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Article:	**The Screen-scape of Advertising: Trends and Innovation**
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ABSTRACT

The field of advertising has undergone a rapid transformation, power-sourced by technological advancements and changes in viewpoint that has contributed towards consumer's behavior, resulting in an ever-evolving market. This paper attempts to explore the trends and innovations that have played a part in shaping the current face and future of the screen-scape of advertising, which includes the rise of digital platforms, personalized content, and integration of emerging technologies. This paper delves into the idea of how by embracing these new trends and enriching ethical practices, advertisers can forge deeper connections with consumers, thereby navigating the complexities of an ever-changing techno-environment. The discourse also examines the challenges and opportunities that are presented by these trends and offers insights into how advertisers can adapt and thrive in this dynamic environment.

Key Words: advertising, transformation, trends, innovations, consumer, mixed reality, extended reality

Foundation of Advertising

Advertising, a model of visually communicating as a human to another human; regarding where the product is available or is being sold or this communication can also be used for the purpose of introducing new state of affairs, learning new skills; create a awareness of any type of situations around us. Advertising has become a very important part of the capitalist economies, as it provides the function of engaging potential consumers, creating brand recognition, and therefore resulting in an increase in sales for the brand. Within this model as an active catalyst, various strategies were built. The very first and second strategy of advertising has been, how to allure humans (consumers) towards a product for 1. For informing, 2. For persuading, and then 3. For consumer's life engagement with the product. The third strategy can be seen as, making the people aware of their outer range surroundings; giving them a feeling of being knowledgeable of other things; along with their situation. The fourth was viewed at some stage of our evolution; this dealt with emotions; yet advertising was still selling a product; but it had emotions of empathy. Example of which from our local market was State Life Insurance company ad from 80's " aye khuda mere abbu salamat rahe".

Now we move to the modes of advertising; different modes of advertising are used by brands these days to grasp the attention of the public in relation to a product or a service (Bovee & Arens, 1992). This statement from 30 years ago is still very valid; as of today 2024 those modes Bovee & Arens were talking about, have now converted to screens.

Advertising in Former Times

Beyond the inventions of advertising's strategies and modes, the actual history of advertising is as old as human's self-realization. It starts back in time and can be traced to the ancient civilisations where different techniques and styles were used to fulfil the purpose of communicating information with the masses. Communication has always been a foremost need for humans since the advent of time, and they worked on finding different methods to carry out this process, making marks such as craving wet clay, and walls painting appear as the common means.

As we proceeded with an elegant mannerism for communication, we also developed the visual vocabulary such as symbols; and used those to communicate with the audience. Different visual signs or symbols were believed to be means of communicating messages before the advent of proper languages (Schwarzkopf, 2011). It is believed that some five thousand years ago Babylonian traders were using visuals on surfaces to advertise products or services (Pandey, 2017). In a short chronological order as we run through advertising history; Pompeii, an extensive archaeological site in southern Italy's Campania region, provides valuable insights into ancient communication strategies. Dating back to the 7th–6th century BC, Pompeii's discovery has unveiled a treasure trove of public inscriptions on walls. These inscriptions, beyond mere illegal graffiti, served as conduits for diverse messages aimed at the public. They were instrumental in political campaigns, public event promotions, and official announcements, functioning akin to the concept of modern-day billboards (Pandey, B. 2017). Similarly, around 3000 years ago, an ad like announcement (in color) was found by the archeologists that were believed to advertise a gladiator fight (Preston, 1971).

Moving forward in time, advertising in the 12th century relied heavily on physical mediums such as town criers, posters, signs, and word-of-mouth communication. This era marked the localized and visual nature of advertising, catering to specific communities and relying on

visual appeal to attract attention. The tradition of print advertising is believed to have started some six hundred years ago, according to Danesi "modern period of adverting" (Danesi, 2015). The messages or communication in forms of pamphlets or a folded paper in a ways and extensive regions to create awareness for public. However, the idea of paper commercial have grow to be brought with the useful resource of the usage of ancient Egyptians who've used papyrus (very thick paper) to unfold commercial employer facts and function used wall posters to draw audience (Bhatia, 2000). Later in 17th century, "The London Gazette" becoming the first newspaper, containing printed advertisements; there were reserved spaces within the newspaper for paid ads. (Danesi, 2015).

