

## Mass media X Digital media - For which the contemporary public sector are migrating

### Mídia de massa X Mídia digital - Para qual setor o público contemporâneo está migrando

**Daniela Figueiredo Caneca**

#### ABSTRACT

This article discusses the transition of the public from the contemporary mass media audience such as television, radio, newspapers and magazines to digital media that include social networks and diverse digital platforms. The fact is that most are migrating to the digital world and those who have not yet adapted to this type of platform are half in the mass era and half are slowly migrating to digital. In addition to authors, books, websites and articles, a questionnaire was prepared by means of Google Docs, containing 21 questions on the topic. Forty-five (45) people responded, indicating at certain times, the TV, but use the internet as their main source of information. The population spends more than three hours online, while another party spends more than two hours in front of the TV. With this it is possible to argue that the population is acquiring new habits. The internet has come to revolutionize the world and technology only tends to grow hindering habits considered far outdated. Many and many years have already passed and the TV is not over, the newspaper is not over, nor are the books over, but they are all changing: newspapers and books already exist in the sites themselves to read and / or buy online, getting, in this way, in the "cloud" (that is, on your mobile / computer to access when you want, online). TV is a technology that only tends to expand in more modern terms. Televisions are reaching the market more and more slims, compact, in HD, 3D, 4K and even the smart TV. The brands themselves are investing in Wi-Fi televisions to facilitate and include the mass public in the digital age. That's why people have to upgrade or strive for it, because soon normal TV will be a relic, just like cassette videos already are. Google is increasingly active in realizing technological opportunities to innovate and revolutionize. Many companies are innovating and revolutionizing: Apple, Samsung, Philips, Sony, and Asus, among many others. However, prices are high for those who want to live 100% up-to-date in the digital world with all the newly released technologies available. But, this reality tends to change quickly to change with the cheaper products and Internet access facilities faster and cheaper. It's the technological revolution coming to stay.

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#### RESUMO

Este artigo aborda a transição do público contemporâneo da mídia de massa, como televisão, rádio, jornais e revistas para a mídia digital que inclui redes sociais e plataformas digitais diversas. O fato é que, a maioria está migrando para o mundo digital e os que ainda não se adaptaram a esse tipo de plataforma, estão metade na era de massa e metade migrando devagar para a digital. Para argumentar os fatos constatados, além de autores, livros, sites e artigos, foi elaborado um questionário por meio do Google Docs, contendo 21 perguntas sobre o tema. Quarenta e cinco (45) pessoas responderam, indicando utilizar em certos momentos, a TV, mas usam a internet como sua principal fonte de informação. A população passa mais de três horas on-line, enquanto outra parte passa mais de duas horas em frente à TV. Com isso é possível argumentar que a população está adquirindo novos hábitos. A internet chegou para revolucionar o mundo e a tecnologia só tende a crescer dificultando hábitos considerados muito ultrapassados. Muitos e muitos anos já se passaram e a TV não acabou, o jornal não acabou, nem os livros acabaram, porém todos eles estão se transformando: os jornais e livros já existem nos próprios sites para ler e/ou comprar on-line, ficando, dessa forma, na "nuvem" (ou seja, no seu celular/computador para acessar quando quiser, on-line). A TV é uma tecnologia que só tende a expandir em termos mais modernos. As televisões estão chegando ao mercado cada vez mais slims, compactas, em HD, 3D, 4K e até as smart TV. As próprias marcas estão investindo em televisões com Wi-fi para facilitar e incluir o público de massa na era digital. Por isso as pessoas têm que se atualizar ou se esforçar para isso, pois logo a TV normal será uma relíquia, assim, como vídeos cassetes já o são. O Google está cada vez mais ativo em perceber as oportunidades tecnológicas para inovar e revolucionar. Muitas empresas estão inovando e revolucionando: Apple, Samsung, Philips, Sony, Asus, entre tantas outras. No entanto, os preços são elevados para quem quer viver 100% atualizado no mundo digital com todas as tecnologias recém-lançadas à disposição. Mas, essa realidade tende a mudar rapidamente mudar com o barateamento dos produtos e as facilidades de acesso à internet mais rápidos e mais baratos. É a revolução tecnológica chegando para ficar.

**PALAVRAS-CHAVE:** Televisão; Mídia; Eleição; Internet; Digital.

## 1 INTRODUCTION

Television, internet, digital media and mass media, the 21st century is at full steam. Technology grows and changes so quickly that it barely gives us time to familiarize ourselves. TV continues with its large loyal audience. The internet wins more and more users. With the modernization, novelties and attractions so differentiated, the globalized world grows and changes quickly. We are in the future. The internet came to stay, the TV to add up. TV can give that feeling of company in the house. The internet is all together: company, interaction, entertainment, study, education. Not only are the appliances getting slimmer and clean. The "content" is growing: do not stop creating applications for everything you can imagine; there are several social networks, interactions through audiovisual platforms; even attending a college at a distance today is possible online. The TV runs back. Brands are highlighting and studying ways to reach the Internet audience (even bringing to their broadcasters those who create audiovisual content in digital to participate and present programs on TV).

