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5.0 SUMMARY

Motion Graphics is a new technique of advertising. This approach in advertising helps make commercials more attractive. Motion Graphics is instrumental in luring more audience and have long lasting and desired effects on consumers.

TV commercial advertising has an average time range of 5 to 30 seconds. Some exceptions could last a few minutes.

This study helped investigate the effect of various components on different types of advertising. The components are as follows:

- Kinetic Typography
- Illustration
- 2D Motion Animation
- 3D Motion Animation
- Video Clip
- Sound Effects
- Camera Movements

5.1 The result of the effect of various components on different types of advertisements

The component which can be helpful in preparation of motion graphics in advertisements is Kinetic Typography. However, this component has less effect compared to other components, but the use of typography in advertisements has its own advantages, if used tactfully. Text that is used should have a true connection with sound, music and the story of advertisement which can be memorable and attractive for the audience. In this study it is inferred, that the
time percentage of the Kinetic Typography in Product Advertising is 20.6%; In Service Advertising, 32.0%; In Institutional Advertising, 27.6%; In Public Relation Advertising, 41.6%; In Financial Advertising, 40.9% and in Public Service Advertising, 38.3%.

The role of Illustration is also very similar to the role of 2D and 3D Motion Animation in advertisements. With the help of this component designers can create new characters which can be very attractive and memorable. This method can be one of the best ways to create advertisements that are class apart. In this study the result shows, that time percentage of the Kinetic Typography in Product Advertising is 16.8%; In Service Advertising, 20.9%; In Institutional Advertising, 28.9%; In Public Relation Advertising, 37.1%; In Financial Advertising, 27.6% and in Public Service Advertising, 30.3%.

Another component is 2D and 3D Motion Animation which forms the basis of the principle of motion graphics on advertisements. Due to issues in producing non-fictional videos or unable to afford real time actors, advertiser may turn to 2D / 3D Motion Animation as a cost effective and independent option. Plus they are at liberty to think out of the box and translate the same into a movie, where sky is the limit. In this study it is found out, that time percentage of the 2D Motion Animation in Product Advertising is 22.9%; In Service Advertisement, 40.7%; In Institutional Advertising, 38.6%; In Public Relation Advertising, 47.4%; In Financial Advertising, 36.4% and in Public Service Advertising, 37.3%. Also In this study it is discovered, that time percentage of the 3D Motion Animation in Product Advertising is 58.8%; In...
Sound Effects in advertisements play a very vital role in an advertisement. Added to that, motion graphics makes the advertisements, more impressive. For example, if sound effects are muted in an advertisement, it could lose its unique selling proposition by a good percentage, as it will fail to attract buyers. In this study it is revealed, that time percentage of the Sound Effect in Product Advertising is 93.6%; In Service Advertisement, 92.9%; In Institutional Advertising, 96.1%; In Public Relation Advertising, 99.1%; In Financial Advertising, 98.1% and in Public Service Advertising, 99.5%.

Video Clip is one of the most important components which can be the main base of advertisements. After 2D and 3D Motion Animation render, it is converted to a video clip. This video can be as a base for advertisements. Although in this research, video clip refers to producing a movie without the interference of other components. In this study it is found, that time percentage of the Video Clip in Product Advertising is 42.5%; In Service Advertising, 23.9%; In Institutional Advertising, 31.8%; In Public Relation Advertising, 34.8%; In Financial Advertising, 25.2% and in Public Service Advertising, 39.1%.

Last component is Camera Movements, a good camera man will use his lens to give a bird’s eye view of the product and an unforgettable experience. A cameraman is expected to bring to the table an unforgettable experience and
breath taking visuals with the perfect angles and unique shots. In this study it is discovered, that time percentage of the Camera Movements in Product Advertising is 24.1%; In Service Advertising, 10.4%; In Institutional Advertising, 17.7%; In Public Relation Advertising, 25.5%; In Financial Advertising 27.6% and in Public Service Advertising 35.7%.

To make the study more comprehensive a supplementary information is provided outside the ambit of area of area of this research. Two questionnaires, in two different categories are developed and administered both on Designers as well as the Viewers/ Audience. The first questionnaire aims at getting the designer’s perspective on motion graphics in advertisements, while the second questionnaire attempts to understand Viewers/ Audience response.

As per their feedback, a statistical analysis has been compiled and the results have been provided. Which will be very useful for the present and future advertising industry. This data will serve as reference and help in producing better quality of advertisements. It reflects on the importance of creating advertisements for consumers of different age groups, social and economic backgrounds academic and genders. Thus emphasizing on customer satisfaction.