During Mughal Era in India (16th to 19th centuries), advertising and marketing methods were influenced by cultural, social, and economic dynamics. Traditional media like handwritten posters, announcements, and pamphlets were prevalent, showcasing a blend of artistic expression and functional communication. One of the arts that we lost somewhere was the street theater, which was a prominent form of entertainment and cultural expression. Street theater, known as "Nautanki" or "Tamasha," involved performances in public spaces that often-included aspects such as music, dance, drama, and storytelling. These were not just means of engaging the common people with various themes ranging from mythology and folklore, but also included aspects such as social and political commentary. Furthermore, the idea of spreading any information through word-of-mouth was also believed to be a historical form of advertising. Satisfied customers, testimonials, and positive reviews were crucial for business promotion and credibility, forming the basis of early brand recognition and loyalty. Street theater in the Mughal Era served not only as entertainment but also as a platform for social discourse, cultural exchange, parallel to this era's influencers.

Evolution of Advertising

As the humans developed socially the economic expansion developed. An advertisement campaign was created during the 19th century by Thomas J. Barratt for "Pears Soap", London adding images with catchy slogans, which led him to being regarded as the father of modern advertising. Results of continuous re-evaluating the market trends of his target audience. In between the human's also developed a sense of social values and concerns. This shift is embarked a change in communicating the product as a societal positive representation (Schwarzkopf, 2011). During this time period, the advertisers had started to focus their attention on design, as layouts and text as content for advertisement and this development is called "multimodal message" for target audience (Danesi, 2015).

Development in visual field of advertising saw a notable breakthrough with the introduction of television, as similar to today's motion content. The world's first television advertisement, as per recorded history; as aired in the United States on July 1, 1941, marking as a historic event. Endorsed by Bulova, a watch and jewellery company, merely a 10-second commercial on NBC-owned-WNBT with simple graphics and voiceover, and laid a framework for the development of sophisticated and impactful television commercials that are now standard in modern advertising strategies. This marked the Golden Age of Television advertisements that challenged companies to personify their brand. Leaving behind the idea of simple voiceover and static graphics, commercials started developing on the line of telling narratives that audiences looked forward to as means of entertainment (Abramson, 2007).

The advertising sector underwent a major shift in ideas and surroundings, as well as technological changes that influenced consumer patterns between 1999 - 2020, thus dictating marketing strategies. Advertising has generally shifted its approach to the use of digital media, data-driven tactics, personalized contents, messages and campaigns, and cause-related appeals in a bid to reach out for its audience within an increasingly digitalised world. In today's world, advertising now focuses on prioritising multi-message techniques, incorporating verbal, visual, auditory, and written elements to create engaging and memorable narratives that are impactful (Sultan. K, & Zuhal Akmeşe Demir). The current advertising screen-scape is characterized by digital innovation; therefore, it is becoming vital for advertisers that they stay agile, adapt to new technologies and trends, and prioritize meaningful connections with their target audience.

The contemporary outlook of advertising (2020 - 2024) is identified as a dynamic interplay of elements, including economic influences, repository of digital platforms, personalized content, and the integration of emerging technologies like mixed realities. The main source responsible for changes in trends and innovations in the field of advertisement is the consumer; their preferences, constantly evolving consumer behaviors; are the main inspiration leading advertisers for prompt innovation to create relevant and engaging content to resonate with their target audience. This has created a dynamic shift from traditional methods to digital channels, embracing advancements in technology, reflecting a broader trend in the creative industry by moving towards embracing and adapting advancements in technology. Driven by the need to reach audiences where they are most active, this shift increasingly includes the use of online platforms and digital media (digital channels), main to a metamorphosis that motivated social and financial structure. The fast extrade in net technology has introduced approximately each social and cultural transformations, and the effect of this modification has been global (Ulker-Demirel, Elif. 2019). Concerning global advertising trends, data analytics, AI-generated insights, and interactive content are being used by advertisers to create highly personalized and engaging experiences for the target market. This approach enhances the effectiveness of advertising initiatives, enabling creators and suppliers alike to promptly react to emerging consumer preferences and needs.