Each year new functions are added to TV sets: TV with Wi-Fi, 3D, even resolutions in 4K. When someone would think that would be possible. The world is just beginning with its technologies. Come on! Smartphones, internet plan for mobile, subscription channels on your TV: all this was contributing to the world being what it is today. A world in which the news is immediate, there is interaction and engagement of the public; it is possible to deny stories and tell facts.

According to Freitas (2015), Brazil already has more cell phones than its inhabitants. These devices exceed 35% the number of people in the country. In fact, this is one of the reasons why people are increasingly connected and wanting to "make a noise", as happened in this last election. The cell phone is a telephone with TV and internet: the perfect combo. In it you can do everything a little, including participating more on all the subjects and news that surround the world. You share, create, revise, access, study, and listen. There are so many types of applications that just leave the house that really want. The elections were a milestone this year. The internet "broke" with the "fervent" population sharing, voting, exclaiming, defending or not, tweeting.

Nowadays it is possible to follow the person you admire wherever you are in the world. He can have his electoral candidates there on his Instagram and analyze everything he puts: from photos and videos to polls to improve or leverage his campaigns (this freedom they do not have on television, obviously). The public may charge your candidate, for example, almost "face to face" or via direct or also marking the person's @. They are all very close to digital media. Mass media also has its power somewhat limited (by the fact that it cannot be as timid on TV, as engaged as it gets on the internet), but it still has power. What would the world have more to offer us after all this?

The focus of this article is to identify through the results collected in online search by Google Docs, readings, data and interviews, the advance of digital media as the current and / or main means of communication among the public that was, before, the mass media and is migrating gradually or totally to digital, leaving the TV partially or totally aside. Identify, through authors, texts and research (with elaboration of research in Google Docs) that the population is increasingly connected, active and immersed in the world of digital mass, leaving aside the television, which is not without importance, but that the internet has been gaining more and more space, practicality and speed in terms of entertainment (and many others) in people's lives in today's globalized world.

During the course of this study, we will analyze the great migration from mass media to digital media, often leaving the TV aside, or using the internet as a solid complement to the interaction and immersion of secondary or complementary contents such as videos, news, polls, polls and to create greater interactions in television shows (which are increasingly adhering to online interaction from what is transmitted to the viewer: whether to send video showing the weather and the sunset of the city or a challenge to see who wins something or appears in the videos of a television newscast or reality, for example). It will also be discussed how traditional media and digital media have had importance and influence over the course and final results of the last election.

## 2 DEVELOPMENT

Many people watch TV. The fact is how they watch. A large part of the population connects TV in their homes just to have a "company" while they shower or make dinner. Many use the TV to watch some favorite show or an interview or show. But if they come home late from work or a party, and realize they missed the last chapter of the 9 o'clock soap opera, they run to the internet, because there will already be the chapter that has been lost: either on the YouTube site or on the site itself website of the radio station of such a novel. On YouTube, she can also watch her shows, shows and interviews as soon as they are on TV, or at most a day later.

Nowadays with online movie sites, series, interview files and shows and even Netflix, it is much easier and easier to watch what you want at any time you prefer. Even if it is a closed TV program, Internet users do not lose the speed and agility to post almost the same time that they finish on TV. It is the convenience, the online world and the convenience that many people leave the sofa, where they watch their TV programs and only with the cell phone or laptop in their hands and "that is".

Television is currently one of the main social bonds of individual mass society. In fact, she is also a figure of this social bond. [...] television is the only activity shared by all social classes and by all age groups, thus establishing a bond between all means. (Wolton, 2004, p.135)

This theme on Internet, TV and technologies in general, will dominate, more and more, the magazines, newspapers etc. It only tends to grow over the years. There are many people leaving the TV and going to the computer screens. There are also many people connected 24 hours, but still, leaving the TV on by custom or just to have a certain type of "company." Young people are dominating the internet and leaving the TV aside. Older people are adjusting and wanting to know the world online, watching TV yes, but many are already looking for what has gone on TV on the internet. Anyway, the internet has been gaining more and more public and TV space. Even TV broadcasters are betting on social networks as a support audience, advertising and interaction. The public is increasingly immersed in the technological and digital world via social networks, internet videos, online movies, free downloads and easy access to shopping: from travel passes, movie tickets to clothes and household items; all with just one click.

This moves people to identify more and more with the virtual world, since everything is easier and more accessible: just have some mega internet, a 3G or 4G on your smartphone or tablet.

In the 21st century, roles are being replaced by screens of cell phones, notebooks and tablets. Each year an online magazine or newspaper appears (even if they already exist on paper). Conventional newspapers are all archived, day-by-day, month by month, year by year on the internet. You can read your news on any site in the world, in any online media, just give Google a search click and that's it.

