Research on "Precise Translation" of Commercial Advertising Based on Big Data

Jing Liao¹,*
¹Wuhan Business University, Wuhan, Hubei, China, 430000
*Corresponding author e-mail: melody25990310@wbu.edu.cn

Abstract. The main body of today's society is established on the basis of information exchange on the Internet. With the help of big data, all aspects of our lives and work have undergone great changes. To be precise, they all become less complicated. Even the production of commercial advertisements has gradually evolved from relying on the traditional marketing model to the current accurate translation model using big data. However, for modern people, many people are more accustomed to the traditional way of commercial advertising, so that it is difficult for them to accept the accurate translation of today's advertising model. However, big data and Internet technologies require continuous innovation and expansion, and it is impossible to change the development strategy just because some people do not like and are not used to it. For now, although the implementation of large-data accurate translation of commercial advertisements in our country requires a great price, we still need to work hard¹.

Keywords: Big Data, Commercial Advertising, Precise Translation

1. Introduction
From ancient times to the present, advertising has changed in various forms. Then, to investigate the reasons, we will find that the prerequisite for the change of advertising marketing methods in each era is the first change of people's consumption concepts. For a long time, the functional value of products has been in control of people's desire to buy social goods². However, in recent years, the quiet changes in people's spiritual quality and living habits have gradually replaced the desire to purchase stimulated by emotional needs instead of those stimulated by values. From a philosophical point of view, this is also a change from a rational desire to purchase to a perceptual desire to purchase. And with the change in the form of the desire to buy, the commercial advertisements with the symbolic significance of the times also kicked off³.

There is no advertisement whose main purpose is not the marketing of goods and the profitability of enterprises. The main purpose of commercial advertising is also to improve the economic benefits of enterprises⁴. Of course, everyone has a different view of commercial advertising. The author's thinking is not necessarily all correct. However, with the introduction of big data in recent years, commercial advertisements are more inclined to the precise translation process. Some people may not understand the specific meaning of advertisement translation. In fact, accurate translation of
advertisements can also be considered as accurate marketing methods for advertisements. And how to meet the standards of advertising needs, this needs to be whether commercial advertising can smoothly tap consumers' purchase needs and perceptual purchase desire.

2. The theoretical analysis of the accurate translation of commercial advertisements in the environment of the Internet and big data

2.1. The emergence of the concept of big data led by the Internet
People often say the importance of Internet+, but many people still don’t know that the technical basis of big data is Internet+. In fact, people have developed the use of big data thinking to look at Internet-related issues. However, many people naively think that this is a sequelae of using the Internet. In the early stage of the emergence of big data, no one has given it a specific meaning. It was just a way for people to think about problems in the initial period. Some people say that the Internet has contributed to the growth of big data. It is also said that big data has assisted the prosperity of the Internet. However, the author believes that the two are complementary.

2.2. Marketing of commercial advertisements supported by the Internet
Before the concept of the Internet was put forward by experts, commercial advertisements were discovered and used by people for a long time. Calculated according to time, it can be considered that commercial advertising is the predecessor of the Internet. Unlike today's precise commercial advertising, there were not many advertisements on the Internet at that time. What is common is the form of sales promotion in shopping malls and TV advertisements. Of course, this is also a phenomenon that people who like to watch TV are more disgusted. However, experts generally believe that there was no targeted demand for commercial advertising at that time.

![Figure 1](image.png)

**Figure 1.** Commercial advertising material based on high-tech style.

2.3. Accurate translation of commercial advertisements supported by big data
What is accurate translation of advertisements? From the perspective of the grammar of Mandarin Chinese, this is an unsatisfactory word. However, from the perspective of big data, precise translation refers to the precise marketing of advertisements. Most people in the IT industry will know that the content of big data mainly includes the storage of big data and the analysis of big data. The meaning of storage is naturally needless to say. Big data analysis is the basis for accurate translation of commercial advertisements. Through data analysis, we can accurately find consumers' buying habits, and use the precise design of commercial advertisements to attach content that can attract buyers' desire to buy. This is the strategy of precision marketing advertising.

3. The impact of big data techniques on accurate translation of commercial advertisements
3.1. It changes the traditional advertising strategy
In the early stage of traditional advertising design, designers need to integrate the market trends at that time and consumers' buying directions for products. At that time, timely questionnaire surveys were essential. Moreover, if it is in an era when the network situation is not good, designers must also consider the cost of advertising and the effects that can be achieved. Nowadays, the formulation of commercial advertising policies supported by big data only requires big data analysis for market data. In fact, commercial advertising can be done very well with only this kind of analysis.

3.2. It has changed the marketing method of commercial advertising from the channel
People born in the 1980s may have seen the promotion of traditional advertising. Due to the underdevelopment of television communication and network communication, there are many small advertisements in newspapers and on the street, and advertisements on display screens in shopping malls. But the advertising marketing at that time was not targeted. Today's commercial advertising is a marketing model with an electronic information chain. For example, Taobao's commercial advertisements are generally implemented after users have browsed the corresponding products to guess your favorite project. It will automatically provide users with other related products to promote consumption.

3.3. It can change the form of advertising
Traditional advertisements generally use interspersed between TV series and computer network web pages to carry advertisements. However, in today's new situation, the objects of commercial advertisements supported by big data have become variety shows and talent shows. Since the broadcast volume of these two kinds of TV programs is very high, the appearance of commercial advertisements can greatly increase the attention points of the audience when the audience is watching the program attentively.