Transitioning Paradigms: The Foundation and the Shift

The foundation of advertising is attributed to understanding and responding to consumer behavior. Consumer brand engagement (CBE) is composed of three dimensions: dimensions: cognitive, emotional, and behavioral that simultaneously reflect the person of the engagement (Hollebeek et al, 2014). When viewed in the context of the digital transformation, it has revolutionized how consumers interact with information and brands. Contemporary digital age, consumers crave instant and easy access, they rely heavily on digital devices for various purposes such as obtaining information, searching, knowledge, entertainment, or/and communication. This continuous intersectionality has made a great impact on the way people use media traditionally, which has led to the decline of print-media, radio and television.

Digital advertising utilizing technology has become a powerful tool in real-time, consumer engagement through the interactive forum such as social media interactions, live streaming and personalized messaging. This emergence has changed the consumer relationship with brand paradigm. This shift toward virtual systems has reshaped the marketing and marketing screen-scape, allowing manufacturers to connect to their goal audiences in extra direct and impactful ways. The relation among organizations and their customers evolves and corporations are

dropping complete manage over communication (Bruhn. Et. al., 2012). The company's media (advertisements) are being created and directed after collection of data, conducted on various forums via different means. The shift is due to the data collected, data playing a crucial role in modern advertising, serving as an asset that enables advertisers to target specific consumer segments and deliver personalized content.

In an individualistic society, humans are extra susceptible to the results of dwelling remotely in preference to bodily located, particularly for the reason that they gain meals thru virtual and digital use. The gift self now no longer simplest embodies the preference to shield oneself from uncertainty, however additionally encourages an unconditional love for being on stage. In this context, someone regularly takes gain of the cutting-edge technology to put off fears primarily based totally on unknown records and units out toward the virtual international and is happy with his hobby on this field.

Insights derived from consumer behavior data act as guide while planning advertising strategies, ensuring that messages are tailored to individual preferences and interests. This trend towards adaptive customisation is now the key to success of advertising campaigns, as it enhances user engagement by providing content that resonates with each client on a nonpublic level. This data-pushed method aids in optimising strategies for maximum effectiveness and improving return on investment (ROI). It is not about how much raw data you have but rather how effective using it in businesses that matter most. Targeting and personalisation are open-source codes for digital advertising where advertisers employ highly individualised approaches to connect with their audiences. By taking into account demographics, interests, behaviors, and other data points, however digital advertising does well in targeting and personalisation. As such they can come up with highly customised campaigns that allow them deliver tailor-made content to specific groups at the right time through appropriate channels. Advertisers are engaging mixed realities such as virtual and augmented to connect and engage with consumers dynamically, and strategising promptly to opportunities, reshaping the advertising screen-scape, offering new avenues for engaging, reaching consumers, and delivering targeted messages.

Moreover, the rise of digital media consumption reflects the changing preferences and habits of consumers, who increasingly prefer digital channels for accessing information and engaging with content that is more interactive through mixed realities. Advertisers have adapted to this trend by leveraging digital platforms effectively and creating content that captures and maintains consumer attention in a highly competitive digital environment. In essence, the foundation of advertising today is rooted in understanding and leveraging consumer behavior in the digital era. Successful advertising campaigns are now being driven by the move to digital platforms, insight derived from data and adaptive customisation that enables advertisers to connect deeply with consumers and facilitate meaningful engagement (Quintos, M. 2017). Advertising only becomes successful if it manages not only to put a product or service at the front of everyone's minds but also changes social perceptions and cultural attitudes. Technological advancements and shifts in consumer behavior have influenced the way advertising is done (Schwarzkopf, 2011)

Exploring Pakistan's Digital Screen-Scape: Embracing Mixed Realities

Today, the digital landscape in Pakistan has seen a remarkable transformation through the integration of mixed reality (MR) technologies. These advancements are reshaping digital

marketing and experiential marketing, providing users with immersive and interactive enduring impact. For instance, consumer-end industries in Pakistan can leverage these cutting-edge reality-virtuality technologies to enhance their customers' experiences significantly. The integration of MRT is increasingly prevalent as digital marketing continues to evolve. These technologies provide various tangents for creative work, user engagement, and sales presentations which enable businesses to make lasting impressions, memories and create stronger associations with customers, and also the viewers.