Society in general is gaining more access not only to the news but also to everything that was previously not possible and is now available because of the digital revolution. Many people use programs on the internet to talk to family members who live miles away. Today, it is possible to speak and see someone in Japan, for example, without spending a penny. This was previously possible through expensive letters or phone calls.

Many people stopped writing letters to write e-mails, many stopped buying newspapers every day to read on the internet, many stopped buying in physical stores to have the practicality of saving time buying at virtual stores: the population is becoming every becoming more and more adept at online and it's getting harder and harder to find someone offline from their lives.

Young people are the main, and still the majority in relation to the adaptation and use of the internet. But the older ones, even decades ago, when all this did not yet exist, are not left out. A large section of the population between the old age already uses the internet as a means of accessing the news, chat with family and friends, profiles on at least one social network, email and video viewing on YouTube.

It is a fact that there are still many people who enjoy more old-fashioned customs such as buying the newspaper on the bench, subscribing to magazines, writing letters, reading books by paging them and buying the CD just to have the booklet in hand, but that portion is decreasing.

According to Lima and Silva (2013), IBGE points out that Brazilians from the age of 50 have had the highest growth in web access since 2005, with an increase of 222.3%. The fact is that, perhaps, paper and books never end but have their versions online, as you can easily find today, an example is the Kindle tablet, especially designed for reading and buying digital books. The world tends to be more and more technological and virtual. It is the tendency to be followed: increasingly technological, modern and accessible.

Still according to Lima and Silva (2013), in 2011, 77.7 million people had access to the web, equivalent to 46.5% of the population surveyed, 10 years of age or older. There were 45.8 million more people than in 2005, when 20.9% of the population were connected. Young people continue to concentrate the greatest number of accesses, mainly in the age group of 15 to 17 years (74.1%) and 18 or 19 years (71.8%). There was growth in all age groups, generally above 100%, but the variation was much more representative in the 50-year-old or older group: 222.3% over the six-year period - an increase of approximately 5, 6 million people.

It is a crowd that invades the web with one main objective: to increase their social relations, according to a study of the University of Brasilia of 2009. Whether through social networks, chat rooms or blogs with space for comments, what they want is to interact and reduce the feeling of loneliness.

The public is migrating from the TV to stay connected to the digital network all the time. There, they find everything that happens on television (or what has passed), are inside news and gossip and ready to access any bombshell news that happens. Many people still use TV (because not even the entire population of the world has access to the internet). Although data has changed for years with more easy of being able to have and pay for a wireless network. Before, people watched a program and commented there among family the facts that occurred. Nowadays, people even watch the same program, but the comments that were made there in the family room turned into ready-made, articulate, thought-provoking or even funny phrases and everything shared there on the Internet through Facebook, Twitter, and Whatsapp among others.

What is changing is not the function but the articulation of the way of seeing, thinking and acting, only this time connected! The migration from TV to the Internet has been going on for years, but the boom started from the creation and consolidation of social networks, where people often exchange comments there in the family by verbal means, to comment and have feedback from people online. With the creation of Apps, the broadcasters themselves are creating and asking the viewer to download these (often free) Apps so they can interact more with the program being streamed, or even to help improve the program, in the poll calculation, in the polls of programs like reality shows and shows, among others.

The TV stations themselves are making their audience part of the digital age: that's where the migration comes in. Nowadays, many companies are creating the smart TV also known as connected TV or Hybrid TV, it is a type of nickname used to describe the integration of the Internet and the characteristics of Web 2.0 with televisions and set-top boxes, as well as the convergence between computers with these televisions and setup boxes. And they have been the bestselling handsets for modernity and the most digital support that proportional over conventional appliances.

It's the same as cell phone. People can really enjoy the X model. But over the years, the technology and modernity of faster handsets with more attractive interfaces are coming to the market, and X handsets are no longer sought after and sold. In this way, people want, buy (or surrender), for Y models, which are on the rise. In this way, X disappears from the market. Attention: the appliance as it is, not the brand. The brand always evolves according to the time, year and general aspects like the technology boom. You cannot stay in the backtracking; the way will be forward, more and more. Even those who enjoy analog, vintage, will in a way end up opting for these technologies.

The purchasing power explains the fact that 60.1% of those who claimed to have access to the web in 2011 were employed at the time. There was a small advance among the unoccupied, but they still account for only 39.9% of the total. In the year of the survey, about half of the country's 93.5 million workers used the internet. In 2005, this percentage was 22.8%. In the analysis by sex, it was observed that women represent the majority of users in the range up to 39 years. From the age of 40 to 49, the percentage equals and, from the age of 50, men predominate "this reflects a delay in schooling and the insertion of older women into the labor market," observes the research (Lima & Silva (2013)

The site *Conversa Afiada* (2014) presented the Brazilian Media Search. In it, the Minister of the Department of Social Communication, Thomas Traumann, presented the following factor: "The study, commissioned by SECOM, shows that television follows as the media most used by the Brazilian population. The radio follows in second place. "