Table 1. Investigation of the difference between traditional advertising marketing and advertising marketing supported by big data.

|                                | Traditional marketing               | Large data marketing               |
|--------------------------------|------------------------------------|------------------------------------|
| Uncertain cost                 | Low cost                           |
| Complex advertising design     | Complex advertising design         |
| Preliminary preparation is complicated | Only analytical work in the early stage |
| The effect on the masses is not obvious | Can stimulate the desire to buy |

4. Strategies for precise translation of big data commercial advertisements inspired by perceptual purchase desire

4.1. The addition of family affection is a stimulant full of active atmosphere
Human life activities include not only eating and drinking Lhasa. Compared with these basic consensus activities, people prefer the operation of emotional activities. For example, people's affection, love and friendship are topics that commercial advertisements will always continuously choose. Therefore, in the process of designing commercial advertisements, the addition of some elements that praise family affection can move many audiences. It is a stimulant filled with a lively atmosphere.

4.2. Innovative humor setting
Why are so many people bored with commercial advertising? This is not only because of the frequent appearance of commercial advertisements, but also because many of them are rigid line plays without innovation. If we add some humorous elements into commercial advertisements, this will largely attract the desire of many people to watch. Moreover, if you continue to create advertisements in the long run, there will always be audiences similar to those who chase dramas.
4.3. Setting of unpretentious and natural comfort
Modern society is impetuous. People all hope that they can escape from the big city and go to the peach blossom source similar to Tao Yuanming's longing. From this point of view, what people need is not high-tech and a rich life. What people need is an unpretentious and comfortable living environment. What they need is spiritual relief. Then, adding a natural and comfortable feeling to commercial advertisements will naturally attract viewers more than ordinary complicated rendering of high-tech advertisements.

5. The key points of the research on the accurate translation of commercial advertisements based on big data

5.1. Use of Big Data Analysis
Compared with the traditional form of questionnaire survey, big data analysis is a more practical and faster analysis mode of consumers' buying habits. Of course, the help of big data storage is also needed here. Companies can conduct unilateral consumer surveys on the Internet. The reports of these investigations will be stored in the big data repository. In the process of data analysis, analysis technology will extract all aspects of consumer information from the database.

5.2. Preliminary preparation for the formulation of commercial advertisements
The economic trend of today's market is not good. If an enterprise wants to occupy an absolute advantage and the commercial advertisement it produces is to attract the attention of consumers, then its products must have unique appeal. Before the product is manufactured, the clear positioning of the market must be satisfied.

5.3. To understand the specific meaning of accurate translation
According to the above description, we understand that the specific meaning of precision translation refers to precision marketing mode. Then this marketing model can be a perfect process of distribution channels. According to the sales theory, the distribution channels can be niche or popular. Of course, what needs to be unified is that different distribution models need to correspond to the arrangement, combination and grouping of new and old customers. Of course, the most basic principle is to be customer-centric.

6. The practical importance of "precise translation" of big data commercial advertising

6.1. It can increase the tendency of enterprises to formulate commercial advertisements
The formulation of every commercial advertisement requires a certain degree of directionality. For traditional commercial advertising, blindly accumulating mass production is unrealistic. This will make people more tired of the existence of advertising. Moreover, this situation is not suitable for the precise marketing of a certain product.

6.2. It can ensure that the cost of the enterprise is not wasted
Why are many media companies now facing bankruptcy? In many cases, the cost of advertisements produced by them is too serious. The accuracy of advertising stabilizes the specific advertising sales group, and it also stabilizes the specific production measures of commercial advertising. Therefore, in this case, the cost of the enterprise can be used effectively.

6.3. It can prevent the emergence of abandoning advertisements to a certain extent
Like all kinds of products in life, advertisements also appear with scrap plans. Although it is not a concrete image, the emergence of abandoned advertisements is also a huge loss for enterprises. Since the cost has been invested in advertising as capital, the advertising plan is not selected, and the cost of funds will be offset.
6.4. It is a new chapter in the reform of the advertising age
So far, traditional advertising has existed for a long time. People have become bored with outdated sales concepts. The development of today's advertising media business must rely on the reform of commercial advertising sales channels and sales models. The use of accurately translated commercial advertisements supported by big data is an important way.

7. Conclusion
At present, the application of big data analysis techniques is very extensive. It can provide great help in the precise marketing of business data. Today's commercial advertising has brought the sales model into a brand new development cycle. We must continue to reflect and make progress to make the advertising industry a resurgence.

This situation seems to be relatively simple, however, we still need a lot of effort as capital to achieve this goal. However, the author believes that this is achievable for our country, but it is just a matter of time.

Acknowledgements
This paper is one of the project results of the Humanities and Social Sciences Research Project of Hubei Provincial Department of Education, Research on Business Translation Based on Functional Translation Theory (project No. 18G052).

References
[1] Quan L, Jun L, Xiongwei Y. Research on Precise Marketing System Application for Operators Based on Big Data [J]. Electronic Test, 2016.
[2] ZHENG Yiwen, CHEN Hongxing, BAI Yunhui. The Experiment Research on the Students'Precise Attention in Classroom Teaching Based on Big Data [J]. Modern Education ence, 2016.
[3] Li L. Research on the Translation Teaching System of English Majors Based on Big Data [J]. Journal of Physics Conference Series, 2020, 1578: 012098.
[4] Guang, Liu, Xu, et al. Research on the Construction of Personalized Resources Recommender Platform in University Based on Big Data [C]// 2018.
[5] Wu J, Wang J, Liu Y. Design and Research of Insurance Survey Claims System Based on Big Data Analysis [C]// 2019 International Conference on Virtual Reality and Intelligent Systems (ICVRIS). IEEE, 2019.
[6] Wu W, Wang J, Dai T. The Geography of Cultural Ties and Human Mobility: Big Data in Urban Contexts [J]. Annals of the American Association of Geographers, 2016, 106(3): 1-19.