5.2 Result of the Designer Questionnaire

The following Questionnaire to study the pattern of understanding and importance of various categories of advertisements to designers, coming from various fields, academic backgrounds, age-groups and income groups. The following document will help analyse the aspects of advertising from a
Designer’s perspective.

59% of the sample population “always” watches TV commercials, whereas a small fraction of 33% watches it “Sometimes”. A small section prefers watching it “Often”, whereas a meagre 1% “Never” watches. In conclusion, we understand that majority of designers prefer watching TV commercials.

A greater part (52%) of the surveyed group claims to have been impacted by advertisements. 40% of them were not so sure how far has it impacted their lives, whereas 5% were clear that they have been unmoved by any typographical content in advertisements. Hence, the use of appropriate typography has a positive impact on viewers.

Coming from an art background, most designers have shown their preference to “Both” 2D and 3D animation with a 54% weight age implying their inclination to watching commercials with a good blend of both aspects of animation. The remaining has chosen either 2D (23%) or 3D (23%) Animation.

49% of designers have confessed to taking help only “Sometimes”, whereas 37% have been honest to admit their dependency in taking help from peers and others “Always”. 13% agreed, they do it “Often” whereas 1% of them affirm they have “Never” taken help.

Surprisingly, only 39% of the survey groups seem to agree on the possibility of delivering better results with exchange of ideas. 49% of them are of the opinion that it may be helpful “Sometimes”, whereas the remaining 12% believe it is often helpful to share opinions, ideas and thoughts.
A large chunk of the surveyed population (82%) remember advertisements due to its typographical content, thus implying how important it is to use appropriate typography as it has retention value in the minds of viewers. 79% of viewers keenly remember Illustrative Advertising which reiterate the importance of illustrations in advertisements.

A lion’s share of 91% of the sample group remembers Product Advertising, signifying the challenge Product Advertising carry.

Service Advertising also tends to have good retention value with its viewers, with a 56% share, but not as much as Product Advertising.

Institutional advertising usually fade away in memory. Nonetheless, these advertisements are an agency’s test of creativity. Majority of the group (60%) do not remember watching Institutional Advertising.

Only 39% of designers are able to recollect Public Relation Advertising. It’s clearly shows in public relation area; designers need to spend more work and creativity to improve this type of advertisements.

54% of the designers are aware of Public Service Advertising, whereas 46% of them claim ignorance.

Financial Services Advertising is well remembered by the audience, with 78% asserting it whereas 22% of them refute. Thus Financial Advertising has proved effective in the industry.

The majority of the sample populations have a good understanding of
the varied genre of advertisements.

Musical advertisements have been divided into 3 prominent categories, as illustrated above and a high percentage (56%) of designers prefer “all” three varieties. 27% prefer “Musical Illustration”, 10% and 7% prefer “Musical Typographical” and “Musical animated” respectively.

49% of designers have chosen ‘All’, indicating their open mindedness to a variety of advertisements. Close to 25% of them have opted for Typography (11%) and Animation (13%), whereas Illustrative Advertising are preferred by 27%.

Typographical Advertising are preferred for its comprehensiveness (34%), followed by its memorability (30%) and readability (25%). 11% of the sample population believe it is attractive and draws their attention to it.

As advertisement designers, maximum of them have prioritized “Concept of the Ad” with a 43% share in the ratings, whereas “Beauty of the Ad” comes a close second with 36% weightage, followed by Client satisfaction with 14% and budget with 7%.

Advertisements designers have confessed that maximum of their ideas are drawn from Personal experience (67%). Books (56%) and the Web (48%) also play a pivotal role in idea generation. Friends, clients and other social interactions with peers and acquaintances are also instrumental in drawing ideas.

Designers are of the opinion that a good blend of Typographical and Illustrative Advertising (66%) has a strong impact on viewers, whereas small
percentages are of the opinion that Illustrative (17%) and Typographical Advertising (15%) singularly have more impact on the viewer.

Designers today give more importance to a combination of both (63%) client needs and Audience Impact. A good designer will pay heed to both requirements and design keeping in mind the satisfaction quotient for both. Whereas a minor section believe that Client Needs (13%) are more important and Audience Impact (20%) is more important.

Composing a Design team is not an easy task. It requires skill and know-how. When asked to the designers which of the following personnel will be considered by them to comprise their Design team, the following were the results: Illustrator: 55%, “Creative Director” and “Typographer” came a close second with 47% each. “Animators” are third in line with 42%. “Design Software Specialist” got a vote of 26%, whereas an art “Art Visualizer” got an 18% share. “Design Coordinator” and “Marketing Personnel!” were given least importance with 6% and 4% preference.

