CHAPTER 6

TEXTUAL ANALYSIS OF THE COMMERCIALS

6.1 BRAND : LUX – AQUA SPARKLE

Ad Concept: The primary focus of this ad is to portray the new aqua freshness of the Lux soap. The advertisement begins with three young men playing Frisbee on the beach. When one tosses the Frisbee, it lands close to a good looking girl (Aishwarya Rai). There is then a transition in the ad as there is an animation, of the girl getting an all new freshness and power, before she throws the Frisbee back to the boys. They, in turn, are stunned and the advertisement closes with a proud Aishwarya Rai and close up of the product.

Slogan: Tvacha ko deejeye kobsoorati ka nikhar (give to your skin the ultimate of beautiful).

Target Audience: The product is targeted at women, primarily above the age of eighteen, as Lux is positioned as beauty soap. With an emphasis on beauty, the product is aimed at the middle and upper classes of society.

Presentation Style

Format: Celebrity endorsement. The advertisement follows a presentation format, where the product is presented by the characters, through a series of events.
**Jingle/Music**: There is background music present in the advertisement, and additional sound in the sequence with the animation as the music brings out mood of freshness in the ad.

**Colour**: As the ad is set in the beach, and the product being Aqua Sparkle, the colours depict freshness, Various shades of blue and green are used, attracting the audience and relating well to the product. The animation, adds to the attractiveness and colour of the advertisement.

**Setting/Costumes**: The product being Lux Aqua Sparkle, the advertisement is appropriately set on the beach. This setting creates the right atmosphere and a feeling of freshness, which the product is associated with. The costumes are mainly beach wear in shades of blue and calm colours, which has a positive effect.

**Model / Characters**: Lux, being beauty soap, is endorsed by the right model, Aishwarya Rai. Being labeled as a beauty queen, she does justice in associating the product with beauty. Aishwarya Rai is known for her beauty and therefore using her as a model for the product helps reach out to a wider audience and market the product. The other characters seen in the ad include three young men, in beach wear, casually playing Frisbee on the beach.

**Animation/Special effects**: The main animation seen in this ad is seen after Aishwarya Rai picks up the Frisbee. There is a transition from reality to the animation in which she attains the power and freshness to return the Frisbee. The animation is effective as it catches the audiences’ eye and adds to the element of interest in the ad. The special effects used to depict water have a greater visual impact. After the animation sequence, the shot moves back to reality, which creates a greater impact.
**Brand Positioning:** The brand is positioned to be beauty soap. Its gentle cleansing nature is emphasized as opposed to a harsh, anti bacterial cleanser. One commonly associates Lux with beauty and freshness as the advertisements communicate strong emotions and message. Lux is often uses pink in the packages; this reaches out to women and communicates gentleness and beauty. The new Aqua Sparkles adopts shades of blue which is relevant to the product. The primary position of Lux is therefore seen to be as beauty soap for women.

**Social Identification Perspective**

Commercial uses young adults relaxing and enjoying their life with their friends. This aspect of finding pleasure among their friends is the common phenomenon among their gender group. Aishwariya rai, who is the youth icon and beauty synonym will be any youth’s dream and aspiration to be with. This kind of pleasure is what any young adult values most. This aspect identifies with the gender group and the emotional significance attached to the group and also associates with the young adults as a social group.

**ELABORATION LIKELIHOOD MODEL**

**Central cues:** The advertisement for Lux Aqua Sparkle is for introducing the new variant of the product. The new aqua sparkle comes as a gentle cleanser and refreshing soap.

**Peripheral cues:** The use of Aishwariya rai as the endorser. The endorser is known for her beauty and attraction. Lux is always positioned as beauty soap, the source attraction matches with the product attraction. The setting of the ad in the beach, use of animation as a communication tool together with the endorser acts as a peripheral route of ad processing. The cues of social proof and liking are evident in the ad.
**Interpretation:** The use of the model, Aishwarya Rai, to endorse the product is an advantage as this enhances the element of beauty, which is one of the primary features of the product and also the peripheral route of ad processing. The incorporation of the animation in the advertisement is quite innovative as an element of fun and freshness to the ad. Although, not directly reaching out to the targeted audience, the animation is effective in attracting the audience, and increasing one’s involvement with the product. The animation helps one remember the ad and therefore the product. The content of the ad conveys a simple message but is effective in communicating the Aqua Sparkle Variant. There is almost always a positive attitude and association with the Lux brand as the products meet the consumers’ expectations. Lux is one of the major players in the market for beauty soaps and has a strong position in the market, relative to competition. Lux is well established in the Indian market as the brand has been successful in creating an impact on its target audience. There is therefore a positive attitude towards the brand, as consumers have grown loyal to the brand. Therefore the peripheral cues of reciprocation, consistency, social proof and liking is used to reach the audience through a peripheral route of persuasion.

6.2 **BRAND: CLINIC ALL CLEAR ICE COOL**

**Ad concept:** John Abraham parking his Yamaha and entering a house where Bipasha Basu is sitting. Referring to the soaring heat outside John Abraham tells Bipasha Basu, “it’s hot.” to which Bipasha responds It’s not’. They continue the playful teasing for some time, after which she hands him a Clinic all clear ice cool bottle. After he uses it, he stands in front of her and she comments, ‘You’re hot’, to which he responds, ‘I’m not’. The young couple teasing each other, playing a pun with the word “hot”-sexual connotation.
Target Audience

**Demographic**: the target audience is the young adults of the age group 16-25.

**Psychographic**: The youth today has a craze for John Abraham and Bipasha basu, they want to be like them as they are considered as the hottest star in the industry so this will attract the target audience to buy the product.

Presentation Style

**Format**: Celebrity endorsement and drama format.

**Models**: Bipasha basu and John Abraham

**Costumes / settings**: The setting is a beach house and both models are seated in a room overlooking the beach. The beach setting used here is related to the refreshing factor of the shampoo. The cool blue water washing on the shore gives the set a very cool nature and feel. The costumes of the models are white cotton clothes.

**Visuals**: Testimonials, story line, visual effects

**Colour**: light shades of brown and white

**Music**: There is very little importance given to music in this ad. There is a soft music that is playing in the background for 3-4 secs.

