



POSTIVE IMPACT OF COMMERCIAL ADVERTISING ON SOCIETY IN THE REFERENCE OF 21ST CENTURY

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ABSTRACT

Advertising plays an important role in the society. Marketers use different media to reach their target customers which may impacts them positively or negatively, but there are some advertisements which always educate, entertain, enrich. Empower and engage customers. These 5E's are important in advertising. This study focuses on positive impact of advertisement and focusing on 5E's of advertising through some of the selected advertisement by ad agencies like Ogilvy India and Leo Burnett India.

Keywords: Impact of Advertising, Social Advertising, Advertising Agency

INTRODUCTION

Every coin has two sides, advertising is praised but also criticized, just as an artwork is a victim of one's praise and another's criticism. But advertising has negative as well as positive effects. John A. Toole, president of the American Association of Advertising Agencies, explained it very well - "Advertising does not belong to education, but it educates, it is not a journalist but it gives all the information, it is not an entertainment tool but it entertains."

After the independence, there was development in the art of advertising. Earlier, it was only a means of buying and selling, the only objective was to reach the consumer about its product, as time passed and competition increased, new and effective ways of advertising were introduced. The specialty of Indian advertising is that it uses emotional appeal in its advertisement, most of the people of India are influenced by it and by using these urges, some advertisers create very effective advertisements by focusing on social evils and shortcomings. This results to the importance of **5E's in advertising** which we will understand with most famous advertisement among society -

1. **ENTERTAIN** – Some of the advertisements including good message, entertains also with storytelling techniques. For example – AMUL advertisement are the best examples for entertainment.



2. **ENGAGE** - Engaging customers and adding value to their experience will keep brand at the front of their minds. The better engaged they are, the longer advertiser be able to retain them, and the more loyal they will be with brand. For example – AMUL advertisement are also best examples for engaging consumers.

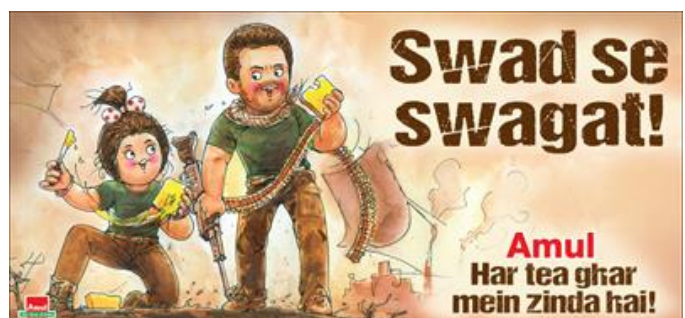


3. **EDUCATE** - Educational advertisements are ad campaigns in which the creators attempt to inform, update, or persuade the public to engage in or avoid current issues.



