

# THE IMPLICATION OF NEW MEDIA ON THE ADVERTISING OF SOME REBRANDED AND REPACKAGED NIGERIAN INDIGENOUS PRODUCTS

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## Abstract

Many Nigerian indigenous delicacies such as *Kulikuli*, *Ukwa*, *Ugba* and *Abacha*, though very tasty and nutritious are glaringly missing on the shelves of many big stores within and outside the country because of poor branding and packaging, as well as wrong use of proper Advertising medium. In view of this, the focus of this study is to investigate how new media, such as digital and social media platforms shape the global visibility and market acceptability of these delicacies when they are properly rebranded and repackaged. The ability of a product, service or organization to gain global visibility in a competitive market largely depends on its branding, packaging and coordinated publicity campaigns. The study employed both primary (oral) and secondary (written) sources of data. The study reveals that New Media, as an Advertising medium, offers unprecedented opportunities for cultural storytelling, community engagement and global reach, which is definitely of great advantage to these branded indigenous delicacies. It is recommended that keen attention should be paid to the adaptation of New Media in advertising our indigenous products so that they will be more acceptable in both local and global markets.

**Keywords:** *New media, Rebranding, Repackaging, Advertising, Indigenous Delicacies.*

## Introduction

The advertising industry has experienced drastic transformation since the emergence of new media. Significantly, the new media offers unprecedented opportunities for dynamic approach to product advertising. The goal of advertising is to promote products, ideas, services and events to a target audience. In the past, the advertising industry makes use of the traditional media to reach its target audience. Some of these traditional media include: television, radio, newspaper and billboards. The major limitation of these traditional advertising media is their inability to reach the global audience, which definitely is of a great disadvantage to a number of indigenous products and services.

The advent of new media therefore, is a welcome development as far as the advertising industry is concerned. Aptly and Nyekwere (2013) reveals that with the new media, millions of people around the globe through social networking are building online communities to communicate their shared interest and activities. This clearly shows that the new media provides the requisite platform for reaching the global audience who are clustered in the various social media arenas. Modern day advertising can now leverage on the ability of the new media to reach the global market, and create strategic advertising campaigns for indigenous products to be seen and accepted globally.

Certainly, Nigeria is blessed with rich cultural heritage, which includes a number of nutritious delicacies from different culture in the country. Some of these indigenous delicacies, such as: *Ukwa*, *Kulikuli*, *Abacha* and *Ugba* could be properly packaged and rebranded for export globally. When properly repackaged and rebranded, the manufacturers

and advertisers of these products can, through the use of new media, promote and attract global consumers for the delicacies. This in return, will contribute to the growth of our Nigeria's GDP, create jobs and improve International relations as the global demand increases.

### **Methodology**

The study applied a conceptual research approach and qualitative method of data evaluation. Gilson and Goldberg (2015) reveal that conceptual papers do not rely mainly on data, because their focus is on integration and proposing new relationships among constructs. Thus, the onus is on developing logical and complete arguments for associations rather than testing them empirically. The discourse shared in this research work is based on data collected mainly from primary and secondary sources. Several researchers and authors have intensively reviewed the impact of new media on product advertising in modern times. The results of such previous works show that except we accept and embrace new media, and develop the skills required, several brands will soon go into oblivion. Brand managers and influencers are the class of people that must be in the fore front in exploring every aspect of new media.

### **Conceptual Framework**

Evidently, as far as the Information Communication Technology (ICT) sector is concerned, the new media is the game-changer, because it is the bridge between the traditional and digital means of communication. As much as the traditional media was effective during the pre-technological era, new media has proven it's superiority and efficacy. For example, in Graphics design and the advertising industry generally, nothing could be compared to the dark ages and primitive era of producing and reproducing art works, advertorials and posters manually, using stencil-cut, cut and paste, screen printing and hand-lettering. The manual methods are cumbersome, time-wasting, inaccurate, inconsistent, stressful, and not economically viable.