**Appeal**: Sexual and Humourous appeal. The appeal in this ad are the stars, John and bipasha are considered as hottest stars so they have been used in the ad to have an appeal to the targeted audience.

**Brand positioning**: Clinic all clear ice cool has been specially formulated to refresh cool the scalp and reduce dandruff. Ice cool; with
menthol gives you a refreshing experience while it targets and removes dandruff from the first wash. Its leaves your scalp tingling with freshness and makes your hair beautifully light and full of energy. It is positioned as a shampoo that vies you a refresh and cool feeling.

**USP:** The ad was launched during summer and it emphasizes on giving you a cool and refresh feeling. Menthol in the shampoo acts as a cooling agent. It is an ice cool shampoo.

**Social identification perspective**

The locale, mood and the attitude of the ad triggers and acts as social stimuli in the social grouping of the young adult. The ad is associated with amusement and pleasure, which is the dominant mood of relaxation to the young adults. Attraction to the opposite sex. This aspect of association matches with the social identification of the gender grouping.

**ELABORATION LIKELIHOOD MODEL**

**Central cues:** The use of menthol gives the shampoo a cool effect. This is a vital formula for the hot climate. This is for the first time in India that a co-promotion strategy involving two brands has been implemented. Yamaha bike and clinic all clear worked together and therefore if you notice even in this ad there is Yamaha bike, when you see the ad for the first time for the first few sec you think that the ad is for Yamaha bike.

**Peripheral cues:** Humour and sex are the two principal values portrayed in the ad. The celebrities Bipasha basu and John Abraham are known for their youthfulness and unconventional styles. Taking advantage of this situation the ad targets the issue of summer, combining it with the sex appeal of the two models n order to make the ad more appealing. The summer setting of the ad and the peppy attitude of the models teasing each other create
a sense of youthfulness in the product. The costumes and setting reflect a casual and unpretentious setting.

**Interpretation:** The peripheral cues enhance the role of the celebrities in matching with the product. This will help in ad recall and at the same time associate the product with the product attributes. The ad uses the off-screen relationship of the models. If the models are disliked by the audience then the brand image becomes quite risky to rely on.

### 6.3 BRAND: PEPSI (OYE BUBBLY)

**Ad concept:** The ad opens in a beach, where shah rukh khan drinks pepsi. Suddenly he looks around to find inanimate things talk. He walks around, where three women in bikinis dance and he finds their navel saying to his Pepsi bottle I want to be your bubbly. Next shot he takes his car and goes via stadium to find the stadium lights in a similar way says be my love bubbly. Then in his car his burger and even his shirt pocket says be my love bubbly. The final shot the ad ends as though the animated car shed swallows him inside, like a mouth.

**Target audience**

**Demographics:** Urban middle class and upper middle class youth.

**Psychographics:** Young fun loving people. Drinking Pepsi is pleasure and way of life to the young generation.

**Presentation style**

**Format:** Celebrity endorsement and animation ad.

**Appeal:** fun and pleasure, with humour and sexual overtone.
Costume and setting: outdoor locale and beach spots. Casual clothing for shah rukh khan. He wears a blue cotton shirt and a trouser. Other characters are seen in their beach wears, bikinis and shorts.

Colour: colours blue and red are repeated in the ad, as it is the colour of Pepsi logo.

Visuals: vignettes and situations, Testimonial, Animation, Special effects

Auditory style: Oye bubbly jingle comes as a background score. oye bubbly is used repeatedly throughout the ad as a mnemonic technique. Conversations happen from animate to inanimate things.

Editing: ad uses fast-paced timing to combine various shots and to have a rhythm. Ad uses montage technique to give a new meaning to the combination of shots. rotoscope technique is used to combine live action and animated shots.

Social identification perspective

The ad depicts the youth world of fun and glamour, adventure and outdoor spirit in a utopian world. Individuals want to establish a social identity with their peers. This ad activates the social identity of the youth to belong to a particular social group and to enjoy the group’s attitude and image. Pepsi is projected as a way of life to the target segment.

ELABORATION LIKELIHOOD MODEL

Central cues: No evident argument is noticed in the ad.

Peripheral cues: Shah rukh khan is the celebrity used as a source in the ad. He is the king of bollywood films and a idol for many people, youth in particular. Source fame and attraction is matched with the product’s fame
and attraction. The scenic locale, humour and sexual approach, use of animation and graphics act as a source of attraction to the consumer. Giving a human image to Pepsi and treating it as a lover is another conceptual strategy used to attract young adult. Use of visual and auditory mnemonics, is another peripheral strategy of repetition.

**Interpretation:** Metaphor of source fun and glamour image with the product and the product user is the main aspect in the ad. The combination of sex and humour appeal is liked by the youth. Use of the celebrity image, the musical aspect, the fast pace of the ad make the ad the aspect of attraction, which is the important variable for ad recall.

6.4 **BRAND: TITAN RATA**

**Ad Concept:**

Addressing her kajal, Rani Mukherjee says, ‘adj tumbari Zaroor at nahin,chaho toh apni neend poori kar lena.”(I don’t need you today) She commands the flower in her hair, “tum pehra dena.” “Turn beech mein na aana”, is what she tells her long hair. Taking off her ear rings and bangles, she tells them, “kehne-sunne ka kaam dhadkane karengi.” Opening a box containing watches, she picks up a Titan Raga watch and says, “aaj unke liye sirf tum mujhe sajana” (I need only you today for him). The ad ends as the VO plays, “Titan Raga. Ek Khoobsurat rishta”.(a beautiful relationship)

**Target Audience:** It is mainly focused on the upper class society of women as it is priced expensively. The younger generation of women can use this exquisite brand of Titan Raga as it is adorned with jewel studs and makes itself unique from other brands.
Appeal of the Ad

**Luxury and leisure:** Appeal – It creates an allure appeal on the product and shows the bonding of women with her most precious possession. The props and location of the ad also show the class of the advertisement.

**Presentation Style:**

**Format:** It’s an Endorsement advertisement

**Visual:** Testimonial, storyline

**Sound:** husky voice as a voice over. A very soft Titan Theme Music is the background score

**Color:** Use of subtle colours, with shades of brown. Colours depicts feminity and sophistication

**Settings/Costumes:** An mansion with a swimming pool inside, the ad shows only Rani Mukherjee in a brown georgette saree wearing jewels.