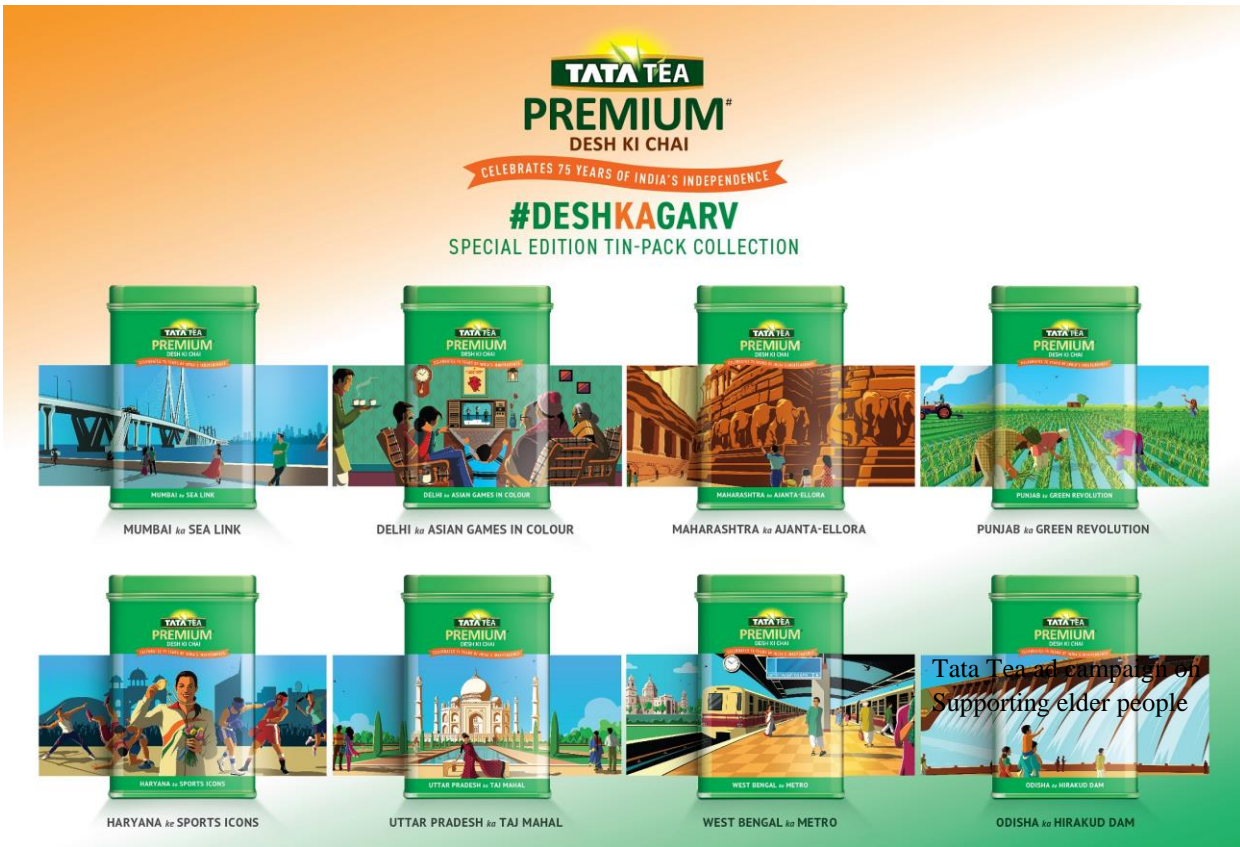
4. **EMPOWER** – Advertisement make us aware about our rights through their campaign and advertisement.

5. **ENRICH** – Advertisement helps enhancement and enrichment of culture, tradition, society of respective nation.



TATA TEA campaign “**JAAGO RE**” are the one of the best examples of ads that educate consumers with their ads, empower them and enrich the nation.

Tata Tea ad campaign on Empowering Women



Tata Tea ad campaign on Enrichment of our country India

Tata Tea ad campaign on Educating about Vote



Tourism ads are also Good example of Enrichment of Society and Nation



In this context, this article is an attempt to clarify the objective of advertising with some selected advertisements of 21st century.

LITERATURE REVIEW

Yadav, Kapila, We cannot deny the increasing importance of advertising industry in influencing the lifestyles, cultures, economies. During this long transition, the impact of advertising on consumers has become controversial in free economies. Advertisement provides color and entertainment in life. There are adverse effects of advertising but we can't stop seeing advertisements, but we should be aware. Even if by magic all advertisements disappear it will begin somewhere again, so rather than finding faults, we should learn to follow what is right. **Ramzan, Sama**, T.V. & Internet advertisement effects awareness, interest & conviction stages of consumer behavior. Magazines are more effective in influencing purchase & post purchase stages of consumer behavior. However Radio advertisements did not affect any of the stages of consumer behavior. In contrast newspapers are the only medium which affect all the stages of consumer buying behavior. **Somasundaran Chakkambath, Ranjith**, added that FM Radio which is gaining popularity can also be added to the list it also effects on consumer buying behavior. **Phatak, Gururaj**, says advertisement is one of the crucial factor which determines the future of any product with respect to the factors involved in it, such as message, information about the product or the brand ambassador and so on. It grabs the attention of the consumer and in this way engagement begins. **Fan, Bower**, the fact that advertisers use multiple platforms to send their information to targeted customers, including magazines, T.V., newspapers & internet means that the consideration of digital platforms still lags. Considering the online marketplace, such as digital media and social media, would improve consumer's buying behavior since they have a convenient platform to engage business organizations about the nature of their products and services at the comfort of their homes. **Ehsan Malik M, Mudasar Ghafoor M, Kashif Iqbal H, Unzila, Ayesha**, quality advertisement and positive perception can really play a vital role in improving consumer buying behavior.

OBJECTIVE

Through this article, an attempt has been made to throw light on the positive aspect of advertising, as well as to make the society aware of those advertisements and messages is also an important objective of this article.



1. #Forced Packs - Bournvita

Objective - Campaign exhorts parents to focus on the true talents of their children, instead of molding them into pre-determined career molds. This ad is best example of engaging customers and empowering children.

