

A Study on Predicting Changes of Future Advertising Characteristics and Types after the Corona 19 Pandemic

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Abstract

The Corona 19 pandemic is bringing a big change in the fields of politics, economy, society, culture, environment, ecosystem, science and technology, and business management activities and advertising. Therefore, in this study, after the Corona 19 pandemic, we predicted how the characteristics of future advertising and the types of future advertising will change . and we studied countermeasures.

We used, a method of analyzing related literature and the Delphi Survey method predicting the future, as a research method. As expert Panel, the subject of the Delphi technique survey, we recruited 30 experts in the field of advertising and future fields with professional insight.

We study to predict how the characteristics of future advertising and the types of future advertising will change according to changes in the advertising environment such as social changes, business changes, and consumer changes after the Corona 19 pandemic. In order to cope with these changes in future advertising, it is necessary to actively prepare the advertising industry and advertising experts. Therefore, we suggested countermeasures so that the advertising industry and advertising experts can understand and respond for future advertising changes.

Keywords: *Corona19, Future Advertising, Advertising Characteristics, Advertising Type, Future Prediction, Future Response*

1. Introduction

The Corona 19 pandemic brought major changes in all areas of society, including politics, economy, society, culture, environmental ecosystem, and science and technology. These social changes also bring about innovative changes in business activities and advertising. Accordingly, it is necessary to predict how the characteristics and types of advertising will change according to the social changes in the Corona 19 pandemic era, and to study countermeasures. Through this study, we intend to help the advertising industry prepare and respond to this by understanding how the characteristics of advertising and the types of advertising will change according to social changes caused by the Corona 19 pandemic. As a research method, we used the Delphi survey method with literature analysis for social change and advertising environment change after the Corona 19 pandemic for future prediction. The Delphi technique method is a future prediction methodology that invites

people with a wealth of expertise in the field of research to a panel of experts and predicts future changes through their expert insights and professional knowledge.

We study to predict how the characteristics of advertising and the types of advertising will change according to changes in the advertising environment such as social changes, business changes, and consumer changes in the Corona 19 pandemic era. Through this we will propose suggestion that the advertising industry, advertising experts, and students majoring in advertising can identify future changes and prepare for them.

2. Study Background

2.1 Social Change in the Era of Corona 19 Pandemic

Futurists stress that the world will be divided as Before Corona (BC) and After Corona (AC), and that humanity has been given the task of adapting to a new environment that has not been experienced so far [1].

With the Corona 19 pandemic, the world will face a civilizational revolution of the New Renaissance, in which humanism is emerging beyond science and technology after a period of chaos for the time being. With Corona 19, a pandemic of the 21st century, science and technology universalism and materialism are weakened, freedom and equality are emphasized, the pursuit of human happiness and life values, and the acceleration of the Fourth Industrial Revolution will bring about a transformation period into a New Renaissance .

The Corona 19 pandemic has become a catalyst to change the existing social system and culture. In the era of high-tech science and technology in the 21st century, people were amazed at the reality that a small virus threatens the lives of all mankind and even stops the global economy at once. This brought about a skepticism about science and technology universalism, which had been believed like absolute power. In addition, we have had time to reflect on our lives up to now as we suffered anti-force social isolation. It was an opportunity to prioritize speed for the goal of rapid development, step back from materialistic values, and seek the purpose and right direction of human life even if it was a little slow. Corona 19 escaped the fear of endless speed competition through competition, the “red queen's trap” featured in “Alice in the Mirror” [2].¹

In the era of the New Renaissance, which has arrived due to the Corona 19 pandemic, the 4th industrial revolution accelerates, realizing superintelligence, hyper-connectivity, and super-reality, and reinforcing humanism that pursues creative personality, trust, and spirituality pursuing noble values. And this revolutionary change will result in a new normal that is different from before appearing everywhere in society. Our industries, business, and way of life will also change.