**Editing:** Slow paced advertising. use of mid-long, close-ups and tight close-ups

**Brand Positioning:**

Titan raga’s unique positioning in the niche market for sensual self-expression, Titan Raga watches are like today’s woman-beautiful, sensuous and feminine.

There is an increasing and emerging market for women’s watches. Many brands are launching their exclusive range of women’s watches. Titan, a lead player in the watch segment too has jumped onto the bandwagon fully equipped with their new brand ambassador, Rani Mukherjee, knowing that she is a bolly wood icon whom many women across the globe identify with.
Social identification perspective

Since it is endorsed by one of the most popular actresses and is represented as a high positioned advertisement, it gives a high status quo in the society. The Tag Line, “Ek Khoobsurat Rishta” Shows the emotional attachment of the product towards the model. while she removes all her jewels and adorns herself only with the watch it shows the significance of the product to the user. This is a feminine product, any women in her social grouping would like to identify herself with such premium positioned product.

ELABORATION LIKELIHOOD MODEL

Central cues: Strong argument is, the watch is portrayed as a unique possession and it is not just a watch but a piece of jewellery.

Peripheral cues: Rani Mukkerji, the famous bollyhood actress is used as the endorser. The celebrity endorser’s fame, beauty and attraction is connotated with the products attributes. The actress is always known for her traditional beauty and glamour. The product also is associated as a traditional artifact and jewellery. Hence, source attraction matches with product attraction. The ad ambience, the royal mansion, use of subtle colours, subtle music, slow motion technique together acts as a peripheral cues to reach the target. The ad targets the consumer with a soft sell approach, with a use of sensuous, glamour and luxury appeal.

Interpretation: Ad creates an illusionary, idealistic dream world. The ad has showed the special and unique nature of the product very well and has also portrayed the feminine part of the product with a leading actress and her emotional attachment towards the product. The ads attraction, the celebrity’s attraction matches and adds on to the products attributes and
attraction. An emotional bond has been created between the endorser and the product. The tag line “ek khoobsurat rishta” shows the emotional attachment of the product towards the endorser and how she adorns the watch by removing all her accessories to make it special, shows the importance and richness of the product. Therefore, it brings an alluring and high status attitude among the consumers who purchase the product. The theme, mood, colours, setting, endorser every aspect of the advertisement carries the viewer through a peripheral route of persuasion.

6.5 BRAND : LAYS – WAFER STYLE

Ad Concept : This advertisement introduces the Lays Wafer Style potato chips. The main idea behind this ad is the emphasis on the fact the wafer style chips have a home made touch to it. The ad opens with an elderly couple at home, the woman laying out chips to be sun dried her husband smiles as he watches her. Her grandson (Saif Ali Khan) comes home to see this grandparents, and tastes one of the chips, on tasting it the realizes that his grandmother’s specialty has now been replaced with Lays. As Lays chips are just as good as the home made specialty. He doesn’t want to disappoint her and plays along, telling her that she should pack it. His grandfather is adds a touch of humor saying that her knows a name for the chips. A pack of Lays chips is seen, as Saif states that he knows that name as well. The ad ends on a humorous note.

Target Audience: Lays is often targeted at the general public as they reach out to almost everyone, right from children to adults. This advertisement, however, is directed more towards the youth. Lays is a popular snack amongst people this age and the flavors are most appealing to this target audience. The product is par of the international market; however, these advertisements are directed to the Indian market, as the characters and
concepts used relate directly to the Indian scenario. As the product is economically priced, it is targeted at primarily the middle class of society.

**Presentation Style:**

**Format**: Celebrity endorsement. Some elements of the advertisement involve the Slice of Life format as the product is seen to be apart of the characters’ lives. The Presentation Format is also a part of the ad as a series of events depict a story, through which the true taste of the product is seen.

**Visual**: Testimonial, storyline, visual effects

**Jingle/Music**: the advertisement involves background music and the common Lays jingle. The jingle is a key element in creating an impact as it has helps the audience relate to and remember the product.

**Color**: The element of color plays an important role in all Lays ads. This is because the brand uses a different color for every flavor. The colors used correspond to the flavor. This use of color has a strong impact on the audience as consumers often ask for “the blue pack of Lays” rather than specifying the flavor. This shows that color is an important part of the Lays brand. The color used in this particular ad is red, relative to the flavor. The other colors in the ad are toned down, so that the pack of Lays stands out.

**Setting / Costumes**: The ad is set out on the balcony as the grandmother sets the chips to dry. The atmosphere created is realistic as one can easily relate to the situation. The grandfather is seen sitting leisurely, as his grandson enters the scene. The costumes are relatively simple daily attire. This adds to the mood and helps one relate to the setting better.

**Model/ Characters**: The advertisement involves an elderly couple and their grandson (Saif Ali Khan). The couple play natural roles as
grandparents, while Saif Ali Khan effectively plays the role of their grandson. The choice of characters has a great impact on advertisement and in delivering the message. In this case, the characters are effective as the humor is understood by the audience and the message is communicated.

**Tag line / Slogan**: No one can eat just one – emphasizing the addictive taste Kare vahe jo dil kehatah hai(do just what your heart says) – adding to the emotional appeal of the brand.

**Animation/Special effects**: There are some special effects seen in certain parts of the ad, such as when the chips are laid out and when the pack of Lays is seen. Subtle effects are used to enhance the production but there is no dramatic animation or effect seen.

**Brand Positioning**: Lays is positioned as a convenient snack available in flavors to suit a wide range of tasters. From plain salted to Tangy tomato and a dash of Latino flavoring, Lays has been nothing but innovative in introducing new flavors. The brand has made its way the Indian market and is now well established. Lays has gained its share in the market and has competition under control, as not many other Indian brands of chips offers as many flavors. The brand is well positioned in the minds of its consumers, as Lays is one of the first brands associated with when one thinks of potato chips.

**Social identification perspective**

Saif ali khan is the celebrity associated with the brand, he is shown as a youth returning from abroad. Lays is a popular international brand in the Indian market. The ad depicts the enjoyment of its taste in the traditional Indian homes. This identifies with the young adult who is influenced both by Indian and western culture. This is the culture many young adult in the urban setup will identify with.
ELM

Central cues: The ad communicates the use of natural ingredient and home made flavour as the principal value.