But, the highlight of the research is the growth of the internet, both in terms of number of users, and in relation to the time the Brazilian remains connected. According to the survey, 42% already consider the internet as the most used medium of communication. The study shows that almost half of Brazilians (48%) already use the internet. The number of people who access every day rose from 26% to 37% in just one year. In addition, the internet user is already on average 4h59 per day connected. It is the medium in which people stay for longer to inform themselves. It even surpasses the television, which is watched on average for 4h31 daily. Most Internet users access the network in search of information: 67% seek news, even access to entertainment, 38% use the internet as a hobby and 24% study and learn. That is, the tendency is to fall in the audience on television and increase in the use of the internet. [...] it is more game than narrative, more flow than archive, it is more for pop art than for classical art, it works with series and with living processes (not with finished products). Finally, television is not theater, not cinema, not the internet (Cannito, 2010, p.41). Since its establishment in the 1950s, nothing has shaken the success of television with the Brazilian public (Brazilian Association of Journalists Researchers [SBP Jor], 2012). Throughout its history, the vehicle has achieved coverage (99% of the national territory covered by the TV signal), penetration (97.2% of Brazilian households have at least one device) and profit (accounting for 64% of all publicity) unmatched. Moreover, according to a study released by UNESCO, the average number of handsets between 7am and midnight reaches 45% of the population, one of the highest in the world (Mendel & Salomon, 2011).

The number of people with Internet access in Brazil reached 82.4 million in the first quarter of 2012, according to a survey by Ibope, in partnership with Nielsen Online. An increase of 5% compared to the first quarter of 2011, when the survey estimated that 78.2 million Brazilians with access to the worldwide computer network in the country. On the other hand, the number of accesses to fixed and mobile broadband service in Brazil, condition to watch TV, by the new devices, reached 38.5 million at the end of the first quarter of 2011. Other research reveals that 80% of users watch videos online and the average time spent was 8 hours per month. The view was focused on short videos, lasting between 5 to 6 minutes.

Public space in Brazil begins and ends at the limits set by television. (...) Within these limits, the country informs itself about itself, is situated within the world and recognizes itself as a unit. Before the screen, the Brazilians twist together in the sporting events, cry together in the tragedies, and find grace united of the clowns that appear. Have fun and get excited. (Bucci, 1996, p.11)

Brazil reached the 210 million mark in March 2010, according to data released by the National Telecommunications Agency (ANATEL), of which 173 million were prepaid (82.18%) and 37 million were postpaid (17.82%). Another interesting fact is that the number of mobile phones with access to the mobile internet reached 24 million in March of that year, being 18 million cell phone accesses and 6 million via modem.

A survey by Yahoo / Nielsen in the United States in 2011 pointed out that 86% of mobile users are surfing the internet while watching television. And, most importantly, 25% of them are accessing content related to what is currently being broadcast on TV. A total of 8,384 Americans were interviewed, 5,313 of whom were mobile internet users.

According to SBP Jor (2012), in countries such as South Korea, where the signal of digital TV is already received on mobile devices regularly, people use the new media to pass the time in standby situations, keep up with the news and get informed, especially about cultural and sporting events. Access places vary: at home, when the goal is to avoid negotiations with other family members; during commuting or on journeys; in intervals of professional activities such as meal times; and in environments such as classroom, libraries and work meetings. But new media still suffer from a number of obstacles to rapid expansion, the most important of which are inappropriate content and screen size (Squirra & Fechine, 2009).

According to Telles (2011), in Brazil, more than 80% of Internet users participate in some social media. On the Youtube site are, on average, 2 billion videos displayed per day; 5 billion minutes is what people spend on Facebook per day; and 27 million is the number of Twitter Tweets per day. Already on photos hosted on Flickr are about 4 billion. This only bought the importance and strength of the media in this digital scenario.

YouTube, for many, is becoming the TV of the future. People choose what they want to watch, the time they want, and the kind of content they like best. In traditional TV people are hostages, because to watch a specific program that they like or novels will have to wait for the broadcast grid schedule.

According to the authors of the book YouTube and the digital revolution - How the greatest phenomenon of participatory culture is transforming the media and society:

The YouTube social network, YouTube Inc., can be seen as the "sponsor" of collective creativity, controlling at least part of the conditions under which creative content is produced, organized and represented for audience interpretation. (Burgess & Green, 2009, p.88)

YouTube is a potential site for cosmopolitan cultural citizenship - a space in which individuals can represent their identities and perspectives, engage with the personal representations of others, and find cultural differences. (Burgess & Green, 2009, p.112)

The relationship of social media, marketing and technological revolutions is increasingly active and growing. Telles (2011) states that:

The idea of social networking began to be used about a century ago, to designate a complex set of relations between members of a social system to different dimensions. From the 21st century, social networks have appeared on the internet, and from the sociological point of view, the same concepts remain. The social media revolution happened without shedding a drop of blood and is already a reality. Entrepreneurs already see the importance of hiring specialized professionals or hiring consultants to train their internal teams in order to manage their accounts in social settings.