The new renaissance era, which is coming with the Corona 19 pandemic, is a world of “humanism technology”. It can be said that it is a combination of humanism that respects human freedom and equality, happiness and life values, and the realization of creativity and humanity with the acceleration of the 4th industrial revolution based on artificial intelligence and digital. The world of New Renaissance, where science and technology, ethics, art, and culture converge, has strengths in humanism such as creativity, morality, and emotion. The New Renaissance era can be led when the Western technology and Eastern humanism are fused. In the era of the new civilization transition of the New Renaissance, a change in the policy frame for the economy is needed. The frames of high and low growth, which were the economic policy frames of the previous industrial and social era, are no longer valid. It is necessary to look at the changes of the New Renaissance as a frame of “innovation” and “humanism,” which embodies economic policy. In other words, humanism, which aims for innovation in anticipating and responding to changes in the new era, and for people's happiness and restoration of nature, should be set as the frame of economic policy. Through this, the government should aim for an “innovative humanistic economy” and reorganize the economic system,

promotion policies, and legal system accordingly [3].

2.2 Business Changes in the Era of Corona 19 Pandemic

In the era of the Corona 19 pandemic, the globalization of trade and production, which is the core of Global 3.0, which has been the trend of the global economy so far, is rapidly weakening. In addition, as consumption shrinks due to the Corona 19 crisis, the economic downturn in each country is also getting worse. Two measures are needed to overcome this global economic crisis. The first is to create new demand. Existing goods and services are not suitable for the era of strengthening untact caused by Corona 19 and are already oversupplied. It is necessary to change to a future smart business paradigm to create new demand.

Second, it must be able to cope with Global 4.0 beyond Global 3.0. Global 3.0 was geared towards globalization of production and globalization of trade. That is, supplier-oriented globalization. Global 4.0 is globalization from the consumer side. In other words, it becomes the globalization of individuals. Individuals will be able to purchase products from around the world through direct purchase, not through trade, and individuals will be able to directly purchase and enjoy global content and services. In response to this global 4.0, that is, individual globalization, new demand is created and new business opportunities are created [4].

In addition, four important trend keywords for future industries and businesses that will emerge after Corona 19 are as follows. First, reinforce Untact Presence which provides hyper-realistic services even if you are far away. Second, strengthen Smart Platform which functions as a black hole for all businesses. Third, reinforce Ai Personal using artificial intelligence that provides service optimized by automatically grasping individual characteristics and preferences. fourth, reinforce feeling participation that increases satisfaction by providing direct and indirect experiences with emotional participation.

Industries that meet these future trend changes, such as smart education, smart work, smart healthcare, smart bio, smart factory, smart city, smart contents, smart shop, smart farm, and smart marketing will emerge.

The Corona 19 pandemic will bring changes in business management in various areas. Changes in the working environment including smart work, changes in consumption patterns aimed at untact and personalized sensibility experiences, changes in raw material procurement methods and distribution environments, new digital-oriented advertising and changes in marketing, and innovative changes in product production processes in all business areas are expected, and business management is required to respond [5].

2.3 Consumer Changes in the Era of Corona 19 Pandemic

Corona 19 will have the greatest impact on consumer behavior in two ways. First, the obstacles to introducing psychological technology will be eliminated. Online purchase, online education, untact live lecture, untact shopping, teleconference, smart work, and smart finance have been introduced. and consumers could experienced it while using it. Through this, consumer could learn how to use it and know the convenience. so untact consumption will coexist with offline consumption even after Corona 19. Second, while social distancing, consumer felt the thirst and preciousness for personal freedom and direct experience. As a result, consumption behavior that emphasizes personalized direct and indirect experiences in the Corona 19 era is expected to be further strengthened.

In his book 'Corona Changes the Market', Jun-young Lee presents the following changes in consumption patterns after Corona 19. First, the home economy is activated. Homeeconomy is a compound word of 'home' and 'economy' and refers to the economic consumption of 'home families' who enjoy various hobbies and leisure at home. As COVID-19 restricts external activities such as self-isolation and social distancing, the phenomenon of home economy consumption is diverse and abundant. Consumption of instant food delivery, daily supplies delivery, home appliance rental, business trip cleaning, home entertainment, distance education

and telecommuting systems is increasing.