Tagline – Faith not Force

Ad agency – Ogilvy India

Parents as a society have always decided how the children's future should be, even though they always want the best for the children, they still force their children into a particular career path, neglecting their own happiness they had to choose the career decided by the parents. Cadbury Bournvita wants to give a meaningful message and reminder to parents through their advertisement in support of such children that they should not force their children. To do this, he forced his Bournvita jar to change its packaging in the form of a toilet cleaner jar, an egg carton, tissue paper, with the aim of making it what it was supposed to be. It is better to see, do not force them to change their appearance forcefully, the same applies to children, let them choose the career they want to choose and not forcefully force them to go on their predetermined path.



2. #Stop the Beauty test - Dove

Objective - Dove is on a mission to empower 8 million young girls with Self-esteem education by 2025. Along with increasing the self-esteem and self-confidence of women, Dove wants to give a message to the society that stop doing beauty tests, see the advantages, not the flaws. It focuses on challenging beauty standards and breaking traditional stereotypes of society.

Tagline - "Khaamiyan nahin Khoobiyaan dekhiye"

Ad agency – Ogilvy India

Awards – Brand Campaign of the Year at the 18th edition of India Business Leader awards by Deputy Chief Minister of Maharashtra Devendra Fadnavis.

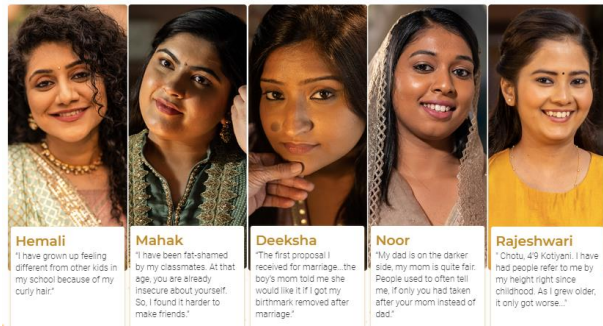
With this campaign Dove shows that in search of their life partner how the girls are treated as object as they don't fit in the societal beauty parameter, which deeply hurts their self-esteem. Addressing these concerns and highlighting social stereotypes within wedding rituals, the brand created this ad which is in 2 phases. In first phase they're judged according to their looks and personality when boy and his family come to meet her and in second phase, it is shown how in adolescence, where girls should focus on education, they are victimized by society and their families for not meeting the scale of beauty prejudices, which significantly affects their overall self-confidence. Dove's campaign focuses on issues ranging from bride-to-be to teenage girls. The ad features real girls with their real stories. 80% of Indian girls face this problem. Dove ads are the best example of Empowering girls and women.

Dove

#StopTheBeautyTest

Dove's #StopTheBeautyTest 1.0: The Real Women Behind Stop The Beauty Test

Dove thanks Mahak, Noor, Rajeshwari, Hemali and Deeksha for sharing their stories and agreeing to be a part of this film. Click here to watch their stories.



Dove's #StopTheBeautyTest 2.0: The Real Young Girls Behind Stop The Beauty Test

Dove thanks Vedika, Aditi, Aashna, Garvita and Akshadha, the young girls who agreed to be a part of this film. Click here to watch their stories.



3. #Not just a Cadbury ad

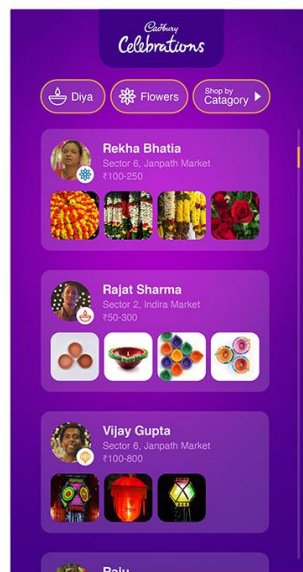
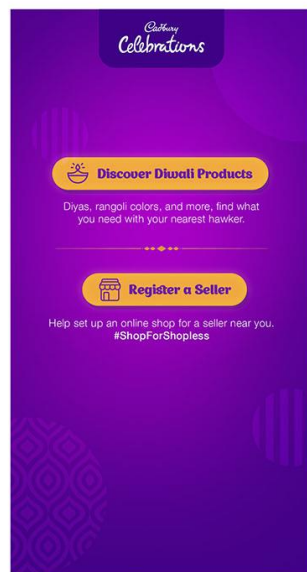
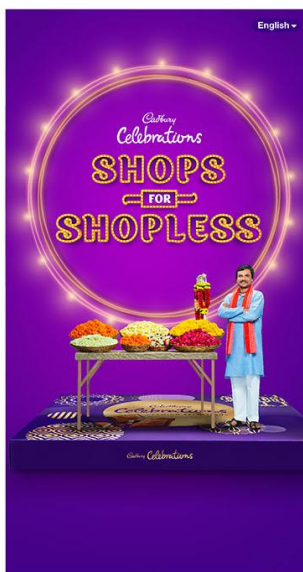
Objective - Urging to support local businesses in difficult times across the country and urging people to shop from local sellers while giving gifts this Diwali, remembering them and filling their Diwali with happiness.