In addition, "there is a reality that the marketing professional on digital platforms has reached fundamental parameters within the strategic context of companies and that social media can not be delegated to the boy who" knows how to play Orkut "or to the newcomer trainee in company".

### **3 RESEARCH**

A research was elaborated, through the online platform Google Docs, with 21 questions related to the theme of the article: TV and internet. 45 people answered this questionnaire online, distributed through social networks and e-mails. The questionnaire was available at

[https://docs.google.com/forms/d/1QYCjcWrp6UFzNud4NlLehrXFqEscgbGY\\_WcKdD3JKY/viewform](https://docs.google.com/forms/d/1QYCjcWrp6UFzNud4NlLehrXFqEscgbGY_WcKdD3JKY/viewform).

The professions described included: social worker, teacher, psychologist, doctor, university professor, neuropsychologist, advertising, administrative assistant, administrator, journalist, public servant, nurse, systems analyst, entrepreneur, economist, broadcaster, designer, mechanical engineer, mapping research agent, lawyer, digital media writer, trainee and student.

The people who marked the option "depended" described that they chose this option because they use the TV and the internet to keep themselves informed. Another answer was that it depends on the type of program or searches you want to do. Some themes are more comprehensive on the internet and vice versa.

Already another response was that they like to watch newspapers and TV, but, which accompany most of the news on the internet, mainly international news. In this issue, people have written that they depend on the type of program or searches they want to do.

Some more comprehensive topics look on the internet or vice versa. Most of the information search is done through the internet, but, they go along with the TV and radio as well. It was also found that 31.1% of people still prefer TV versus 82.2% who prefer the internet. Another interesting fact is that 68.9% have the internet as the main information medium. Most access news sites when they are online, 35.6% versus 31.1% who are searching for information on TV. Although technology is getting more and more advanced and older people are acquiring these modern and digital media to communicate, read, entertain and socialize (with friends and distant relatives), yet research has reported that 60% only watch TV, against 42.2% who have TV only as a company.

#### **4 DIGITAL MARKETING FOR MAJOR BRANDS – CASE COCA-COLA**

Currently, 99% of companies use digital content. Be it to create fanpages on Facebook and get tanned, fans, shares, draws, sweepstakes, warnings and even apologize for something where the brand and / or business has failed or even create more interaction with customers and consumers.

Brands are on virtually every social network. And they are not only brands but, companies, clinics, clinics, supermarkets, shops, bakeries, veterinary clinics, aesthetic, plastic and etc. Many artists from all over the world have social networks. Many of them are ahead to interact with their audience and know opinions about a new song, show scenario and even clarify misunderstandings. In addition to the artist's own website, most of them have Facebook, Snapchat, Periscope, Instagram, Twitter, Vine, Google Plus, YouTube channel (where they release clips, campaigns, messages), iTunes (where they promote and sell their music) and to Spotify. In fact, many people who have a successful job, and / or even those who want to promote their image and their profession, resort to the creation of fanpages, blogs and the like.

One example is the Coca-Cola soft drink brand. The same has Twitter in which interacts with consumers, fanpage on Facebook, where they compose posts, commercials, promotions, campaigns, etc. It has a YouTube channel where it offers its wide variety of commercials and videos diversified and the brand's own website.

Trademarks use the Internet to explain themselves about criticism of their "name." Who does not remember the famous controversy surrounding Coca-Cola, where the Goian citizen Wilson Batista de Rezende cites that he had involuntary movements for having ingested the soda that contained a dead rat inside the bottle? The consumer reported the story in the year 2013 when the fact spread in the news that his mouth, esophagus and stomach were burned as soon as he ingested the soda, compromising his speech and movements, which prevented him from carrying out his activities as a bagpiper and a watchmaker, a fact that occurred in the year 2000.

The subject spread throughout the country, negativando the brand and the providence taken was to elaborate a video to be posted in his fanpage on the whole process of production, elaboration and final bottling of the liquid in the bottles and cans. In the end, it was established that the complainant was involved in fraud. (Figure 1).



**Figure 1** - Video about the Coca-Cola bottling process in bottles and cans  
Source: Image taken from Google's search site (2018).

The video was heavily criticized and very tanned at the same time and continue to consume the soda created by the pharmacist John Pemberton in the year 1886, thus becoming the most famous soda in the world.

According to Furtado (2009), Coca-Cola has had the greatest expansion in social media, according to the ranking published by the magazine Meio e Mensagem:

Coca-Cola remains at the top of the Frog Agency's Social Media Brand Index (IMMS). The results refer to the exposure of the brands in the main relationship sites in the month of April. 150 brands of 18 segments are accompanied. The top ten brands in the overall ranking are: 1st Coca-Cola, 2nd iPhone, 3rd Apple, 4th Sony, 5th McDonald's, 6th Skol, 7th Chevrolet, 8th Nokia, 9th Adidas, 10th Nike.

#### **4.1 CASE**

The key role that Digital Marketing plays in the strategy of most businesses is evident, and entrepreneurs continually seek to understand how to do the best. It is clear that it is unfeasible to compare the situation of small and medium-sized companies with well-known brands nationally or internationally, but analyzing some of the strategy of these players can greatly help to improve the performance of their business on the web.