Second, the consumption of untact digital transformation is accelerated. Untact consumption such as non-face-to-face service, remote technology, online and mobile commerce is exploding while avoiding face-to-face contact due to fear of corona 19 infection.

Third, mental demic consumption increases. As Corona 19 prolongs, feelings of depression, anxiety, lethargy, stress, and alienation occur. As a result, consumption of mental care for mental health is increasing. The use of meditation apps to relieve anxiety and depression has increased, and mobile psychological counseling platform are also being activated. In addition, consumption of sweet and spicy taste foods were increased by easing depression. In addition, consumption to reduce stress and anxiety through home games and home movies is increasing.

fourth. Local consumption increases. After Corona 19, consumers did not go far and visited supermarkets and convenience stores near their homes. In addition, local consumption is increasing due to the government's local currency support and disaster support payments. Local supermarket sales are steadily rising, and local side dish stores are also on the rise. In addition, due to de-globalization, nationalism is spreading due to the spread of the atmosphere of using domestic products.

Fifth, after Corona 19, the polarization of consumption was intensified. For example, general fashion brands are suffering from Corona 19, but luxury fashion brands such as Chanel are constantly being consumed. And the consumption of luxury cars such as imported cars is increasing. In addition, consumption is increasing to purchase their own yachts and enjoy them in a safe place with little contact with people.

Sixth, consumption that cares the environment increases. With Corona 19, there is a growing voice that it is necessary to reflect on consumption, which has been devoted to the pursuit of convenience and self-interest. They soon realized that the earth's environment is important to their lives, and this is bringing about a change in the types of consumption that cares the environment [6].

As mentioned above, consumers in the era of the Corona 19 pandemic are showing new consumption patterns and changing. In response to these changes in consumers, it is predicted that advertising characteristics and advertising types will also change.

2.4 Related literature analysis

The discussion on advertising after the Corona 19 pandemic is mainly covered in industry reports, and thesis is still insignificant. In HS Ad's webzine, Young-gyun choi emphasizes that it is necessary to predict how advertising in the post-corona era will be different from previous advertising and respond to them. He said that it is possible to know how customers have contact points with services or products and how attractive they feel, which can be used in advertising strategies and advertising design by grasping the consumer journey map with AI [7].

Byeong-hee Kim predicted that the direction of advertising creative will change after Corona 19. Prior to Corona 19, he preferred the emphasis on ego satisfaction, emphasis on creativity, solid recommendations, loose maintenance, ambiguous symbols, and product-oriented creative. After 19, it was predicted that the direction was changing to eco-problem ventilation, creativity-oriented, liquid swing, agile transformation, obvious content, and human-centered advertising creative [8].

Sook-ja Shin predicted that the New Normal is becoming a daily routine due to Corona 19, and especially in advertising, environmental respect, human relations, and joy will be emphasized [9].

Jae-cheol Son predicted that as the social distancing from Corona 19 is prolonged, Newtro, which summons the memories of customers and makes them feel a little fun and enjoyment, will appear in advertising and

marketing a lot [10].

Chang-dae Ham said that after Corona 19 digital advertising are growing, traditional advertising are declining, and ad tech will be used a lot in advertising. This is an advertising that enhances and verifies the effectiveness of advertising, including programmatic buying advertising and data-driven advertising. It is expected that technology and brand safety, keyword blocking, and advertising authentication technology will also be developed and utilized [11].

On the other hand, Newswire revealed that a new advertising marketing technology (50%), customized advertising marketing message (45%), as a top priority strategy in advertising marketing in a result of a survey on changes of advertising marketing after Corona 19. In addition, the proportion of smart mobile advertising marketing and untact advertising marketing is expected to increase [12].