Immersive campaigns out-vie traditional techniques for instance, mixed reality provides digital advertising, an opportunity to build experience for audiences beyond only watching; it included all viewing, touching and at time smelling senses too. This includes integrating virtual elements, as spatial computing, and seamlessly merging virtual and physical environments. For instance, businesses in Pakistan can leverage mixed reality to develop interactive advertisements that enable clients to visualise merchandise of their real environment earlier than making shopping decisions. Among the most intriguing developments is spatial computing that allows for seamless interaction in a 3D world using headsets and smart glasses. For example, Pakistani firms can use such technology in healthcare, entertainment or other sectors. Customers in e-commerce are now able to have virtual experiences of products they wish to purchase thus enhancing their online shopping experience. Similarly, in healthcare, spatial computing can enhance patient experiences through immersive telemedicine solutions.

Overall, these innovations such as mixed reality itself, presents new directions to Pakistan's bussiness entrepreneurs and enterprises connect with their clients as well as enhance brand interactions and broaden market boundaries. Consequently embracing
Metaverse and keeping pace with the advancement of augmented/mixed realities active on Pakistani businesses seeking a footing into the future. This has resulted in transitional metamarketing from multichannel where the customer feels no difference between physical presence at the spot shops or buying product on line via websites. Embracing phygital natives and tailoring strategies to resonate with new age generation, is vital to adapt at seamlessly navigating both physical and digital environments (Kotler, P., Kartajaya, H., & Setiawan, I. 2023)

The incorporation of digital marketing with mixed reality (MR) technologies increases customer engagement and brand experiences, as well as enables businesses to expand globally. Advertisers can target various locations, cultures and languages through the use of MR in their digital advertising campaigns that result in immersive and interactive content reaching out global audience. This transmutation from traditional to digital platforms has fundamentally changed the way brands connect with buyers and grow business on a global scale, hence allowing for global approach of this kind. Advertisers have an unparalleled opportunity to reach a global audience through digital advertising due to its advanced targeting options, personalisation tools and data-driven optimisation. On the other hand, realtime engagement, measurement ability are some of the key features of digital advertising which enable measuring how effective campaigns were over different regions after which strategies are adjusted accordingly. Additionally, integrating e-commerce platforms with digital ads improves customer experience by providing ads-to-purchase continuity thus driving direct sales traffic volume conversion rates on online channels. Thus businesses can create this integration where

MRT is combined with digital advertising and Pakistani media market can achieve international coverage.

New World Advertising Challenges and Opportunities

The technological advancements and changing consumer behaviors are leading to fundamental shifts in scalability on a global scale in the advertising screen-scape. In the dynamic environment, this profound transformation has brought a lot of challenges and opportunities that are faced by advertisers, emphasizing the need for innovation, for adaptation and venture towards ethical practices. A finding from a study shows that new avenues are opened by the interactive AI and MR technologies to promote consumer engagement and has influenced positive behavioral responses (Sung, Christine & Bae. Sujin & Han, Dai-In & Kwon. Ohbyung, 2021). The use of MR technology in advertising is changing how businesses interact with customers in today's highly competitive market. It allows the creation of virtual and interactive experiences that merge both physical and digital worlds thereby improving consumer experience generally. This technology has become increasingly accessible, with augmented reality (AR) experiences becoming a common feature in households, owing it to having laptops in every home/room; interaction amongst a own circle of relatives unit and truth is modified and enriched at the devices. Augmented truth technology, except being a sport of perception, additionally maneuvers at the individual's view of truth. (Koca, S., & Akmeşe Demir. Z, 2022)

Challenges

With change in time and advancement in technology, the field of advertising is facing multiple new challenges. Due to this, it is now becoming vital for advertisers to embrace the latest technology, along with keeping pace with the changing thought process of masses.