The series of posts shown in the sequence is aimed at pointing out what the big brands have done in their Digital Marketing initiatives and highlight what can be availed for the strategy of the entrepreneur or what agencies can incorporate in the work developed for the clients. The series begins with Coca-Cola, world leader in the soft drink and branded market in the four corners of the world. The ability of Coca-Cola to create unforgettable marketing actions is undeniable. Who is capable of forgetting the polar bears of advertising or does not spend the whole year waiting for that red truck and the Santa Claus characteristic of the brand? These spectacular actions, which have built love mark status reached, have also occurred in digital activities, with very interesting results (Figure 2).





**Figure 2** - Polar bear in Coca-Cola advertising  
Source: Image taken from Google's search site (2018).

In mid-2011, Coca-Cola, in a daring initiative, released two videos explaining the central points of the digital strategy of the brand. In general terms, the company intended to make a change that would transform creative excellence, which is the current reference of the company's marketing strategy, in content excellence. The content, which should be easily shared and of high quality, kept the mark evident in people daily lives and came up against the increasingly social characteristics of the population at large.

With a huge focus on content, the brand keeps a legion of people engaged and dialoguing with the brand. There are more than 52 million fans on Facebook, incredible 106 million views of YouTube's brand channel, and strong presence on other networks like Twitter and Google Plus. Initiatives such as Coca-Cola FM (brand radio that works online), numerous videos available and posts of various themes and segmented by country of performance are other forms of content that the brand makes available to its followers.

Another key point of the strategy was the use of the public generating content for the brand itself. From simple initiatives such as posting photos sent by users of some time related to the brand in their social networks, through real campaigns (this shows users talking how they helped to build Coca-Cola in its 125 years of history), the brand uses its ambassadors to speak well of the brand and additionally enchants them, as they have their 15 minutes of fame provided by Coca-Cola itself.

Finally, Coca-Cola achieves great success in promotional activities, integrating on-line and off-line media, and engaging half the world. In a campaign originally held in Australia, Coca-Cola, through its brand Coca-Cola Zero, carried out an action that flooded social networks and was a huge success case. With the motto "The more ... the better", the company printed on the cans and bottle labels the main names of the Portuguese language (Figure 3). In addition, he created a Facebook application (with three million users last month) in which people could create the cans with their name, share on their timeline, and bookmark their friends. What was the result? It gains thousands of photos on social networks, lots of brand exposures and more and more people in love with Coca-Cola.

What to conclude all this? That content is fundamental in digital marketing strategies: fanpages with quality content and abundant for your target audience, blog with frequent posting and interesting articles, e-books, webinars, videos. The more of these elements your company or customer can use, greater the success of your Digital Marketing strategy. Remember: in the internet age the consumer is in power, you must give him reasons to want to follow his brand, and therefore the content makes all the difference.



**Figure 3** - Coca-Cola campaign that printed on the cans and bottle labels the main names of the Portuguese language  
Source: Image taken from Google's search site (2018).

## **5 AS ALL THESE CHANGES INFLUENCED THE RESULTS OF THE LAST ELECTION IN BRAZIL**

The political situation in the world as a whole is very chaotic and, in Brazil, it is no different. Nearly half of the year 2018 was marked by the division of left, right and neutral people. Brazil "boiled" with the debates, with the repercussions of the results of the first and second rounds. They have been months with people posting, debating and discussing digitally and, as a consequence, even breaking up friendships and family ties for differences of opinion. Everyone knows that the opinion of the "adversary" must be respected.

All people seeking to impose their convictions of country model: fair, correct, without corruption and with solutions of the most pressing problems. TV and the internet were extremely fundamental on both sides of the coin: both on the side of helping the candidates as well as harming. For it is in these hours that the "said told me" appears, the compromising speeches, the reports of robberies, the false news, etc. It was clear to see the engagement of the Brazilian of all ages and social classes, fighting for a more honest and fair country, manifesting for what they want and believe. These facts were not seen for many years in Brazil.

The internet was fundamental in these elections; thanks to it, the Brazilian public (and from other countries) managed to keep up with everything that was happening about the elections: debates, polls, research results, and even descriptions and curricula of the lives of all candidates. Everything that happens about a life of a guy, in one way or another, it falls on the internet. If not all, a great part you will find. When the person is public this rises even more.

On the internet you have the opportunity and the facility to look for what you want, where you want, whenever you want and you will probably find it. It is an online world where you can search not only for stories and articles, but also for photos, full videos (old and current), past posts, interviews, and personal / professional life.

The internet has brought with it not only the search sites that facilitate a lot, but also the photo applications, social networks in general and even the curriculum that is posted for anyone who wants to analyze. And, many of these politicians use these tools to talk and / or persuade their followers. They use these tools so that they can also affirm or deny something that appears in the media about them. It is a place for the candidates to defend themselves, to conquer and also to interact with the public that follow them and to make their respective marketings. As these tools are always being innovated, today you can even vote or poll the applications, getting quick results on the screen if your smartphone.