Peripheral cues: This ad has a strong impact on the audience primarily because of its emotional appeal. The idea behind this ad is one which many can relate to and the advertisement as a whole has a strong visual impact. The message is conveyed clearly through the series of events and the element of humour plays a vital role in making the ad a success. The relationship shared between the couple, their grandson and the chips evokes an emotional appeal which draws the consumer to the product. Use of celebrity in a slice of life format, makes the celebrity a representative of youth community. The simplicity and mood created by the ad reaches out to the audience through a peripheral route.

Interpretation: Lays has had a strong impact on its consumer as a positive attitude and a sense of loyalty has been established towards the brand. Right from children to young adults, Lays is often their attention. The Lays advertisement have been another key factor in shaping the consumers attitude as the ads attract one to the product and the tag line ‘No one can eat just one’ defines the product, Saif Ali Khan’s involvement with the product has helped build the brand within the Indian market and reach out to the Indian public; as such actors have a great influence on the youth. There is therefore a positive attitude and association towards the brand, as the product ensures consumer satisfaction.
6.6 BRAND : INDICA XETA V2

Brand Category: Automobile

Ad concept: The commercial for the Xeta, conceived by FCB Ulka, opens on a shot of four young, attractive girls in an Indica Xeta, on their way to a picnic, humming a peppy number: “It’s the right kind of day to soak up the sun. To get out there and have some fun!” On their way, they spot a shirtless youth. The girls pull over and openly ogle at him. They ask the guy suggestively if he knows any man who can rub suntan lotion on them. The youth looks at them blankly and, after thinking for a while, points in a direction and says, “May be you should try the beach café”. The four girls collectively exclaim. “Dumb!” and speed away in their car, leaving the ‘dumb’ youth staring after them. The voiceover says, “Fortunately, life gives you a second chance. So, here’s the new Indica Xeta”. It then rattles off the three benefits of the car (70 PS power, an average of 14 kilometers per litre and priced at Rs. 2.78 lakhs). The voiceover concludes, “If you still don’t get it…” after which the girls appear next to the car and complete the line, “….you gotta be dumb?” The VO adds, “Got it?”

Target Audience:

Demographic: 18-30 years from middle and upper middle class

Psychographic: The Indica Xeta is targeted at first-time car buyers the aim was to make the communication Zesty and youthful.

Appeal:

Sex and Humour appeal. The New Indica V2 has been given a fresh new look to appeal to the changing tastes of the Indian car buyer with several new features both to the exteriors and the interiors of the car. The exterior wears a sporty look while the interiors have been refurbished to make
the car spacious and give it a more contemporary and premium look. The car is also available in many new colours, all of which are designed to give it a fresh appeal. The ad has sex appeal in it combined with humour. This makes the Youth to relate themselves with the ad. The four beautiful girls in the ad are an object of sex appeal and how that one handsome guy rejects the girls in a dumb manner adds humour to it. The jingle is very appealing to the young minds of the audience.

**Presentation Style**

**Format:** Musical, slice of life format

**Visual:** Story line

**Music:** it’s the right kind of day to soak up in the sun. To get out there and have some fun! To bring alive the youthfulness of the message, the song element was introduced. The lyrics have been composed by musician Rupert, and the song has been sung by the members of the girl band, Caliche.

**Jingle:** Very catchy and attractive Dumb dumb dumb dumb

**Colour:** Vibrant and eye catching

**Setting and costume:** The film was shot in Goa over three days by ad filmmaker Rajesh Saathi of Keroscene Films. The four girls have deliberately been given a 1960s look. “The foursome resembles the girls from the classic movie, ‘Grease’, who are out to have fun,” explains Saathi is of the opinion that it is particularly difficult to shoot in a moving car.

**Brand Positioning:**

Xeta is an entry level car with a powerful engine at an attractive price. One would have to be a fool to go for another brand in the small car segment.
Social identification perspective

The locale, mood, appeal everything about the commercial is youthful. Pleasure and adventure is the predominant aspect of the young adults. Attraction to the opposite sex is common phenomenon of this age group. This ad challenges the male ego, in stating that he would be dumb’ if he didn’t realize the communication that there wont be a cheaper car. Any young adult in their beginning of their career would love to possess a car and establish their identity.

ELABORATION LIKELIHOOD MODEL

Central cues: The central argument is getting the youth to be excited about the product offering, which gives the luxury and mileage of an expensive car at an affordable price. The economical car, priced 2.78 lakhs, is the selling point. This variant will compete with the likes of the Hyundai Santro and the Maruti Alto.

Peripheral cues: Fun and Pleasure is the main variable used in the ad. Price value appeal creates a need in every young adult to possess the car. Sexuality and romance is depicted in the portrayal of the four girl and the guy characters and in the sensuous language. Outdoor location, use of bright vibrant colours acts as a source attraction. The ad highlights the concept of individualism-freedom, escape from reality and lead a utopian lifestyle.

Interpretation: The ad takes the peripheral cues of humour and sexual appeals to reach the target audience. The urgency to buy the car now, is communicated in a subtle manner. The fun and pleasure loving youth will associate himself and his style of living with the ad and with the product. The ad shows the social pressure in possessing a car to enjoy the lifestyle portrayed in the ad. No doubt that most of the viewers would enjoy watching the ad but it looses the focus. The ad shows freshness, but rather than the
“Car”, the girls look like the main highlight, so it might happen that though viewer ship of the ad might go high, it would merely affect effective sales. Besides the punch line “you got to be dumb” might hurt the ego of the consumer.

6.7 BRAND: INDIGO MARINA

Brand category: Automobile

Ad concept: Getting consumers excited about station wagons considering they were low on status and suited more for weekends and getaways was the communication challenge faced by FCB Ulka while developing the Indigo Marina campaign. The commercial being aired shows an executive taking his wife out for dinner after a hard day’s work. But instead of visiting a restaurant he woos his wife by creating one at a scenic place, bringing out the folded furniture from the wagon and setting up dinner. He thus carried ‘his world’ with him, and created a dinner service in the place he wanted to have dinner, stressing on the baseline for the brand, ‘Because we like to carry our world with us.’