Tagline - *Iss Diwali aap kisse khush karenge ?*

Awards - Grand Prix Award – 2022

Ad agency – Ogilvy India

In corona period when local and small shop vendors were struggling for their livelihood Cadbury celebrations supported those vendors in their tough times with help of their Cadbury advertisement campaign " Not just a cadbury ad". Not only they promote their brand through this campaign, but they also helped local vendors and small businesses to gain recognition and increase their sales. They urged people to buy products from local stores and help them in corona period.



With the help of video making platform "Rephrase.ai" they created an advertisement in which they introduced famous Bollywood actor Shahrukh Khan as their brand ambassador they created shahrukh's face with the help of AI. In this advertisement any store vendor or shopkeeper can create their customised advertisement by visiting website of "Not just cadbury ad" in which Shahrukh Khan promotes their product,

customers can also create advertisement in support of the shopkeepers for free. This artificial intelligence technique can create digital avatar of real people which looks original.

4. #The Missing Chapter - Whisper

Objective - Whisper is looking forward to helping 90 lakh school girls to provide them with education on menstruation and protection.

Tagline – *Keep girls in school*

Awards - Clio Awards Silver-2023

Ad agency - Leo Burnett India

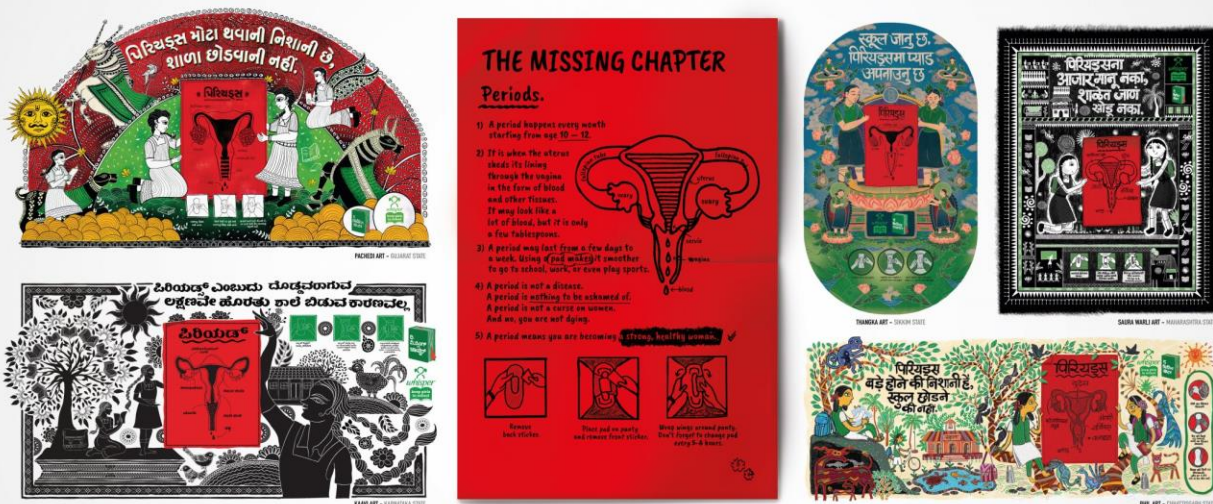
While the first period is a surprise to many girls, stereotypes about periods still persist in India, and have a negative impact on young girls. The ad emphasizes that the lack of education on menstruation causes girls to miss a number of school days due to shame, and in most cases eventually drop out. This heartwarming, educative ad fulfills the mission of bringing period education to schools.



Despite the pandemic affecting people from all walks of life, it had a disproportionate impact on girls and women, making it even more challenging for social order to be achieved. In fact, school closures have impacted the futures of so many young girls in India as periods didn't stop for the pandemic. There are studies that indicate that even today, 2.3 crore girls drop out of school when their periods begin, and 71% of adolescent girls in India are not aware that menstruation occurs until they begin their period. The pandemic has gone on to add another 1 crore girls staring at a loss of education due to lack of period education and menstrual hygiene.