Joo-woo Park analyzed in the review report of the '2020 Advertising Market Hit by Corona 19' that broadcasting advertising were directly decreased by Corona, and that digital video advertising including YouTube are growing rapidly by more than 30%. In addition, as customized advertising based on data will be activated, TV broadcast advertising are expected to change to addressable TV advertising [13].

Sook-in Lee analyzed that digital marketing has accelerated due to Corona 19 and that the MZ generation has emerged as the main target of advertising. Accordingly, it is predicted that advertising reflecting the characteristics of the MZ generation, virtually realistic experience advertising, content-type advertising that satisfy the five senses, advertising for providing differentiated experiences, and pleasant advertising focusing on new and light tastes will become important. As a result, it was predicted that live commerce-type advertising, realistic experience advertising using VR, AR, MR, and XR, and on&off linkage advertising will be activated [14].

Young-shin Kim analyzed that due to Corona 19, OTT (over the top) service subscription was accelerated, resulting in a change from advertising-oriented service to paid subscription service. Accordingly, it is expected that PPL (product placement) advertising, which are advertising in programs, will spread more, more clearly, wider and faster through OTT services [15].

Soo-kyung Chae analyzed that the time spent using smart mobile has increased significantly, the age group for injection has expanded, and the use of commerce such as shopping has increased in smart mobile use after Corona 19 [16].

3. Research Questions and Methods

3.1 Research Questions

We aims to predict how the characteristics of advertising and types of advertising will change according to changes in the advertising environment such as social changes, business changes, and consumer changes after the Corona 19 pandemic. To this end, the following research questions were derived to predict keywords containing the characteristics of future advertising and the emerging future advertising types after the Corona 19 pandemic.

Research Question 1. What are the keywords that represent the characteristics of future advertising after the Corona 19 pandemic?

Research Question 2. What types of future advertising will mainly emerge after the Corona 19 pandemic?

3.2 Research Methods

We analyze the changes of advertising environment in the Corona 19 pandemic, and try to predict the characteristics of future advertising and the types of future advertising through the expertise and insight of experts in advertising and future fields. Accordingly, related literature analysis and Delphi techniques survey were used as the research method for this study. First, we analyzed related literature such as news and reports on social change, business change, consumer change and advertising change after the Corona 19 pandemic, and webzine.

As shown in Table 1, Delphi survey expert panels are composed with advertising & future professionals. And based on this, three steps of Delphi method surveys were conducted to predict future advertising characteristic keywords and future advertising types after the Corona 19 pandemic. The expert panel, which is the subject of the Delphi technique survey, was conducted by recruiting 30 experts in the fields of advertising and future fields like table1.

Table 1. Composition of delphi survey expert panel

Field	Belonging	Frequency (person)	Percentage (%)
Advertising	Agency	7	23.0
	Digital Marketing	7	223.0
	Media	5	17.0
	Research	4	14.0
Future	futures studies	7	23.0
	Total	30	100.0

In the first step of Delphi method survey, keywords containing the characteristics of future advertising which was created based on the analysis of related literature, and the types of future advertising to emerge were presented as a draft after the Corona 19 pandemic. and expert panel evaluated the importance and urgency of each items on a 5-point scale. In addition, characteristics keywords and types of future advertising that were not included in the first draft were added by expert panel.

In the second step of Delphi method survey, the results of the first Delphi method survey and additional opinions were reflected, and the characteristics keywords and types of future advertising were adjusted and rewritten including the average value. The rewritten questionnaire was presented again to the expert panel so that the expert panel could re-evaluate the importance and urgency of each item.

in the 3rd step of Delphi technique survey, which was rearranged by reflecting the results of the 2nd Delphi technique survey in the 3rd Delphi technique survey, the characteristic keywords of future advertising and the types of future advertising were presented with the average value of the importance and urgency of each item. And we request panel to evaluate again and check the degree of consent by a 5-point scale. Again, the survey was conducted. As described above, through the Delphi method survey by expert panels in advertising and

future fields, we purpose to derive and predict the characteristics of future advertising and the types of future advertising, and to grasp the importance and urgency of each items.

