

Investigation of Digital Media trends in Commercial Advertising related to Marketing Communication: A special analysis of Unilever Sri Lanka & Ceylon Biscuits Limited

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When considering advertising as a concept, it has been changed over time with different social requirements. In the past, voices and sounds were used for effective communication, but later newspapers, radio, television and other electronic medias were introduced. It proves the above points when analyzing how 30 seconds television advertisements and the cost efficiency have been challenged by digitalization. Marketers and advertisers should trust on the power of digitalization before guiding companies and organizations towards it. Digital media can make a greater impact on the society when compared to traditional media. This research focuses on the digital media trends seen in advertising in advertising marketing. The main objective of this investigation is to analyze new marketing trends which are currently being used by Unilever Sri Lanka and Ceylon Biscuits Limited related to the concept of digitalization. Two advertisements have been taken randomly from each company for investigation. For this, the researcher selected Unilever's Sunlight "*Nill Manel Saban Kate*" and "*Laoji-Api Hamoma Lengathukam Handunana Minissu*", and the "*Munchee Super Cream Cracker Super Hero*" and "*Lanka Soy I Cook*" ad, from Ceylon Biscuits Limited. Content analysis and interviewing methods were used as methodology. Two marketing managers were interviewed from those respective companies. After an experimental investigation, it has been clearly identified that the marketers and advertisers have tried to understand the reality of the society by thinking beyond the tradition. A new range of technological devices have been introduced to local customers related to the concept of e-commerce while increasing smart mobile usage. Traditional concepts have been used extensively in advertising. There are digital signboards along the highways. In the concept of digitalization, usage of internet promotions, videos in internet and new technological developments have made a greater impact on advertising. It is a good suggestion that a higher promotion can be gained by further usage of digital media trends. Accordingly, further marketing advertising can be used as a suggestion to use these advertisements with more media, such as Facebook, YouTube, and the new media.

Keywords: Commercial advertising, communication, digital media, marketing, trends