optimize advertising frequency and relevance.

#### Limit Advertisement Frequency

Implement capping measures to prevent overexposure to adverts.

#### Prioritize Contextual Advertising

Ensure that adverts are aligned with users' content consumption. For example, adverts related to food delivery should appear on cooking or recipe websites.

Experiment with Non-Intrusive Adverts

Encourage formats like native adverts that blend seamlessly with content, providing value without disrupting user experiences.

7. Strengthen Collaboration with Advertisers

Media companies should work closely with advertisers to create customized campaigns that resonate with audiences. Collaboration fosters innovation and ensures campaigns align with media platform strengths.

Provide Creative Support

Offer brands access to media production teams to create visually appealing and engaging ads.

Co-Create Campaigns

Collaborate with advertisers to develop campaigns tailored to platform-specific audiences.

Offer Performance-Based Pricing Models

Implement pay-per-click (PPC) or pay-per-impression (PPI) models that align with advertisers' performance goals.

8. Contribute to Social Impact and Sustainability Campaigns

The media promotes corporate social responsibility (CSR) and sustainability efforts. Media outlets should encourage brands to integrate social impact messages into their campaigns.

Highlight Social Issues

Promote campaigns that address issues such as education, healthcare, and environmental sustainability.

Support Local Businesses

To boost economic growth, offer discounted advert rates for small and medium enterprises (SMEs).

Feature Campaigns with Ethical Values

Encourage brands to adopt socially responsible messaging that aligns with community values.

**ADVERTISING AND MARKETING COMMUNICATION STRATEGIES IN A CHALLENGING ECONOMY**

In a challenging economy marked by inflation, reduced consumer spending, currency devaluation, and economic instability, businesses must strategically adapt their advertising and marketing communication. For Nigerian businesses, strategic efforts are crucial in maintaining relevance, retaining customers, and managing constrained budgets. Practical examples of strategies to overcome these challenges are outlined herein.

1. Focus on Value-Oriented Communication

Nigerian consumers, facing rising living costs, are increasingly price-conscious. Brands must demonstrate value by highlighting affordability and essential benefits.

Discounts and Promotions

Offering incentives such as discounts or bonus packages appeals to cost-sensitive consumers.

Example

MTN Nigeria regularly offers promotions such as "XtraValue Bundles," which provide airtime and data at reduced rates.

#### Bundle Offers

Combining products or services into bundles increases perceived value.

#### Example

Chicken Republic offers "Refuel Meal" deals, bundling meals with discounted drinks.

#### Long-Term Savings Messaging

Brands emphasize cost-efficiency over time.

#### Example

Solar energy companies like Lumos promote solar kits as long-term savings solutions compared to petrol generators.

### 2. Prioritize Customer Retention Over Acquisition

Retaining existing customers is more cost-effective than acquiring new ones, especially during tough economic times.

#### Loyalty Programs

Brands reward loyal customers to encourage repeat purchases.

#### Example

Konga offers loyalty points redeemable for discounts through its KongaPrime subscription.

#### Personalized Engagement

Customer relationship management (CRM) systems enable targeted messaging.

#### Example

Access Bank sends personalized offers via SMS, targeting customers based on their transaction history.

#### Exceptional Customer Support

Providing prompt responses on social media or WhatsApp helps build trust.

#### Example

GTBank uses Twitter to respond to real-time inquiries, enhancing customer satisfaction.

### 3. Leverage Digital and Social Media Marketing

Digital platforms provide cost-effective ways for businesses to reach their audiences in Nigeria.

#### Influencer Marketing

Collaborating with local influencers increases brand visibility at lower costs.

#### Example

Paystack partners with Nigerian tech influencers to promote its payment platform on Twitter.

#### User-Generated Content (UGC)

Encouraging consumers to share experiences organically drives engagement.

Example

Indomie Nigeria runs contests asking consumers to post creative meals using their noodles, generating organic buzz.

Optimizing Ads with Data Insights

Brands use Facebook and Google Analytics to run targeted ads with higher conversion rates.

Example

Jumia tailors Facebook ads to frequent online shoppers, focusing on high-demand products.

4. Use Content Marketing to Build Trust and Authority

In economic uncertainty, consumers prefer brands that provide reliable information and solutions.

Educational Campaigns

Offering educational content positions brands as thought leaders.