50% of designers have given high importance to “All”, Creativity, Hard work and Team Work. A combination of the three will only enhance the performance of a unit. 25% believe “Creativity” is of primary concern, where the other qualities can take a backseat. 14% want a “Team Worker” and 11% want a “Hard Worker” on their team, above all.

“Children” and “Young Adults” are favourites when it comes to audience, which is clearly evident from the data above, 68% and 65% respectively, as
they form majority of the demography of most countries and it is easy to reach out to youthful and open minds. “Adolescents” (34%) and “Middle Aged Adults” (17%) are given third and fourth preference, followed by the “Elderly” (3%).

Product Advertising has been triumphant in this area. 92% of the designers prefer “Product Advertising” over the other categories. “Public Service Advertising” is liked by 48% of the designers and “Service Advertising” by 35% of the designers. 25% collectively like Public Relations Ad (15%), Financial Advertising (7%) and Institutional Advertising (3%).

5.3 Inference of Viewers/ Audience Questionnaire

The following survey has been conducted among viewers across various age-groups from different walks of life and educational backgrounds. The different choices and varied approaches reflect on a person’s upbringing and background.

65% of the population prefer watching advertisements only ‘Sometimes’, whereas other enthusiasts “Always” (11%) watch them. 19% of the population prefer watching advertisements “Often”, whereas a small admitted to “Never” (5%) watching advertisements.

A large percentage (50%) of the viewers feel “Maybe” Typographical Advertising have impacted them, 22% of them were assertive in answering “Yes”, whereas 23% felt Typographical Advertising have had “No” impact on them. 5% were not aware of the same.
Advertisements should aim to create a stir in the society. And with this question we wanted to test how far have advertisers succeeded in doing so. 27% of the viewers felt advertisements have been successful in reaching out to them to the extent of changing their mindsets. 38% of the survey group were passive viewers, and were not moved by any advertisements. 28% of them may have been impacted, whereas 7% were not aware of the same.

A large percentage of the survey group, 55% feel TV commercials raise unreal expectations for kids, due to their larger than life and out of the box approaches to attract a child’s attention. 30% think maybe they are raising false expectations and a very small percentage believe (5%) that TV commercials do not raise any unreal expectations for kids.

36% of the viewers have been so impressed by an ad that they have recommended it to friends and acquaintances to watch it. Same fractions of people have not recommended any friends to watch a TV commercial. 26% may have whereas 2% do not know.

58% of the viewers normally discuss their views and opinions about an advertisement with friends. 22% of them do not see the need for discussion whereas 17% think they “Maybe” have opined views about advertisements with friends, whereas 3% said “I don’t Know”.

45% of the survey groups have viewed advertisements for target groups like children, thus showing the importance of target audience commercials. 38% have not viewed any, whereas 15% ‘may’ have seen and 2% were not aware of the same.
Majority (55%) of the population believe women are exploited in order to garner more attention of the opposite gender, in most cases, the buying class. A small fraction is of the opinion that they have not been exploited and are getting their due. 28% think often they have been exploited and 2% are unaware of the circumstances.

Among Musical Commercial Advertisements, the Musical Animated are the most popular with a 60% vote, whereas Musical Illustrations are the next preferred genre with a 39% vote, followed by Musical Typographical (15%). 7% do not like any of the three sub categories.

Animated commercials appeal the most to audiences of all age groups as seen above, with a 42% share in the ratings. Illustrative advertisements are also appealing to the audiences, with a 31% share in the voting. Typography is the least attractive advertisements as per the poll (7%). 20% of the audience would like to see a good mix of all three Animated, Illustrative and Typographical.

Most people think typographical advertisements are helpful because they are “Easy to understand” (34%). 27% of them believe they are “Memorable” due to its retention value in the minds of people, whereas 18% think it is helpful due to its “Readability” and 21% of them understand that it is a combination of “All” three- readability, memorability and comprehensiveness.

42% of the survey group find it “Easy to understand” advertisements with Illustrations and Animations, whereas 25% believe it is “Memorable” and 21% can “Recognize Characters” better and relate products, whereas 12%
want combination of “All”.

The thinking audience today is smart and upfront. Out of the world and make-believe situations do not appeal to them as much as “Realistic” advertisements (47%) have an impact on them. 31% prefer “Simple” advertisements and 19% prefer “Complex” advertisements. 3% prefer “None”.

“Jingles” and “Content” are most effective in memory retention of commercial advertisements, with a share of 28% each. “Uniqueness” comes with creativity and audiences have given that 25% weightage above “Brand Ambassadors” (19%).

This research analysed different types of TV commercials and audience preferences. It helps comprehend what kind of advertisements, reach out most to target consumers and the unique selling proposition of such commercials.

Finally, this study is bound to produce major findings and throws light on the significance of motion graphics in different genres of advertisements.