Complexities of New Technologies

The emerging technologies like Mixed Reality (AR) (VR) introduces great complexities which require creative approaches and new strategies. The integration of MRT into advertising brings both challenges and opportunities in the new world. To remain relevant and competitive, advertisers must gain expertise in these technologies, invest wisely, and be vigilant on upgrading frequently. Advertising, to remain relevant for the relevant audience is costly now.

Cost

Creating high-quality MR experiences can be expensive due to the need for specialized equipment and skilled personnel. Developing a MR experience requires high speed computers, efficient hardware, high quality graphics cards, high quality accessories and highresolution displays (Baniasadi, T., Ayyoubzadeh, S. M., & Mohammadzadeh, N, 2020).

Design

From print publication to digital screens, the elements and principles of art and design have integration of more effective visuals than text (or written messages). Stronger, valuable visual messages (adapted from photography and/or illustrations) are profoundly more successful with the trending audiences. Effective designing and optimisation are required to provide engaging user experience. Several studies have focused on usability issues of emerging technologies therefore designers must have knowledge on concepts and methods within the field of human and computer interaction (Sutcliffe. A, Gault. B 2004).

Privacy and Ethics

MR ads raise concerns about privacy, data collection, and ethical considerations such as an intrusive advertising experience. Subliminal marketing, as explored by Vicary, constitutes one of the most significant ethical challenges in advertising and promotion, with subliminaries such as "**drink** Coca-Cola" and "**eat** popcorn", causing consumers to purchase more (Lemanski J. 2018). Also, in this light, we have a more collective behaviour rather than individual.

Opportunities

Despite all the challenges mentioned above, it is also necessary to look at the advancement in technology as a golden opportunity for advertisers. That is because it has caused the opening of many new avenues through which the advertiser can communicate their message to the people in a much more creative and innovative form.

Immersive Brand Experiences

MR permits manufacturers to create immersive and interactive studies that have interaction clients in new and thrilling ways. The high quality enjoy leaves an enduring impact at the customer, strengthening their loyalty. AR has won traction in latest years, with the generation imparting a live, direct, or oblique bodily view of the real-international environment, more desirable with the aid of using computer-generated audio, video, graphics, and GPS data. This generation can extrude and increase truth in real-time, supplying a surprisingly immersive enjoy for consumers.

Personalisation

By maintaining information of person consumers` on line interests, activities & alternatives advertisers can supply personalised advertising (Jai, Burns, & King, 2013) and has grow to be one of the most up to date trends (Zhu, Yu-Qian & Chang. Jung-Hua, 2016). Moreover, AI has greatly influenced advertising through algorithms such as chatbots, predictive analytics and personalized recommendations. These technologies have changed the screen-scape of advertising into meta-digital advertising offering consumers better user experience with personalized ads. Extended Reality (XR) is an inclusive term for Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR). These technology provide immersive reviews that merge the bodily and virtual realms, presenting a extra attractive and interactive enjoy for consumers. MR era permits customised marketing and marketing reviews primarily based totally on consumer choices and behaviors, improving relevance and effectiveness.

Storytelling

MR can enhance storytelling by bringing narratives to life in three-dimensional environments, leaving a lasting impact on viewers as consumers tend to demand brands to have relatable emotions, beliefs, and experience, besides its basic functions, for this reason captivating narratives should be in advertisements. (Zatwarnicka-Madura, Beata & Nowacki, R. 2018).

Data and Analytics

MR platforms provide valuable data and analytics insights, allowing advertisers to measure engagement, track user behavior, and optimise campaigns.

Innovative Marketing Channels

MR opens new marketing channels, such as virtual product placements, interactive AR ads, and location-based experiences, reaching audiences in novel ways. Navigating these

challenges while leveraging the opportunities presented by mixed reality technology can lead to innovative and impactful advertising campaigns in the new screen-based world. The integration of MRT in advertising strategies has not only enabled businesses to create memorable and engaging experiences but also empowered them to achieve scalability on a global scale. This technology has also made advertising more personal, with consumers able to access and engage with advertisements via numerous programs on net browsers, gadgets consisting of cell smartphones, and tablets. In summary, the mixing of rising technology consisting of MRT and AI in marketing and marketing techniques is re-modelling the manner corporations interact with consumers, presenting extra personalized, immersive, and interactive experiences. These technology have the capacity to seriously effect the marketing and marketing screen-scape, presenting new possibilities for corporations to hook up with their audience/consumer. **Future Outlook**

Adaptive Personalisation

Progress in data analytics and other technologies will allow advertisers to create highly personalized and targeted campaigns. By analysing large volumes of consumer data, advertisers can gain insights into individual preferences, behaviors, and needs which enable them to provide custom-made messages and offers.Adaptive personalisation surpasses mere demographic segmentation and provides content which aligns with each customer on an individual basis. This approach increases relevance, engagement, conversion rates while building stronger bonds between brands and consumers.