Target Audience:

Demo: 25-35 years, urban upper class and upper middle class

Psycho: The first step was to define the consumer, the sedan intender, who is not a first-time buyer. They communication challenge was to get the consumers excited about the Indigo Marina by giving it a distinctive status and imagery. It is for people who like to travel a lot.

Appeal: Indigo Marina has premium lifestyle appeal, great space, excellent performance, ride and handling characteristics and has the potential to be yet another popular offering from Tata Motors. Its power train choice is adequate, both petrol and diesel versions being available. Directed by Rajesh
Saathi of Keroscene Films, the commercial has an international appeal in spite of being shot at Mumbai. It appeals to the emotional minds of the people.

**Presentation Style**

**Format:** Musical, slice of life format

**Visual:** Story line, product presentation

**Music:** Romantic

**Slogan:** Because we like to carry our world with us

**Setting:** In a desolated area he stops his car and he takes out two chairs, a table and table-cloth. Next he pulls out a small cabinet furnished with all the necessary items to enjoy a good dinner. Finished with setting up the table the host adds the finishing touches by lighting a lamp to set up the entire place for a romantic dinner.

**Costume:** A combination of Formal and casual attire.

**Characters:** A couple.

**Slogan:** Because we like to carry our world with us.

The car is available in three models of petrol and two models of diesel in five colours.

**Brand Positioning:** Marina is positioned as a mainstream car. The Indigo marina positioned as a premium, aspirational car in the mid-size C segment. With the Indigo brand positioned on ‘comfort and luxury’ with a ‘spoil yourself’ appeal thrown in, Indigo Marina too has a premium setting and imagery in its communication intended to give it a luxurious, aspirational appeal.
Social identification perspective

This ad touches the self esteem and self actualization need of the young adult. Possessing a premium car is a sense of achievement and dream come true. This achievement is the reflection of success among the young adult’s peer.

ELABORATION LIKELIHOOD MODEL

Central cues: The proposition is to have a car, which combines the luxury of a sedan and the convenience of a multipurpose vehicle. Tata Motors has set itself a target of selling 4,000 – 6,000 Marinas every year.

Peripheral cues: A very attractive modals have been used as a couple. The location is the outdoor scenic spot, it depicts a lonely place away from the mundane routine lifestyle, an utopian thought. The attachment and bond between the couple, lures the viewers to establish a bond with the advertisement and to the product. An emotional and sexual appeal is intertwined in the advertisement.

Interpretation: It is a cool and sensuous ad and very aesthetically made. The background score creates a romantic mood. A strong and functional value of the car’s spaciousness and storage utility is communicated in a sensuous and leisure appeal. The escapist locale, romantic and emotional storyline carries the viewers through a peripheral route of persuasion.

6.8 BRAND : BRYLCREEM

Brand category: FMCG, Personal care

Ad concept: The ad is set in a pub. Two girls comment on an young man who enters the scene. They comment on the young man’s hair
style which falls on his face. Feeling hurt the young man enters the wash area, where he finds another young man (dhoni) applying brylcreem and looks stylish. Dhoni gives his secret, brylcreem to the Youngman. The man returns to the pub area with his stylish, conditioned look and the girls admire him.

**Target audience:**

**Demographics:** urban upper and upper middle class youth.

**Psychographic:** Youth communities who always want to attract the opposite sex. Self esteem and image is very important for their social lifestyle.

**Presentation style:**

**Format:** Celebrity endorsement, slice of life.

**Visuals:** Testimonial, product demonstration, storyline

**Appeal:** Fun and pleasure appeal. Sexual and humorous overtone

**Costume and setting:** trendy and colorful party wears clothes.

**Editing:** fast paced ad.

**Social identification perspective:**

Pub and club culture is the platform of social grouping among urban young adult. To look stylish and to impress the opposite sex is the important criteria. To be a part of this culture is the intention of the urban youth. This ad triggers this aspect.
ELABORATION LIKELIHOOD MODEL

Central cues: The cream conditions the hair and gives a neat and stylish look. The cream is made of plant extracts and act as a natural ingredient. Stylish image from a natural product is the strong argument.

Peripheral cues: The cricket player and the Indian youth and sports icon, Mahendra Singh Dhoni is the brand ambassador. Youthful and stylish image, personified by dhoni is transferred to the product and to the product user. The ad projects luxury and leisure appeal. Concept of self image-looking good and to attract opposite sex is communicated. The ad also signifies gender and social identity, to be a part of a social group in the society. Peripheral cues of Liking, Social proof and Authority are used in the ad.

Interpretation: source image and attraction is matched to the product and the product user’s image. Sensuous appeal to attract opposite sex is a peripheral cue and the pub culture reflects the leisure and luxury life style of the youth. Looking good and being the part of a social life style is the peer pressure many youth challenges today.

6.9 BRAND: HSBC INSURANCE

Brand category: Service

Ad Concept: The ad starts off with a young girl who goes and buys a pair of jeans torn at the knees. She tries it on and likes it very much. Then she goes to take a bath and her mom comes in to her room. She finds the torn jeans in her room and starts stitching them up by the time her daughter comes out of the bathroom. The ad portrays a mother and daughter’s worlds. This ad basically focuses on the differences in people’s opinions. What one person might consider old another might consider new.
Target Audience: This advertising campaign targets both the youth and older people.

Format: Slice of life

Visuals: Parallel Storyline

Music: The background music gives the effect of natural sounds from, foot tapping, shower, and sewing machine, to give a real life ambience.

Appeal: This commercial emotionally appeals to people because it points out how the same thing can seem different to different people.

Positioning: HSBC is positioned as a brand, which takes care of its customers and gives customized solution according to the individual perspective.

Presentation Style

Setting and costume: The ad is set in a shopping mall and a home atmosphere. Nothing elaborate about the setting. The girl in the ad representing today’s urban youth culture wears a tight jean and a sleeveless top. The mother comes in simple salwar suit.

Colours: ad uses subtle colours with pastel shades of brown and whites.

Editing: Fast paced, two parallel actions

Social identification perspective:

Thinking different is the motto of all the youth social groupings. The young adult would like to think differently and would love to experiment with all the new things in life. This aspect is reflected in the commercial.
ELABORATION LIKELIHOOD MODEL

Central cues: Different solutions for different perspectives are the central argument.