The evaluation of the importance and urgency of the expert panel was analyzed by coefficient of variation. For items with a coefficient of variation of 0.50 or less, it is evaluated that the agreement of the expert panel is stable [17].

4. Study Results

4.1 Research Results for Characteristic keywords of Future Advertising after Corona 19 Pandemic

The result of the Delphi method survey on what keywords indicate the characteristics of future advertising after Corona 19 pandemic was shown in Table2.

As shown in Table2 after the Corona 19 pandemic, the importance of characteristic keywords for future advertising is Digital (4.78), Untact (4.75), Smart (4.72), Interactive (4.68), Customizing (4.67), AI (4.65), Commerce (4.60), New normal (4.59), Date (4.58), Contents (4.45), Platform (4.36), online (4.35), Experience (4.19), and Newtro (4.15). they exceeded an average of 4.0, and were evaluated as important characteristics of future advertising.

Table 2. Future advertising characteristic keywords

(Scale: 5 points)

Future advertising characteristic	Importance			Urgency		
	MEAN	SD	CV	MEAN	SD	CV
Untact	4.75	0.62	0.12	4.80	0.60	0.15
New Normal	4.59	0.75	0.18	4.65	0.69	0.20
Digital	4.78	0.60	0.17	4.86	0.63	0.13
AI	4.65	0.76	0.15	4.68	0.72	0.22
Data	4.48	0.80	0.23	4.62	0.79	0.26
Smart	4.72	0.61	0.13	4.78	0.63	0.18
Commerce	4.60	0.80	0.25	4.61	0.86	0.30
Platform	4.36	0.89	0.32	4.35	0.90	0.30
Experience	4.19	0.98	0.35	4.70	0.88	0.37
Contents	4.45	0.67	0.19	4.42	0.70	0.23
Newtro	4.15	0.86	0.25	4.48	0.82	0.22
Online	4.35	0.67	0.29	4.58	0.75	0.32
Customizing	4.67	0.61	0.21	4.70	0.81	0.20
Interactive	4.68	0.64	0.19	4.76	0.76	0.18
Speedy	3.79	0.78	0.52	3.86	0.62	0.54
Variation	3.88	0.82	0.55	3.90	0.59	0.62
Block Chain	3.45	0.83	0.62	4.05	0.73	0.55

Variation	3.52	0.76	0.68	3.85	0.63	0.53
Pivot	3.35	0.67	0.57	3.58	0.70	0.61

As urgency of characteristic keywords for future advertising is Digital(4.86), Untact(4.80), Smart(4.78), Interactive(4.76), Customizing(4.70), AI(4.68), New normal(4.65), Data(4.62), Commerce (4.61), Online (4.58), Newtro (4.48), Contents (4.42), Platform (4.35), and Experience (4.20). their average mean were 4.0 or higher, expert panel evaluated these as urgent.

On the other hand, the coefficient of variation (CV: Coefficient of Variation) for the importance of the characteristic keywords of future advertising was more than 0.50, such as Speedy (0.52), Variation (0.55), Block Chain (0.62), Variation (0.68), and Pivot (0.57). The degree was analyzed to be unstable.

In addition, since the coefficient of variation in importance of the characteristics of future advertising was lower than 0.50 from 0.12 to 0.35, it was analyzed that the degree of consensus among expert panels on the importance was stable.

As the coefficient of variation for the urgency of future advertising characteristic keywords, Speedy (0.54), Variation (0.62), Block Chain (0.55), Variation (0.53), and Pivot (0.61) were 0.50 or higher. it indicates that the agreement of experts was unstable.

Other than that, the coefficient of urgency variation in the characteristic keywords of future advertising was lower than 0.50, from 1.13 to 0.37, so it was analyzed that the degree of consensus among expert panels on urgency was stable.

In this way, through the evaluation of expert panels, future advertising after the Corona 19 pandemic are particularly digital, and untact is emphasized, and interactive and personalized customizing are realize. Smart and Artificial Intelligence and Data would be mainly used in future advertising. And we can predict that Commerce and a new normal are implemented in future advertising..