Immersive Experiences

Marketing's future will involve more integration of immersive technology i.e., digital reality (DR), augmented reality (AR), mixed reality (MR) among others..Integrated campaigns help maintain consistency across multiple touch-points like television commercials social media platforms websites mobile apps physical stores. This enables consistent brand experiences for customers while maximising marketing. These technology provide particular possibilities to create interactive and tasty logo stories. For example, AR can permit digital try-on stories for style brands, even as VR can shipping customers to immersive logo worlds. Immersive stories now no longer best seize interest however additionally go away a long-lasting effect on consumers, main to expanded logo don't forget and loyalty.

Interconnected Marketing

A seamless combination between the traditional and digital channels can produce integrated campaigns; connected across multiple touch-points. Creating a cohesive experience as a brand for viewers, creators and consumers; as virtual merchandising of product/s. This marketing is a multi-connectivity forum; used by advance technology; for instance; fabricator of cloth is virtually connected to the fashion designer, in a separate window a purchaser can view the product, and simultaneously this fabricator is connected to an education forum and is also connected to an interior designing firm. As Lackamp, stated "Interconnection goes beyond simple connectivity in that it constitutes a many-to-many connection, rather than a one-to-one. It enables companies to connect to partners, customers, or employees globally to collaborate on or exchange data, creating new insights and adding extra value to these partnerships." (Lackamp, D 2017)

The marketeers and marketing industry, can use interconnected marketing extensively, as an additional capability to impose a brand new and utopian life-style as part of the

advertising approach. This function, may create an echoing or surreal marketing, giving space fro innovative content development.

Overall, the outlook for advertisers who embrace these trends and change to the evolving screen-scape are advantageously to succeed in the competitive marketplace. Augmented truth packages can overlap with the efforts of manufacturers to be one-of-a-kind and incredible from others.When an augmented truth utility is designed, the eye of these uncovered to commercials may be drawn extra, and motion, impact and movement factors boom attractiveness.Combining actual product photographs and digital photographs in advertisements makes the commercial beautiful, likeable, and attractive, however additionally makes the message extra understandable, extra informative, and dazzling in much less time.Customer orientation, that's an extension of the cutting-edge advertising and marketing approach, acts as a compass within-side the virtual journey of businesses, and commercials are produced with a customer-orientated approach.

Conclusion

The field of advertisement is a dynamic and vital part of today's world that plays a part to spread information and convey targeted messages to the masses. It facilitates within-side the merchandising of facts approximately any company's services and products thru diverse conversation channels. In order to make sure that the advertisements created in today's world are effective, it has become vital to embrace the latest trends and technology as it can lead to a more effective mean of communication. Therefore, advertisers are encouraged to adapt dynamically to these trends by leveraging software solutions, embracing ethical AI frameworks, prioritising data privacy compliance, optimising Adaptive Personalisation, and exploring growth opportunities in advertising. Success in this dynamic environment hinges on industry collaboration, agility, regulatory awareness, innovation adoption, and a commitment to creating a transparent, efficient, and consumer-centric advertising screenscape both in 2024 and beyond. Therefore, it is becoming important in today's world for the advertisers to act by embracing change. This will drive them towards exploring new avenues, and thus lead to immense future growth in the field of advertisement.

The Screen-scape of Advertising: Trends and Innovation

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[1] *a compound word created by combining "screen" and "scape" to form a new term that likely refers to the visual or artistic representation of a scene, landscape, or environment. In creative or technical contexts, such as art, design, or media studies, it's possible for new compound words to emerge to describe specific concepts or visual elements.*

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