For example, a group of people attend a debate with the presidential candidates on TV and nothing else occurs; At the same time, another group that attends the same debate on the Internet, while exchanging opinions and information about the debate on Twitter, Facebook, Instagram, creating stories, videos, creating hashtags, chatting in Whatsapp, sharing epic phrases and creating

or forwarding memes to groups and in your feeds, etc. This is the big difference of who only consumes the televising content of who consumes the internet.

According to the website *Jornalggn* (2018): "the internet is already the second means of communication that most influences voters." This technological age is increasingly influencing, helping and determining where the public wants to go to take a party, to dig deeper to obtain more in-depth information about matters considered important, as was the case of the elections in Brazil in 2018.

On TV it's all "eight or eighty": you choose the station, watch what is being broadcast, accept it or not and period. On the internet the range of resources is much broader, even with the modernization of television. *Jornalggn* (2018) quotes journalist Ricardo Kotscho as saying that "for 43.4% of Brazilians over the age of 18, the Internet will be a means of deciding, through a survey commissioned by Bites Idea Big Data, the vote for President of the Republic, and adds: "no less than 59.5% of voters intend to follow the publications of their candidates for the Presidency of the Republic, Senate, House of Representatives, state governments and legislative assemblies on social networks". On the internet, Facebook is considered the best platform by 58%, followed by YouTube (13.2%), and only 4.8% prefer WhatsApp.

Very important factor that distinguished the repercussion of the elections between the internet and television were the fake news. False news disseminated daily being shared on social networks, Whatsapp, blogs, YouTube, among others. While on the internet everything is very immediate, the person sees, reads, watches, clicks and shares without at least verifying the truth of the facts, without being sure of sharing truths or lies, on TV all this is more accurate, and there are procedures to check the news and listen to both sides of the sources.

The 2018 candidates' campaign of the election in Brazil, especially of the presidential candidates, was much more accompanied in the digital media than in the TV, where the campaigns are transmitted by minutes. On the Internet, candidates have free access and more time to better elaborate their campaigns, speeches, write texts, publish videos and advertise themselves. According to the *Folha de São Paulo* newspaper website (2018), the total number of interactions of the candidates on Facebook was 88 million, Instagram 83 million and Twitter, 19 million (between August 16 and October 5).

According to the *Agência Brasil* website (2018), the 2018 elections may enter into history with "the end of the era of open television as the main means of informing Brazilians to follow the dispute of votes for public office." The site has listened to experts who assert that the internet has a tremendous weight in the current moment, and the power to totally change the way of campaigning in the country. Communication researchers and electoral consultants point out that the 147.3 million Brazilian voters will choose their representatives under unprecedented influence of shared content on social networks and instant messaging applications, especially on Facebook and WhatsApp.

Statistician and PhD in Social Psychology, Marcos Ruben, says that "the message forwarded, which can penetrate into groups, is more influential than the one that comes on television." The attention is totally directed to the digital media. The TV tries to follow the flow, but can not compete with a media as spontaneous, fast, interactive and immediate as the online. The National Survey of Household Sample of the IBGE counts that, "among internet users 10 years of age or older, 94.6% connected via cell." It is a huge percentage in the future that has already arrived (IBGE, 2001-2009).

In fact, the internet and TV had their important roles, each one in its niche, when it came to informing, explaining and showing the news, campaigns and debates (mainly presidential candidates, which led the population to almost one epic battle). However, digital media played a "more present" role simply because the person picks up his cell phone, for example, and already has everything there that he is looking for and what is being transmitted and shared. Unlike TV you have to wait until you get home (or watch while you are in an office or even at work, when something relevant is being displayed). The traditional media also had their respective audiences but if it were not for the strength of the internet and the "noise" of the Brazilian population together, the story might have been different, since on television the participation is passive, being more to

watch and follow, while in the "digital world" participation is extremely active, watching, writing, publishing, sharing, filming, photographing, voting, etc.

## 6 CONCLUSION

It can be concluded that the mass media, even though the TV is still strong, is continually migrating to digital media. The population is increasingly immersed in the "digital world", especially children, adolescents and young adults. As for the elderly, most are not familiar with the new technologies and believe that this "digital world" is very complicated. But, little by little, they are also adopting it on their own or with the help of children, grandchildren, relatives, etc. A good part persists and still feels good with the simplest media and they follow everything that they obtain by the television, newspaper and physical magazines or at most accept to have a cell phone, but only to make and receive phone calls and, at most, to answer SMS's

Today's children rarely play in person because they are growing in this age, where everything is very fast and almost instantaneous. It is not their fault because they depend on their parents' guidance and encouragement so that they are not continually connected to their devices. This can lead to estrangement from other children, lack of dialogue and socialization, as is already the case with adults. As a result, some people have adopted curious measures, such as the group of friends who, when meeting in bars or restaurants, leave all cell phones on the table, one on top of the other, the first that can not resist, and pick up your cell phone, pay the whole bill.