They designed a chapter that explains simple biology behind periods. To make the chapter unmissable even in media dark rural areas, **whisper used India's oldest broadcasting medium – THE WALL ART**, for the first time to spread period education. To make sure the chapter was understood easily, we collaborated with local artists from 28 states to create custom hand painted wall art, native to each state's art style and language. Every wall art was unique and included 3 critical steps – what are periods, how to use a sanitary pad and the importance of school during periods. The missing chapter was put up on school walls and on the way to school, where nobody can miss it.

WALL ART THAT IS SAVING 23 MILLION GIRLS FROM DROPPING OUT OF SCHOOL



In India, 23 million girls to drop out of school every year, after puberty. Periods are so taboo in the country, that society, mothers and even schools don't talk about it. So we designed The Missing Chapter - a red piece of paper that explained the simple biology behind periods. Our challenge was to make the chapter reach even the media dark corners of India, and cut through diverse regional languages. We found a unique solution - Wall art. A medium deeply rooted in Indian culture was for the first time used for period education. Together with local artists we adapted the chapter into 28 native art styles and languages, and put it on thousands of school and village walls across India, so no girl could miss it.

28 NATIVE ART FOR 28 STATES

\$1.3M TOTAL PR VALUE

14.4M TOTAL REACH

"Wall Art that impacts the grassroots of India" VOGUE

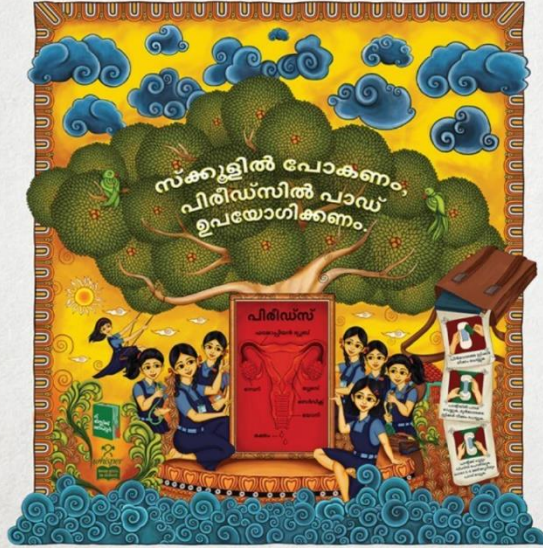
"A movement for period education in India" Forbes

the quint culture pub THE SOCIAL BIBLE NBC MCM CNN campaign social bar/pos social LBB BRANDEQUITY.com



TRADITIONAL WALL ART THAT IS EDUCATING INDIA ABOUT PERIODS





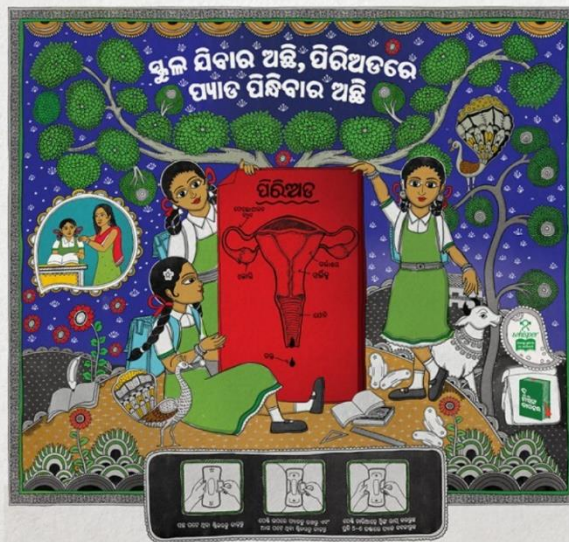
KERALA MURAL PAINTING - KERALA STATE



THE MURALS OF KERALA
 The mural paintings of Kerala are the most iconic symbol of the region's artistic and cultural traditions. The mural paintings were inspired by Kerala's topography and nature. Dance forms like Kathakali, Theyyam and Koodiyattam deeply influenced the mural artists. The Kathakali mudras are reflected in the poses struck in the paintings. Another distinct feature is the feminine attributes given to the male and neutral areas.

