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ANIMAL SYMBOLISM IN ADVERTISING

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Abstract: The representation of animals in advertising has become a trend as it increases the brand identity and can grab the viewers. Advertisers have various tactics to attract people and promote their brands or products. Using animals in advertising is one of the practical and powerful tactics for brand recognition. Markets are flooded with advertisements for different brands and products. It is the advertisement that captures the mind of people to buy a particular product. Advertisers must use various unique ideas to grab the audience to make an ad different and unique. Because of various psychological factors, using animals in advertising has been an effective and powerful tactic. It has the power to persuade the people. This paper focuses on the role of animals in advertising and how it helps brand engagement.

Index Terms - Advertising, Animals, Consumers, Products, Brand identity.

I. INTRODUCTION

The purpose of advertising is to persuade people to purchase products. Pictures make a product more memorable to the people. Animals have been used in advertisements to make the product more unique to the audiences since the beginning of advertising. One of the first animals used in advertising attracted people to the shows, namely Jumbo the elephant (Sivulka, 1998).

Many animals are used depending on the product or brand. For example, advertisers have to show the power and strength of the product, then animal like an elephant is used. Likewise, various animals have been used to associate the brand with animals depending on the characters of the animals. Memorability is one of the main reasons for advertising products or services. A symbol of animal is represented to make a product attractive to the viewers. Animals play a significant role in the advertising industry. Their representations have been seen in various advertisements from the time when advertisements started to become popular.

II. ADVERTISING AND COMMUNICATION

Advertising is one of the essential tools of marketing communication and a powerful communication force that helps promote and sell products or services; whether one likes the advertisement or not, it is everywhere. Advertisements are seen on the walls, on roadsides, in stores, in malls, on the back of buses, in newspapers, in magazines, on television, and on the internet (Kazmi and Batra, 2008). Advertising has emerged as an essential communication tool. It is considered the most effective way of communicating to the customers about the product's availability, price in the market, and new uses of existing products. Influencing and persuading customers to buy particular products or services is essential. It is the means of informing and influencing people to purchase products. It plays a significant role in marketing brands, organizations, or companies, all of which use some form of advertising to communicate with the target audience (Gupta, 2012).

Producers and manufacturers take full advantage of advertising as an effective tool to popularize their products and services. Advertising the products when new services and brands are produced is essential. Even a good product cannot be sold on its own unless the product is popularized with proper advertisement. Advertising changes the consumer's behaviour and attitude towards the product by providing sufficient advertising messages. The objectives of advertisement are to promote the newly launched products to the people, to create awareness to the maximum people about the product in a short period, and many others.

III. USE OF ANIMALS IN ADVERTISING

Animals have been used as an effective advertising tool from the beginning. Live animals have been used for television commercials, animal imagery for print advertisements, and anthropomorphic forms are used in various promotions. Like any other images in advertising, animals, too, have their symbolic meaning of using it. Different visuals are used in advertising to persuade people and to promote the products. Psychologically people are attracted to attractive visuals. McCutchen (2005) stated that consumers are naturally attracted to animals. This concept has been practised in advertising by advertisers to promote their products.

A powerful symbol, for example, an animal, is a means for engagement between the brand and the consumer (Calder & Malthouse, 2008). Visual imagery is used to attract the attention and curiosity of buyers, illustrate the brand features and establish a brand's identity in the target audience's minds. For instance, advertisers use visual imagery to enhance or strengthen the message about their product. A powerful symbol can easily hit the consumer's mind, and the consumers will remember it. The text in print advertising alone cannot convey the message effectively in most advertising.

The use of animals is a part of a culturally constituted world in which animals have symbolic meaning linked to the products and then communicated to the consumers (Spears, Mowen and Chakraborty, 1996). Animals transfer purposes onto brands (Phillips, 1996); consumers' feelings and meanings are attracted to animals which, through marketing communications, imbue the brand with cultural symbolism. Animals have a deep-rooted connection with humans on multiple levels. These connections are seen in how animals have been used in advertising, how they evoke different levels of emotional and logical interaction with humans daily, and how their brand engagement with consumers is developed successfully. Animals are a successful communications tool in advertising and how they engage consumers (Natasha D. Braunwart, 2015).

The selection of symbols for advertising varies depending on the related animals and the product. On the other hand, animals are used in advertising to attract consumers from emotional perspectives. Sometimes negative images of animals are used to draw emotion, and sometimes positive pictures of animals are represented to motivate the mind and encourage sales of the products. Vermeulen & Odendaal (1993) found that humans are affected more by negative than positive images. Various images of having negative and positive qualities are used. Different characters have different levels of grabbing attention. Philips (1996) stated that trade characters attract attention, can increase the product's memorability and identify and achieve promotional continuity because of their emotional qualities. He also suggested that trade characters were an effective tool for both advertising and communication.

IV. CONCLUSION

It is concluded that the representation of animals in advertising has been a common and valuable tactic and is one of the practical and powerful ways for brand recognition. Depending on the nature of the products, different animals are used. Visual imagery and animals are used in advertising to enhance or strengthen the message about their product. A powerful and meaningful symbol can make consumers remember the new product, and thus it helps in brand engagement.

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