



Case Study Analysis Of Personalized Multimedia Advertising Campaigns in India

Abhijit Das¹

Abstract:

The study focuses on how multimedia advertising plays an important role in our day to day life. With the advancement of technology and scientific innovation, Personalized Multimedia Advertising created a deeper impact in various fields with its interactive tools like Artificial Intelligence, Virtual Reality, Augmented Reality, Machine Learning etc. AI Tools are also supporting in making films, television and radio programmes, engaging social media platforms etc. by providing complete entertainment and interactive user experience. The study aims to identify the changing trends in multimedia advertising seen in India with the help of Artificial Intelligence and how it has created strong impact in script writing to visual effects and cinematography making its target audience not only to purchase products and services but also connect more with its innovative storytelling concept in digital.

Personalized multimedia advertising focuses on advertising content which includes text, images and videos to its targeted users based on their specific characteristics, profile and behaviors. This approach supports data like demographics, browsing history, session time, location etc to deliver more relevant and engaging online advertisement based on user experience. The study will also focus on how these personalized multimedia advertising campaigns are studying changing user behaviour on a regular basis, knowing both its benefits, opportunities, enhanced advertisement making and also overcoming its future challenges, ethical issues, privacy concerns in future with the use of artificial intelligence and advanced optimisation techniques to stay ahead from its competitors in online marketing platforms.

Keywords: Advertising, Multimedia Advertising, Artificial Intelligence, Personalised Multimedia Advertising, Digital Media.

¹Ph.D. Research Scholar. Journalism and Mass Communication Department. West Bengal State University.

Address: 34F/1 Dr. GirendraShekhar Bose Road, Kolkata 700039. E-Mail: dasabhi2808@gmail.com, Contact No: 9748044298