KERALA

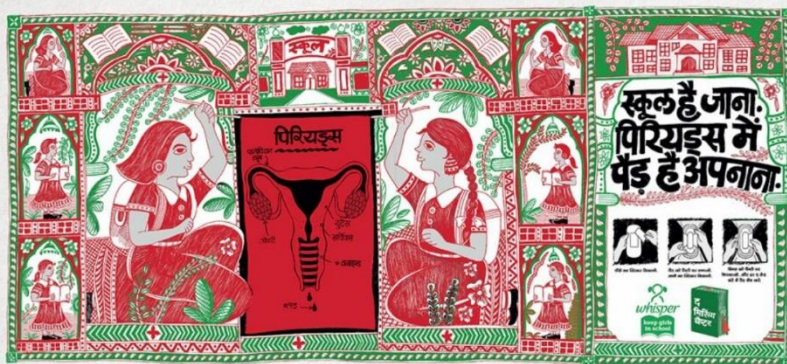
PATTCHTRA ART - ORISSA



PATTCHTRA ART - ORISSA STATE



PATTCHTRA ART OF ORISSA
 In Sanskrit, Patta means cloth while Chitra means painting. And as Pattchitra is a picture painted on a cloth. This is a disciplined art form with a set of rules and restrictions. A Orissa border is a mood around the paintings and is in the use of natural colours. The paintings have a distinctive style with elongated eyes and dots adorning the corners like the joints.



PHAD ART - RAJASTHAN STATE



PHAD ART OF RAJASTHAN
 Phad paintings are miniature pictorial devices traditionally used as mobile scrolls. Storytellers travelled from village to village and narrated the stories using Phads. The size of the human figures in the paintings is determined by their social status and the role they play in the story. Another unique characteristic is that all the figures always face each other.

PHAD ART - RAJASTHAN

पिरियड्स नही बिमारी. स्कूल रखिने जारी.



KANGRA ART - HIMACHAL PRADESH STATE



KANGRA ART OF HIMACHAL PRADESH
Kangra art are also called Pahari paintings, since they are executed in the hilly, rock-Himalayan state of Himachal Pradesh. The theme of these paintings is mostly love and mysticism. Kangra is an art of the line. The fineness and delicacy of the lines were traditionally achieved by using brushes made from the hair of squirrels. The drawing is fluid and lyrical. The paintings exhibit more vegetation and green expanse.

KANGRA ART- HIMACHAL PRADESH

BHIL ART - CHHATISGARH



BHIL ART - CHHATISGARH STATE



BHIL ART OF CHHATISGARH
Bhil, one of the oldest tribes in India, adorn their clay village homes with art that is a simple imagery of their agricultural and farming life. The most distinguishing feature of Bhil art are the dots that are skillfully repeated through the painting. Inspired by the kernels of maize - their staple food - each group of dots often represents a particular ancestor. Additionally, each artist composes the dots in his own signature pattern.



GOND ART - MADHYA PRADESH STATE



GOND ART OF MADHYA PRADESH
Bhil, one of the oldest tribes in India, adorn their clay village homes with art that is a simple imagery of their agricultural and farming life. The most distinguishing feature of Bhil art are the dots that are skillfully repeated through the painting. Inspired by the kernels of maize - their staple food - each group of dots often represents a particular ancestor. Additionally, each artist composes the dots in his own signature pattern.

GOND ART - MADHYA PRADESH



THANGKA ART - SIKKIM



SIKKIMESE THANGKA ART
Thangkas are pictorial religious scrolls, seen in Tibetan monasteries and also homes. They are hand painted with mineral colours and gold dust. Historically, thangkas were used as teaching aids. A lama or teacher would travel giving talks on Buddha's life and teachings with a painted scroll, thangka in hand.

ASSAM



ASSAMESE MANUSCRIPT PAINTINGS
The Manuscript paintings of Assam are pictorial translations of poetic and literary texts. The verses are handwritten on the topmost portion of the painting in a clearly demarcated box. The legend is always horizontal and the background is always red. The most characteristic feature is that each figure is framed by architectural arches. The lack of expression on the human figures are compensated in their mudras or poses. The vegetation used is stylized and mostly includes Kadamba or Bauha trees with flowers.

CONCLUSION

At last we can conclude that advertisement are part of our lives and the advertiser make them such that consumer can correlate with it. Advertisement listed in this article are just an example to show the positive impact of advertisement but there are many more advertisement that has changed the perspective of society, raised standards of living and helped in the growth of society. Though this article I've tried to highlight the positive side of advertising. Every advertiser promotes their brand through advertisement but if the brand is also promoting social issues and improving the society with their advertising techniques, then there is nothing wrong with it. Everything has positive and negative side. Human nature also has two side, but we have to accept those side. Society have to accept positive role of advertising and have to be aware of negative things.

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