The new media, coupled with modern technologies have replaced the stress, inconsistencies, inaccuracies and all other weaknesses of the traditional/manual method of advertising and Graphics reproduction with higher productivity, timeliness, accuracy. Zitong (2022) emphasized that "with the support of new media, advertising is indeed extending human sense, but every coin has two sides. In the era of visual impact, the flood of new advertising information has become a common problem. The problem about how to make the brand and product advertising stand out from the numerous advertisements and even deepen the impression of consumers requires advertising creators to solve fundamentally. With the support of the new media, advertising practice becomes more viable and interesting.

Additionally, it has been established that the new media and technology undoubtedly encouraged mass production in graphic design reproduction, which wouldn't have been possible with the traditional method. The issue of rebranding and repackaging of some Nigerian indigenous products wouldn't have been possible without the emergence of the new media, because with use of the new media, the global community could be reached in seconds, compelling them to patronize these Nigerian brands. As stated earlier, the new media encompasses the use of modern technologies to enhance the process of communication. Almost everybody has social media platforms installed in their phones, and this gives them access to the global space with just one click.

Based on the above facts, it could be established that the new media plays a vital role in modern day advertising processes. With the use of social media platforms, millions of people could be reached in seconds digitally. Therefore, the advertising practice has become

much effective in this era of new media and technological advancements, giving room to global visibility of Nigerian indigenous products. Exploring new media for the advertising of Nigerian indigenous products has a lot of economic benefits and societal gains.

Sureuda, Kaid, Alok, (2018) observe that media has been an important contributing component in determination of advertising effectiveness. Many studies emphasized that choice of advertising medium is critical in determining advertising effectiveness. With the advent of new technologies and development of newer forms of media, the choice of media became highly complex. The implication of the above observation is that the choice of new media against the traditional medium by advertisers is that it is a wise one. In addition, Aduloju, Odugbesan and Oke (2009) corroborated the above stance by saying that, “the choice of advertising medium, the message, and the format are critical ingredients of a successful advertising program.” Studies have also shown that new media offers wider reach, complexity, flexibility and economically friendly products.

### **Theoretical Perspectives on Issues of Advertising: The Persuasion Theory**

This is one of the key theories that drive the spirit and every realm of advertising and publicity profession. This theory seeks to deal with the human communication that is designed to influence others by modifying their beliefs, values or attitudes. Persuasion is the art of using one’s privileged position, resources, be it political, legal, academic, economic, psychological or otherwise to influence or change other people’s attitude, belief, decision or emotions.

This theory is basically concerned with the ability of an individual to influence attitudinal shift in the life of others. In Advertising and Publicity, this theory is very critical since the basic idea of Advertising is to persuade a consumer to use a particular product or service. Every form of Advertising media, (especially the new media), conveys its message to the consumers in a persuasive form, trying to use pictures, colours, fonts/copy and other visual effects to influence the decision of consumers concerning a particular product.

The whole idea of Advertising as emphatically asserted by Nwachukwu and Aghanya (2022) is to employ a sponsored, non-personal message to promote (persuade), or sell a product, service or idea. Corroborating the above argument, some researchers believes that Advertising and promotion are integral parts of our social and economic systems because they have the ability to persuasively convey relevant messages about products and services to the target audiences.

Based on this, companies, ranging from large multinational corporations to small retailers increasingly rely on advertising and promotion to help them market products and services seamlessly. Thus, it will be correct to affirm that the theory of persuasion is the key to every market-based economy. In the case of our indigenous products, it demands a very creative and skillful persuasive advertising design and packaging to influence the choices of local and global consumers in order to accept our locally made products in the market, especially, a competitive one.