Scholars say that technology and this online world, where people spend most of their time, can lead to personal problems, because even when they're around someone, they connect with other people online or post pictures on the networks social rights. On the other hand, technology brings people together when they are far away, making it easier to meet people more easily and chat for free via Skype, Facetime or Viber, anywhere on the planet.

Many companies are creating apps so people virtually do not need to leave home. They are Apps to buy anything online: clothing, home appliance, medicines, snacks, furniture, even to make the list of the market whose purchase will be delivered at home. The contradiction is that while technology and modern inventions make people's lives easier, more practical, and save money and time, they can also disrupt people. Some restaurants have already created an application to pay the bill directly from the cell phone and without queues. Bound menus are being swapped for tablets, house locks are becoming digital with passwords, and computers are compact, modern, and cheap. Automated computer technology is a reality. The Apple brand launched in 2015 the smart watch called Apple Watch, which has the ability to make phone calls, listen to music, watch Apple TV, and write much more. The technology and speed of the globalized world is so extraordinary that it is possible to watch online and live broadcasts through sites such as YouTube or Vimeo, whether it is concerts, sporting events, shows, carnival, interviews being broadcast on TV, through various websites or through the issuer's own website, it is possible to watch. Many artists make a live pocket show on their own YouTube or Facebook channel to release some EP or have the audience accompanying them continually to get the releases firsthand.

The VEVO Company, according to Wikipedia, is a site for music videos and entertainment. It is a joint venture between Universal Music Group, Sony Music Entertainment and Abu Dhabi Media. Recently, singer Junior Lima was invited to be the host of the talk show titled "VEVO Sessions". The program takes place every 15 days and has invited guests between singers and bands. The program is relaxed and alive, and chats and lots of music. Just go to VEVO's website and play! After livestreaming, three guest artist songs will be made available on demand on their channels on Vevo.com. Brazilian producer In House Music 2 is responsible for the exclusive programs for the country. In addition, the Internet users communicate in real time sending suggestions and questions via social networks. This is just the beginning of a new television, where the viewer chooses time, day, date and occasion to watch what he wants.

The world tends to get more and more online. The fact that many people start working at home emphasizes this tendency. Many people work as bloggers or generating videos for platforms like

YouTube. There are countless channels of success on politics, humor, fashion, beauty, day by day, people who do vlogs (film the day to day and share). Some of these channels have a wide audience reach, which allows them to monetize their activity and earn advertising revenue based on the number of views they can get.

Another factor of this "online domination" is sites famous for transmitting a great demand for films, serials, cartoons, shows and documentaries. An example is Netflix streaming. According to the Folha de São Paulo website (2018), in 2018 reached 118.9 million subscribers worldwide. With subscription values varying from R \$ 37.90 to R \$ 53.90 you have everything on your tablet, computer, cell phone or TV set. Netflix and other like-minded companies that have come out have put an end to video stores and are making it harder for both pay-TV and open-air TV stations.

Google has plans to swap orbits for high-tech totems with high-speed Wi-Fi. This will make life even easier for people and, perhaps, further away from the social "face to face". But like everything, there are always two sides: the negative and the positive. This deployment will be inaugurated in New York City (Exame, 2015). A recent novelty is 360 degree cameras that allow you to shoot everything that is around a person. It is very likely that we will soon have holographic footage.

Regarding the influence of TV and internet in the Brazilian elections of 2018, no one could predict, 10 years ago, that the internet would gain so much force with the engagement of the population. Who could have predicted that the world would live connected on online platforms and would batter up front with the television. TV is still very strong and has many spectators. The brands always try to reinvent themselves by launching TV with Wi-fi, more modern etc. They have a loyal audience, but many of them are also on the internet and a few others are just on the internet.

Who can stand for a minute without checking anything in the online world? It's the digital revolution. Everything is on the internet. For good or evil, you find everything. There is an endless array of news, updates, new social networking coming in and interactivity that you can only access if you are online.

According to data from the form developed by Google Docs in order to add and get more arguments about the mass media being migrating to digital, it was found that, although TV is still very strong in the tradition of homes, 86.7% of respondents said they go online while watching TV.

People watch a lot more videos (71.1%) on any subject on platforms like YouTube. In total, people prefer the internet (82.2%) than TV. And, most people (61.4%) believe that the internet is replacing TV. The TV itself is adapting to the latest technologies, creating, thus, a greater interaction with the spectators. They are televisions with Wi-Fi, applications, among many other features.

People are immediate. The world is accelerated and time is short. Everything you want to post. You want to show. Likes and shares are taking care of personal praise. The world is connected. All kinds of repercussions on a particular controversy, whether good or bad, appear first on social networks and then go on to TV. And what has repercussion in TV falls on digital media in a matter of seconds. If you miss a show on TV or an interview, the same day you can find it on YouTube or similar sites.

Times have changed and if you do not evolve with it you will be left behind.

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