Peripheral cues: The ad uses emotional appeal. Two different worlds are created in the ad, one belonging to the young girl, the daughter, and other to middle aged woman, the mother. Daughter’s world is liberated, idealistic utopian world. Mother’s world is organized, secured place. The ad emotionally intertwines the two worlds and the two perspectives.

Interpretation: The meaning that the commercial invoke is the aspects of individualism. The product is associated with two different concept of individualism. The ad communicates that HSBC as a company puts its customers first and understands their points of view. The central argument is communicated in emotional tone.

6.10 BRAND: NOKIA N70

Brand category: Durable

Duration: 30 seconds

Ad concept: A young man sits in a chair with his nokia N70, as he scrolls his cell phone its features are highlighted in the display. The ad presents a series of images that show the working and various features of the N70 phones that Nokia has as part of the Nseries. The young man is transported to a new world, with his new n series phone, The graphical presentation shows the features of yahoo-yahoo search, games, mail etc as a background, It shows the compatibility of the phones with GPRS and browsers like Yahoo!
Target audience

Demographics: The intended primary target seems to be young adult between the ages of 20 and 30, of upper middle class and upper class in economic status, living in urban areas.

Psychographics: These phones is primarily targeted at the young professional who feels the need to stay connected at all times. It is meant for the kind of person who wants access to the latest facilities and technologies. It is also targeted at young businessman, for whom it is more than just an accessory. It is projected as a status symbol.

Appeal: Leisure and luxury appeal. it is portrayed as a status symbol and as a strong utility value for the young and powerful people. The ad is very colourful and lively, with various images of the phones and their features

Presentation Style

Format: It is in the form of vignettes that show the phone being used in several was for several purposes.

Visuals: special effects, stylistic visuals

Music: The music is fast – paced and lively, and expresses the youth of the product.

Setting/costume: The model comes in a stylistic blazer. The setting is in the technologically advanced places. Use of stylistic visual in the background.

Characters: The ad has various people in different settings. There is only one main character shown as a user.
**Editing:** Very fast paced advertisement with lot of intercut shots. Very efficient use of montage to show the utility and features of the phone. Super imposing of characters and phone features.

**Animation/Special effects:** Almost the entire ad is a series of images that have been animated. It is a series of snapshots and short movie clips that have been put together to form a sort of presentation.

**Tagline/ logo/slogan:** The logo is the standard Nokia logo, with a tag of Nseries at the bottom. Along with the Yahoo ! logo. The tagline says: See new, hear new, feel new.

**Brand Positioning:** The brand is already a market leader, so the ads are just reinforcement and introduction of additional services through existing products.

**Social identification perspective:**

This commercial triggers the aspiration and dream of the young adult. The urge to update him with the latest of the technologies is the motive of the urban young adult. Bringing the whole world under your control touches the self actualization need of the individual.

**ELABORATION LIKELIHOOD MODEL**

**Central cues:** internet on move is the strong argument. Yahoo features in the new nokia n series. It shows how the phone can be used for various purposes and how it is packed with all the latest technology, and how that fits in with the person’s life.

**Peripheral cues:** Very stylistic display of visuals and graphics. Use of peripheral cues of social proof and liking. The modal and the visual display is viewed as a powerful tools of attraction. The use of excessive style and
visual attraction will captivate the youth. Even the use of back ground score communicates a sense of urgency and social pressure to possess the phone. The tag line see new, hear new, feel new instructs a way of life for every individual. The ad projects the whole world under the young adults control, which in turn give the young people power and confidence to rule the world.

**Interpretation:** The principal value of the ad is novelty and progress, which is communicated in an extraordinary and excessive style. The central argument of yahoo features in Nseries is communicated via peripheral route of extraordinary style and attraction. The ad tries to reach the target with its attractive images, music and animation. The peripheral cues of liking of the product and the source attraction, stylistic graphic and social proof cues of luxurious life, social esteem, and the need to possess the phone as a social icon is primary communication.

### 6.11 BRAND: NESCAFE SUNRISE

**Brand category:** FMCG, Food and Beverage

**Ad concept:** The ad opens with a young couple. The husband is relishing a cup of coffee, when his wife says she will take his car and he go by taxi, the husband who is enjoying his coffee nods his head. The next shot the wife says her mother is coming home this Sunday, the husband nods his head. The voice over communicates that the coffee is made of fine plantation beans and people who drink the coffee enjoy the richness in the taste and forget the world around them. The final shot, the wife is drinking coffee and the husband says her mother will not be coming this Sunday, she nods her head in acknowledgement. The ad ends with both of them enjoying their pranks and togetherness.
Target Audience:

Demographic: Young people in their 20’s and 30, who belong to middle and upper middle class in urban setup.

Psychographic: The ad establishes a bond and togetherness between the couple. It reflects the liberated and carefree individuals in the society, who decides for their own self and enjoys the little time they find together.

Presentation Style:

Format: The ad uses a slice of life format. It reflects the day-to-day happening in a regular nuclear family.

Visual: Story line

Costume and setting: The couple comes in a regular, casual outfit. The interior reflect an urban upper middle class household.

Editing: Slow paced ad. Slow motion technique is used in the ad, to communicate the relaxed mood of the couple and also to show how the couple enjoy the taste of coffee and forget themselves.

Social Identification Perspective

The ad depicts a relaxed and comfortable household. It establishes a bond between the husband and wife. Any young adult of this age group would like to lead a comfortable settled life. Relishing the richness of the coffee is associated with the premium quality of life in the urban household.

ELABORATION LIKELIHOOD MODEL

Central cues: The argument is Nescafe sunrise is made of finest plantation coffee beans, which give a rich taste to the coffee.
Peripheral cues: The ad communicates the bond between the couple and depicts how they enjoy their life together. The couple is portrayed as a source attraction, any young people would want to be like them. Traditional habit of drinking filter coffee is challenged by portraying Nescafe sunrise coffee as a part of modern day life. The ad uses peripheral route to reach the target audience. The couple’s bond and togetherness is personified with the product and product user’s bond and togetherness.

Any young consumers will like to identify themselves with the couple. The ad uses the peripheral cues of liking, consistency and social proof.