### **An Overview of the New Media**

The new media refers to the application of microelectronics, computers and telecommunication that offer new services or enhancement of the old media (Agboola, 2014). The technological advancements and digital revolutions of the twentieth century gave birth to what is known today as the new media. Therefore, it could be simply put, that the new media emerged with the advent of the internet and the World Wide Web, 2.0., (Igyuve 2020). In addition, Igyuve (2020) also believed that the strongest milestone in evolution of new media was laid in 1988, when the Internet Relay Chat (IRC) was birthed; with this new

advancement in technology, the invention of the world wide web (www) in the early 1990s, and the first web search engine was made possible. This new exploit in Information Communication Technology (ICT), made the world a global village, as the reach of the new media is now unlimited.

In view of the above, it is certain that the emergence of new media in the 20<sup>th</sup> century became a major breakthrough in the field of digital technology and advertising specifically. With the new media, advertising profession became more effective, owing to the fact that it now has a more dynamic medium with a greater capacity of reaching the global village. This new era of digital transformation made the advertising landscape to have a significant shift, with dynamic social media platforms, offering unlimited opportunities for businesses to connect with global audiences and seamlessly sell our indigenous products to millions of consumers on daily basis. Interestingly, the new media helps indigenous manufacturers to generate and maintain large customer base digitally. This digital customer base, largely comprising of people from diverse races and culture, possesses higher chances of market demand for various products and services.

Evidently, the new media gives our indigenous delicacies greater chances of acceptability in the local and global market. All that is required of the creative designers who are contracted to rebrand the products is to simply and skillfully generate designs and ideas that will be very captivating so that the prospective consumers will be attracted to the products at a glance. As a matter of fact, all indigenous manufacturers and advertisers should be encouraged to consistently explore the unlimited possibilities of the new media to give their products a wider global reach, to increase the product demand and generate higher sales. Various aspects of the new media are websites, social media networks, blogs, email, music and video streaming. The New Media involves all the modern methods of information communication that emerged with digital technology. Some of the key features of new media technology include the following;

- They have global reach, and connects to millions of people worldwide.
- They are all digitally motivated.
- They are interactive.
- They are virtual.
- They offer a variety of media access from one device.

### **Social Media Platforms**

A very key aspect of the new media relevant to this study is the social media. Social media as the name implies, is the aspect of media that deals with the social lifestyle, mannerisms, relationships, norms, interactions and ideologies of the users. Hence, one can assert that all the online platforms that allow the users share information, create content, entertain, stream live, engage in visual storytelling and create a community. Could be seen as social media. Some popular social media platforms in Nigeria today are: Facebook, Twitter, Instagram, TikTok, WhatsApp, Youtube and Snapchat. These platforms have hundreds of millions of people who are actively engaged in them on daily basis; this makes them a viable tool in the hands of creative and strategic advertising moguls. Some of the social media platforms that are used for digital marketing and advertising today are:

- a. **Facebook:** This is one of the first social media platforms. It allows the users connect with family and friends, as well enable the users to share photos, videos and updates. It also gives the users the opportunity to create and follow pages of individuals, businesses, organizations and public figures. It has features that engage contents and conversations

through comments, shares and likes. As at 2024, Facebooks remains the largest social media platform in the world, with over 2.9 billion monthly users globally.

This indicates that Facebook is a viable platform for advertising any form of product, due to its ability to reach a very large target audience globally. Facebook has a significant impact on modern advertising and online marketing due to its ability to stream and display texts, photos, videos as well as engage individuals and groups simultaneously.