4.2 Research Results of Future Advertising Types After Corona 19 Pandemic

What are the types of future advertising that will emerge after Corona 19 pandemic?

As shown in Table 3, the Delphi method survey results of the evaluation of expert panel on the importance of the emerging types of future advertising after the Corona 19 pandemic are as follows. Smart mobile advertising (4.77) was evaluated as the most important.

Table 3. Emerging types of future advertising

(Scale: 5 points)

Classification	Advertising types	Importance			Urgency		
		MEAN	SD	CV	MEAN	SD	CV
Untact, Interactive, Experience	Untact interactive advertising	4.75	0.60	0.25	4.77	0.67	0.29
	Untact experience advertising	4.68	0.65	0.24	4.70	0.70	0.35
	040 marketing advertising	4.65	0.70	0.35	4.60	0.68	0.32
	Shop Kiosk advertising	4.70	0.63	0.18	4.78	0.60	0.15

New Normal, Newtro	Environmental Respect Creative Ad	4.62	0.68	0.30	4.72	0.69	0.32
	Humanism Creative Ad	4.58	0.77	0.21	4.70	0.67	0.19
	Newtro Ad	4.50	0.69	0.22	4.67	0.79	0.30
	Pleasant creative Ad	4.68	0.65	0.25	4.65	0.62	0.23
AI, Data, Customizing	Micro personalized advertising	4.72	0.63	0.18	4.66	0.70	0.20
	AI chatbot advertising	4.45	0.80	0.36	4.40	0.76	0.39
	AI PPL advertising	4.61	0.65	0.40	4.30	0.90	0.25
	AI automatic production advertising	4.35	0.76	0.36	4.20	0.81	0.32
Digital, Smart, Contents	Cross-media remarketing advertising	4.52	0.65	0.26	4.40	0.72	0.32
	Programmatic targeting ad	4.73	0.63	0.20	4.75	0.60	0.18
	Contents-type advertising	4.75	0.60	0.18	4.68	0.62	0.23
	Smart mobile advertising	4.77	0.71	0.15	4.72	0.61	0.15
Commerce, Platform, Online	Brand journalism advertising	4.20	0.75	0.39	4.34	0.70	0.40
	Shopable addressable advertising	4.38	0.70	0.31	4.35	0.81	0.37
	Live Commerce advertising	4.68	0.67	0.22	4.70	0.72	0.19
	020 Commerce advertising	4.60	0.75	0.38	4.52	0.82	0.40
	VR AR shopping advertising	4.56	0.81	0.28	4.55	0.69	0.32
	Agile Marketing Advertising	4.01	0.45	0.45	3.85	0.85	0.42

And Untact interactive advertising (4.75), content type advertising (4.75), programmatic targeting advertising (4.73), micro personalized advertising (4.72), and shop kiosk advertising (4.70) , Untact experience advertising (4.68), Live commerce advertising (4.68), Pleasant creative advertising (4.68), 040 Marketing advertising (4.65), Environmental respect creative advertising (4.62), Artificial intelligence PPL advertising (4.61), 020 commerce advertising (4.60)), humanism creative advertising (4.58), VR AR shopping advertising (4.56), cross-media marketing advertising (4.52), Newtro advertising (4.50), AI chatbot advertising (4.45), shopable addressable advertising (4.38), AI automatic production advertising (4.35), brand journalism advertising (4.20), and Agile marketing advertising (4.01) were also evaluated as new types of advertising with high importance.

Also, the evaluation of the urgency of each future advertising type is as follows. Untact interactive advertising (4.77) was rated the highest for urgency, and programmatic targeting advertising (4.75), smart mobile advertising (4.72), environmental respect creative advertising (4.72), Live commerce advertising (4.71), Untact experience advertising (4.70) , Humanism creative advertising (4.70), Content-type advertising (4.68), Shop kiosk advertising (4.68), Newtro advertising (4.67), micro personalized advertising (4.66), Pleasant creative advertising (4.65), 040 Marketing advertising (4.60), VR AR advertising (4.55), 020 Commerce advertising (4.52), AI chatbot advertising (4.43), cross media remarketing advertising (4.40), shoppable addressable advertising (4.35), brand journalism advertising (4.34), artificial intelligence PPL advertising (4.30), AI automatic production advertising (4.20), and Agile marketing (3.85) were evaluated as urgent.