Interpretation: The quality of the coffee plantation is depicted in the quality of life lead by the couple. Life is easier in the modern day household, where the alternatives of traditional values and associations are available in a new outlook. The ad is elaborated as an emotional oriented approach communicating a modern day outlook.

6.12 BRAND: EMAMI FAIR AND HANDSOME CREAM

Brand Category: FMCG, Personal care

Ad Concept: They show a guy sneaking into a girls Hostel and trying to steal the fairness cream and is caught during that process. All the girls run behind him and he in this process is helped by his friend and then his friend asks “being a boy you use cream that girls use?” and then the guy uses the product and the ad ends with the guy turning fair and confident. and all the girls appreciating his fair image sings “Hi Handsome”

Target Audience

Demographic: men between age group of 18-30 years. Psychographic – Dark men
**Appeal:** It’s a Psychological Appeal made here they talk about how bad the dark men feel and they could always cross their limits to look fair and handsome.

**Presentation Style**

**Format:** Mini Drama, slice of life set up.

**Visuals:** story line, product demonstration

**Jingle:** “Hi Handsome” repeated in the end by girls who look at that Guy.

**Colour:** The colour in the start of the Ad are in light tones like gray and dull purple etc. But after the effect of the cream they show as if his life is colourful and they have girls with bright dresses and the guy also is wearing a bright Red T-Shirt.

**Costume and Setting:** The set is a college and Hostel so the costume is also very casual and trendy.

**Model:** the model here shown before is Dark and later after the cream’s effects goes fair. He is shown and portrayed as a normal college going guy who feels complex of being Dark.

**Tagline:** “Hi Handsome” sung by the girls around who see him later.

**Brand Positioning:** The ad is positioned itself as a fairness cream for men, breaking the female oriented product segmentation.

**Social Identification Perspective:** Being part of the group gives a sense of satisfaction and confidence to the youth. Attraction and appeal to the opposite sex is the crucial aspect of gender social identification. For the youth
to be recognized and be a part of the community is the aspiration to every individual. College and Hostel is a typical setup where the youth likes to establish his identity.

ELABORATION LIKELIHOOD MODEL

Central cues: The central idea is the Launch of exclusive fairness cream for men. Use of natural ingredient and two way strengtheners are the central argument. The ad breaks the association of beauty and attraction to feminine gender, instead it signifies even men crave to look fair and beautiful.

Peripheral cues: Peripheral cues of social proof and liking are the variables used in the ad. The individual need to look good and be a part of his social world, to establish individual identity among his peers, to attract opposite sex is the values communicated in the ad. The ad portrays the emotion of the individual, who looks dark.

Interpretation: The individual need to look attractive and appealing to the opposite sex is the communicating point. The concept of fairness, and its association to looking good image, is used as an emotional problem faced by men. Beauty and attraction is needed to establish a social identity. The ad takes the viewers via peripheral route of ad processing.

6.13 BRAND: THE CHENNAI SILKS

Brand Category: Retail

Ad Concept: Featuring actress Padma Priya and ‘Chithiram Pesudadi’ fame Ghana Ulaganathan, this ad talks about the quality of silk sarees in Chennai silks by highlighting the authentic creations worn by the actress.
Padma Priya gets down the escalator from airport after a foreign trip, along with her friends, not wearing any westernized outfit but dressing up in a silk sari. She is welcomed by ‘Ghana’ Ulaganathan with his latest style adopted in Chithiram Pesudadi, along with other family members. Together all of them dance to the jingle in the airport, thereby catching a lot of attention.

**Target Audience**

The target audience for this ad is invariably the young ladies and housewives. The ad is composed of a very finely tuned jingle, which talks about the sari and its elegance.

**Demographics:** The ad targets middle and uppermiddle class women and family.

**Psychographics**

**Status:** Working women / housewife / teen girls with an average income who are not exactly spendthrifts, but at the same time make it a point to purchase sarees two three times a month, keeping an estimated and planned budget for their expenditure. Suitable for traditional and culture oriented women.

**Appeal:** This ad has a commercial appeal. It has been placed at the right time, to increase its production as part of the “Aadi Sales” which are popular in Tamil culture.

This ad also has an appeal to popularity. The concept of appeal to popularity is very simple.
Here in this case, as we know that Chennai silks has a universal appeal in every household in Chennai, a mere reminder of the store and its apparel through ad is enough to the consumers to achieve its goal.

**Presentation Style**

**Format:** Musical

The ad is presented in an interactive format as it allows users to make a choice from the ad. The format of this commercial is very similar to the previous commercials of Chennai silks.

**Visuals:** song and dance

**Jingle:** The aspect that helps the viewer to identify a Chennai silks ad has always been the unique jingle it uses. Combined with various percussion instruction and filmy lyrics, Chennai silks have reinforced this trend in this particular commercial as well.

**Language:** As the target is Chennai crowd and into other parts of Tamil Nadu, where the common language is ‘Tamil’, the jingle and the voice over is purely Tamil.

**Colour:** Having understood the pulse of tamil audience, this ad is extremely colourful. The sarees worn by the actress Padma Priya and the supporting models are bright, vibrant and ethnic and these colours adhere to the traditional authentic colours – red, green, yellows, blue which are considered as ‘aesthetic’ & ‘homely’ by our culture. Care has been taken not to use ‘black’ and ‘white’ in the apparel which are not accepted by our culture for a happy occasion. Also the colour factor has been maintained uniform in hue in all spheres – such as the setting, background, props etc.
Setting / Costumes: As we know, the location where the ad was shot is majorly in the Chennai Airport and a white background has been employed with a chroma key effect, for some of the close up and suggestion shots of the models. The costumes, as discussed before are vibrant and colourful both for the actress Padma Priya and also Mr. Ghana Ulaganathan.

Model/Characters: The Main model for this ad has been the upcoming tamil actress, Miss. Padma Priya. Another main artist in the ad includes Mr. Ghana Ulaganadan of Chithiram Pesudadi Fame. A part from this, a lot of other models and supporting artistes have been used to fill ‘space’ and ‘add colours’ at various points.

Tag Line

The Chennai Silks

Slogan: “Inda Adi Kazhivukku Chennai Silksukku Vaanga” (pl come to The Chennai silks this Aadi-festive).