- b. **Instagram:** This is another visual-based social media platform that enables the users to follow accounts, create accounts (individual and business), go live, share videos and photos, connect with friends and family through direct messages, like and comment on posts. It is popularly known for its quality visuals and aesthetics, influencer marketing, e-shopping and community engagements. With over 1.2 billion active users, Instagram has become a powerful tool for business marketing, advertising, personal branding, influencer marketing etc.
- c. **TikTok:** This social media platform is known for creating and sharing short-form videos using filters, effects and AR lenses to enhance the videos. Engage in trends and challenges. It is also prominent for music and sound concentration. It has high engagement with about 1 billion active users. The entertainment feature inherent in TikTok makes it the favourite of Gen Zs(16-24 years old). This shows that this platform will be effective for advertising and marketing any product with the target audience of that age bracket.
- d. **Twitter (X):** The major feature of this platform is it's ability to allow users share and discover information and news. It is popularly used for making news and information to trend with the use of hashtags; it enhances retweeting, live streaming, reposting and liking posts. It was reported that as at April, 2024, Twitter has about 619 million active users, where about 60.9% are men while 39.1% are women.
- e. **You Tube:** particularly used for creating video contents and live streaming, YouTube has the capacity of engaging online video lovers. With over 2.3 billion monthly active users, and about 5 billion videos viewed daily, it is estimated to be used by about 62% of businesses and digital marketers. This platform is significant for music, entertainment, education, tutorials, vlogging, marketing and advertising.

### **A Survey of the Conventional Advertising Media**

Advertising media refers to those channels through which the advertising messages are transmitted by the advertisers to prospective and existing customers. They are:

- I. **Print Media:** This comprises all printed materials like newspapers, magazines, handbills, posters, company profiles and calendar.
- II. **Electronic Media:** As the name implies, they require electronic power to be able to operate. Example: television and radio.
- III. **Transit Media:** These are those on-the-move outdoor adverts seen in mobile form. They are: branded vehicles and large format billboards.
- IV. **Specialty Media:** These are those media that are rare in operation. They include: Exhibitions, fairs, sports tournaments (in stadiums) and cinemas.

### **Factors that determine the choice of Advertising Media**

In advertising, the advertiser needs the appropriate media that will be suitable for the exercise considering the following factors: Target audience, Reach, Cost, Objective.

- a. **Target Audience:** This is a very critical factor in the advertising industry, and it must be considered first before making decision of the appropriate medium to be used for

advertising each product. The reason is simple, any advert sent to the wrong audience will never be productive. For instance, if the target audience are found in the urban and city centers, television could be more ideal, knowing that most urban dwellers are elite and could afford television. But, if the target audience are in the rural areas, radio will be more effective since a number of people in the rural communities depend on radio for information and entertainment.

- b. **Reach:** This refers to the number of people (literate and non-literate) exposed to a particular medium at least once during a specified period. The new media are capable of reaching millions of people by just one session and exposure, therefore the new media and electronic media tends to have larger reach compared to other mediums.
- c. **Cost:** Another relevant factor to be considered is the financial implications of a particular media of choice, considering the financial capacity of the client/sponsor. The new media and the electronic media could be more expensive due to the cost of airing time, space and network data. On the other hand, the print media are relatively cheaper, and appears to be more cost effective.
- d. **Objective:** What the company or business organization intend to achieve with the advert is a very important factor too. If the objective of the advertising is to inform, remind, persuade, create prestige, or specifically to increase sales, then it is certain that not all the media has the capacity to meet these objectives.

### **Product Advertising**

Advertising is a marketing communication tool that employs a sponsored, non-personal message to promote or sell a product, service or idea. It is a paid form of communication by those who send them and are intended to inform or influence those who receive them. Product advertising deals with the process of promoting the features and benefits of a particular product to potential consumers. The major goal of product advertising is to increase brand awareness and drive massive sales for the product.

Product advertising could be done through the use of traditional (old media) and new media platforms. As discussed earlier, some social media platforms like Facebook, Tiktok, Instagram and YouTube, are very effective mediums of product advertising. Interestingly, many advertising practitioners have consistently explored the use of these platforms. Also, some dramatic and strategic approaches like influencer marketing, content creation and affiliate marketing have been employed by these advertisers in addition to the regular television commercials, print ads (newspaper, magazines and posters).