Example

First Bank provides financial literacy workshops and online content through its “FirstEdu” program.

Storytelling Campaigns

Brands humanize their messages by telling relatable stories.

Example

Nigerian Breweries launched a campaign showcasing small business owners’ resilience during the COVID-19 pandemic.

Short-Form Video Content

Engaging videos on Instagram and TikTok attract young, mobile-savvy audiences.

Example

Coca-Cola Nigeria promotes new products through TikTok dance challenges.

5. Adopt Agile Marketing Practices

Economic conditions can shift rapidly, requiring brands to pivot and respond quickly.

Experiment with Multiple Campaigns

Brands test small campaigns to determine what resonates before scaling.

Example

Political campaigns in Nigeria use pilot social media ads to gauge public sentiment.

Monitor Real-Time Data

Brands adjust campaigns based on analytics to improve effectiveness.

Example

E-commerce platforms like Jumia optimize their ads daily, responding to changing customer behavior.

#### Flexible Budgets

Allocating budgets dynamically allows brands to focus on high-performing campaigns.

#### 6. Collaborate with Other Businesses and Partners

Partnerships help businesses reduce costs and expand reach in challenging times.

#### Co-Branding Initiatives

Partnering with complementary brands enhances visibility while sharing costs.

#### Example

Zenith Bank collaborates with Flutterwave to promote digital payments.

#### Community Engagement

Brands partner with local communities to build goodwill.

#### Example

Dangote Group sponsors healthcare programs in rural communities, enhancing its brand image.

#### Cross-Promotions

Businesses promote each other's services to broaden customer reach.

#### Example

Fintech companies collaborate with telecom firms to promote mobile wallets and digital banking.

#### 7. Optimize Marketing Spending through ROI Measurement

During economic downturns, brands must focus on marketing efforts with high returns.

#### Performance-Based Advertising

Brands adopt pay-per-click (PPC) models to ensure costs align with outcomes.

#### Example

Nigerian startups prioritize Google PPC campaigns, focusing on generating direct leads.

#### Invest in High-ROI Channels

Brands identify the most effective channels and allocate more resources to them.

#### Example

MTN Nigeria invests heavily in Facebook and Instagram ads due to their high user engagement.

#### Marketing Automation

Automation tools reduce operational costs and improve efficiency.

#### Example

Some Nigerian businesses use automated email marketing to send personalized offers at scale.

#### 8. Promote Corporate Social Responsibility (CSR) and Ethical Marketing

Consumers expect brands to support social causes, especially during difficult economic periods.

#### Community Development Projects

Aligning with social causes builds goodwill and trust.

#### Example

Nigerian Breweries supports access to clean water projects across Nigeria.

#### Eco-Friendly Campaigns

Highlighting sustainable practices appeals to environmentally conscious consumers.

#### Example

Nigerian fashion brands promote sustainable clothing made from locally sourced materials.

#### Ethical Marketing

Transparency in communication strengthens brand reputation.

#### Example

UBA emphasizes ethical banking practices in its campaigns, promoting trust in financial services.

### **CONCLUSION**

Nigeria's advertising and marketing communication landscape is transforming significantly, driven by digitalization, shifting consumer behavior, and economic realities. Businesses that leverage these emerging trends, such as digital dominance, experiential marketing, and data-driven strategies, can better navigate the competitive environment and achieve sustainable growth.

The evolving media trends of social media, influencer marketing, AI, and immersive technologies are transforming advertising and marketing communication and significantly influencing it. These trends highlight the importance of agility, local relevance, focus on delivering value to customers, accessibility, combating advertisement fatigue, fostering collaboration, and supporting social impact initiatives. Media platforms must promote transparency, interactivity, data-driven insights, and innovation to remain relevant and practical and balance commercial objectives with ethical considerations as advertising evolves to drive sustainable growth, just as brands must prioritize the media to help them build meaningful connections with consumers.

In Nigeria's challenging economic environment, businesses must adopt strategic advertising and marketing approaches to remain competitive. Focusing on value communication, customer retention, digital engagement, and agile practices allows brands to stay relevant. Collaborations, ROI-driven spending, and CSR initiatives further enhance brand reputation and loyalty. Despite uncertainties, Nigerian companies strategically adapting to the economy's realities will be better positioned to achieve sustainable growth.

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