Meanwhile, the coefficient of variation for the importance of future advertising types was analyzed from 0.15 to 0.45. And the coefficient of variation for urgency was analyzed from 0.14 to 0.42. As such, the coefficient of variation for the evaluation results of the expert panel on the importance and urgency of each future advertising type was all below 0.5. It indicates that panel experts' consensus on the types of future

advertising was stable.

As such, it is important to incorporate ad tech such as Untact interactive advertising, smart mobile advertising, programmatic advertising, and personalized advertising as a type of future advertising. It is predicted that the contents advertising will accelerate. In addition, it is predicted that advertising using artificial intelligence, such as artificial intelligence PPL advertising, AI chatbot advertising, artificial intelligence automatic production advertising, and cross-media remarketing advertising, will be in full swing.

5. Conclusion and Suggestions

Through this study, we predicted the characteristics of future advertising and changes in the types of future advertising after the Corona 19 pandemic. Just as innovative changes are predicted in all areas such as politics, economy, society, culture, education, and religion after Corona 19, which are distinctly different from before, innovative changes are also predicted in the advertising field. In order to cope with these innovative changes, the following active preparations are required to the advertising industry and advertising experts.

First, the advertising industry and advertising experts should make efforts to predict and respond to changes in the future advertising environment and future advertising. At some point, the advertising industry, which used to predict and lead the future society, was even aware that it was out of date because it could not respond to changes in media and marketing. as a result, its status as a professional was greatly weakened. Moreover, as it is predicted that the characteristics and types of advertising will change rapidly due to Corona 19, it has become a necessity, not an option, to prepare for future advertising changes with professional competence.

Second, the advertising industry should prepare for the application of advertising types suitable for future marketing environment changes by proactively developing future advertising types by predicting changes in advertising characteristics and future advertising types after Corona 19. In order to develop a future type of advertising and find an advertising execution method that can provide optimal effects, research and development that combines various advertising technologies, consumer characteristics, and media types must be preceded. For this, it will be necessary to invest in research and development at the level of the advertising industry and cooperate for joint use of the developed new advertising formats.

Third, the advertising industry should cooperate to cultivate future advertising through industry-academia cooperation. The competency of the advertising professional is the competency of the advertising industry. The competency of the future advertising industry is linked to fostering the competency of students majored in the advertising and public relations. Accordingly, the advertising industry should actively cooperate through industry-academia cooperation. One advertising company need tie up with one university for bring up preliminary advertising professional in the rapidly changing future advertising environment.

Fourth, the advertising industry should make joint efforts to change advertising laws and policies in line with future advertising that changes after Corona 19. Since future advertising are predicted to have innovative changes in their characteristics and types as a whole from current advertising, changes in advertising policies and advertising-related laws are required to effectively realize them. For this, a united effort of the advertising industry is required.

Fifth, after Corona 19, the humanism that pursues creative personality and social value in our society is strengthened. In the future advertising industry, efforts are also needed to realize ad humanism by realizing social values and strengthening advertising ethics. In addition, there is a need for the advertising industry to participate in social contribution campaigns such as the Clean Contents campaign to demonstrate fulfilling social responsibilities.

From the above, we predicted the characteristics of future advertising and the types of future advertising that will emerge mainly after the Corona 19 pandemic. In addition, it proposed a countermeasure for the advertising industry to prepare for such changes in future advertising. Although this study did not accurately predict all the characteristics of future advertising and the types of future advertising due to various limitations, the Korean advertising industry and advertising experts are encouraged to become interested in and understand the changes in advertising after the Corona 19 pandemic to respond for this. I hope it helps.

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