### **Rebranding**

The term rebranding comes to play when there is an already existing corporate image of a product and you intend to change it. In the case at hand, our indigenous products have over the years have been given several poor packages which has limited them to endlessly struggle for existence locally with few market demands. In clear terms, Gyensare (2016) asserts that while branding deals with creating brand identity, rebranding is about recreating that identity in the minds of consumers. The process of rebranding involves recreating the name-style, logo, symbols, design or the combination of all in order to establish a new image for the product in the mind of the consumers. Rebranding our indigenous products helps to recreate a better and more acceptable brand identity for them so that they will gain higher market visibility and acceptability.

### **Product Packaging**

Another critical factor in this study is product packaging. Product packages plays vital role in the Advertising industry. In line with the above, Forsyth (2022) describes packaging as, “the preparation of a product for appropriate transportation and storage.” Depending on the type of commodity, the packaging process may entail wrapping, bottling, strapping, sealing, marking, cushioning, bracing, weatherproofing or blocking.

The fundamental role of packaging is to aesthetically present products before the consumer and to protect them from damage in transit and storage till it gets to the consumer. Since one of the key reasons for product packaging is to increase it’s physical value by giving it a very beautiful and simple design, there is need to adequately apply design principles if the product must gain higher visibility in the market. In support of this view, Forsyth (2022) believes that product packages help to differentiate brand products from competitors, ensuring they are recognizable and marketable. In other words, packaging helps to identify, describe and promote the product. The great idea behind product packaging is to create a lasting positive impression in the mind of consumers towards a product, which in turn is believed to translate to increased demand of the product above others due to it’s physical look. Good packaging contributes to the degree of acceptability and visibility of a product; hence the Graphic Designer must painstakingly pay keen attention to details and properly observe the design rules in order to achieve this onerous goal.

In a nutshell, the task of rebranding and repackaging our indigenous products should be strictly based on conceiving great creative ideas, and secondly, laying strong emphasis on the proper application of design rules. When we skillfully produce captivating and catchy visuals for these products, then the possibility of gaining visibility in a competitive market becomes a reality. As we know, the society generally and naturally falls in love with good designs, and such designs are always simple, original and not cumbersome. One of the greatest assets required in the production of designs that will push any product into visibility in any competitive market is the philosophy of minimalism. This principle/philosophy helps the Graphic Designer to always keep the design as simple as possible. When the layout of the design is planned in such a way that it contains too many images, varieties of fonts, busy background and more than three colours, such a design will not definitely end well. No wonder an old adage rightly said that “too many cooks spoil the broth”. Therefore, the design that is needed in the rebranding and repackaging of our indigenous products should be planned and executed in accordance with the philosophy of minimalism under strict observance of various design principles and rules.

### **The Food-preneur Business**

Most of the Nigerian delicacies have great nutritional value because they are organically produced. Research has shown that organic foods are healthier to be consumed, unlike the genetically modified organisms (GMO) foods that have high risk of health hazards when consumed. This great value could be leveraged on by young entrepreneurs and investors in the food production business. Attention should be paid to Nigerian indigenous delicacies by local manufacturers so that they will be properly branded and packaged for the global market. This will increase the export value, create jobs and help grow the GDP. The delicacies could become a goldmine when they are well branded and packaged by professionals, observing international best practice in designs.

### **Conclusion**

A critical review on the subject matter indicates that the old media has a lot of limitations. These limitations are clogs in the wheels of advertising and marketing of products and

services that are not globally known. However, the old media is relatively cheaper to manage as it is less sophisticated. Aside this, its inability to reach a wider audience is a very big setback for indigenous products. We have established the fact that reaching a larger target audience is a very important key in advertising.

The new media creates the platform for reaching the global audience. More than this, it also provides varieties of social media options with different features for each target audience. For instance, with new media, there are options of using either of these: Facebook, Twitter, Instagram, Youtube and Tiktok, depending on the target audience of your product. Products that target the youth will be more accepted by tiktok users; while products that targets women folk will be accepted in Instagram, and facebook could be used for general target audience. This dynamic nature of new media makes it the best advertising media for selling all kinds of products. Therefore, it is highly recommended that the advertising industry should invest their resources in the new media so as to fully explore all the potentials inherently.

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