Brand Positioning: The Unbridled support offered by loyal customers paved the way for starting textile showrooms in cities like Trichy, Coimbatore, Erode, Tirupur and Chennai. These showrooms provides a one-stop –shop for the family, housing the most exquisite collection of apparels, ranging from sarees to ready made garments and dress materials for all age groups in the family.

Falling under this list, Chennai Silk’s main competitors are pothys, RMKV and Jayachandran Textiles, with its universal appeal and trend setting collections, Chennai Silks has pushed its way to success.
Social identification perspective

The commercial communicates the aspect of social grouping and togetherness during festive. It also depicts the socio cultural association of Indians to song and dance during festivals.

ELABORATION LIKELIHOOD MODEL

Central cues: festive offer.

Peripheral cues: The ad uses the peripheral cues of scarcity. The visuals are very colourful and the commercial is musical. The commercial also uses the recently popular film personalities to cater to the regional crowd.

Interpretation: The commercial is very filmy and musical. The central point of festive offer is communicated in a festive and gala tone. The ad takes the peripheral route of communication. Although this ad does not prove worthy in terms of content when compared to the national brands and their unique treatment in ad films, considering the target audience, purpose of the commercial and the coverage to be reached, this ad falls under the ‘commercial’ regional ads that are becoming increasingly ‘popular’ and ‘noticed’ by the mass tamil audience.

6.14 BRAND: 7UP CURVY

Brand category: FMCG, Food and Beverage

Ad concept: It is the storyline of princess and genie. The princess (Actress Mallika sherawat) asks genie for three wishes, to look beautiful, cool and curvy. The genie (7up mascot), converts the princess in to 7up bottle, which possess the attribute of the princess wishes.

Target Audience: It is mainly focused on the youth segment.
Appeal of the Ad:

Humour and sexual appeal: It creates an allure appeal on the product and shows the trend of becoming slim and curvy among the younger generation. The props and set of the ad also show the class of the advertisement

Presentation Style:

Format: The ad uses celebrity endorsement format. The storyline is communicated as a historical mini drama. It uses fictitious character portrayal of princess and genie in a Arabian style.

Visuals: Story line, special effects, animation

Jingle/Music: The Theme Music

Colour: It’s a colourful ad. Combination of green, red and blue is used predominantly in the ad, with the overdose of green which is the colour of the trade character and logo.

Settings/Costumes: It’s an Arabian palace where mallika, the princess sits and rubs a lamp for the genie the ad shows mallika in an Arabian green outfit wearing jewels.

Tag Line: “andaaz sabse cool”

Special effect and Animation: genie comes out of the lamp and changes mallika into the new 7up curvy bottle. 7up mascot is a animated character.

Brand positioning

Keeping in tune with the buzz surrounding the launch is the Mallika 7 up curvy. 7 up show the today’s trend and future of how girls want
to look curvy and slim. There is an increasing and emerging market for soft drinks. Many brands have many personality. But 7 up is positioned as a “cool” soft drink for the youth segment with a lemonade flavour, as against the cola giants.

**ELABORATION LIKELIHOOD MODEL**

**Central argument:** This commercial is the relaunch of 7 up. The soft drink 7up is offered in a new slim bottle, which could be attractive to the youth target segment.

**Peripheral cues:** Model Mallika Sherawat is used as the brand ambassador. The Bollywood actress is known for her sexual appeal and slim figure. 7up curvy, the product matches with the celebrity’s appeal. Model is turned into a 7up bottle communicates clearly the established relation between the model and the bottle. The “cool” appeal of the fido (mascot) equals to the cool appeal of the endorser, the product and the intended target segment. Approach and the tone of the advertisement is the combination of humour, sexual, fun and pleasure. Youth’s visualization to look beautiful and slim with cool attitude is the core of the advertisement.

**Interpretation:** 7up is basically a more of today’s generation oriented advertisement and portrays the today’s trend of cool image and beautiful figure. “The tag line” andaaz sabse cool” shows the coolness and the trend of the youth to be sexy and fun loving. Fido is the representative of the youth segment. The viewer is guided to take the peripheral route of persuasion.

**6.15 BRAND: SANTRO ERLX**

**Ad concept:** The ad opens with a young couple. A young stylish girl, their neighbour asks for a hair drier, the husband (Shahrukh Khan) lends
her the drier, the wife asks him why? He replies that the neighbour owns a santro, and whoever owns a santro is stylish, powerful and intelligent. The next morning, the wife gazes at a young man, their neighbour and the husband stares at her, for which the wife replies he is the handsome owner of santro.

**Target audience:** Demographics: upper middle class household. Young adults of age between 25-35.

**Psychographics:** the typical middle class attitude to compare their lifestyle with their neighbours. Owning a car is a status symbol.

**Format:** Celebrity endorsement, slice of life

**Appeal:** Emotional appeal, the ad caters to the appeal of esteem

**Visual:** Product Presentation, story line.

**Music:** Subtle classical as the background music

**Setting:** The setting is the typical upper middle class household.

**Costumes:** casual Indian outfit for the female model, casual western outfit for the male model. And then both are seen wearing western outfit in the later part of the commercial.

**Social Identification Perspective**

The commercial concentrates in attacking the male ego in the commercial, by comparing the lifestyle of the consumer as the owner of the car. It activates the concept of establishing the social identity as a male in comparison to the user of the santro car. Comparing the santro user as smart, stylish, powerful as a metaphor to communicate the potential of the car, triggers the self esteem of the prospective buyers. The ad concentrates on the psychographic profile of the urban young adults.
ELABORATION LIKELIHOOD MODEL

Central cues: Affordable car, gives mileage, all the features of the car runs as the copy in the commercial

Peripheral cues: stylish, powerful and intelligent is the tag line of the brand. It communicates to the consumers to associate themselves to these adjectives, if they possess the car. This approach directly addresses the social proof of the consumers. The use of Shah Rukh khan in the commercial attributes to the peripheral cues of liking and authority to the brand.

Interpretation: The commercial uses the peripheral route to communicate the economical aspect of the brand. The commercial clearly addresses the psychographic profile of the upper middle class young adults. The comparison of current lifestyle and the aspiring life style of the young adult is the concept of the commercial. The commercial takes the emotional route in communicating the brand strength.