

# Commercials selling to telling: A Social support to Hygienic practice

Kavitha Vamanan

*Author, Assistant Professor, Department of Journalism and Mass Communication, Vivekananda College, Agasteeswaram, Kanniyakumari, India.*

## ABSTRACT

In the world of Advertising, art of storytelling plays an influential role for brands. Brands connect with target audience telling inspiring stories both reflecting and shaping the society amongst selling. Commercials curate great stories on effective hygienic practices to be followed in routine for a healthy life. Brands in the form of commercials educate the rural populace and create awareness on hygiene and sanitation. The intent of the study is to examine the storytelling technique of brands and supportive role of commercials on hygienic practices. Videos, music, Dialogues and Concepts of campaigns and commercials by fame brands were analyzed. Textual analysis revealed that an emotive compelling story of brands develops emotional response amongst target audience. The amazingly rendered storyline of audio-visual demonstration on simple healthy habits encourage the children's, rural residents and all age groups to adopt positive hygienic behaviour and change in attitude. Stories are effortlessly pursued by our brains; brands tell stories in unique and interesting way to fetch deep belief on consumers to build brand loyalty and to bring social change.

## Keywords

**Commercials, Hygienic practices, storytelling, emotional response, brand loyalty.**

## 1. Introduction

Advertising has grown to be the "art of the modern world", according to McLuhan. Advertising brands use more creative strategies to get attention and to attract the consumers in this creative and competitive environment. There was a time advertisements are just a communicator of Products, which describes how to use a product and benefits of a product which are out-of-date trends today. In the modern era, brands use innovative strategies; one such attention grabbing strategy is 'storytelling'. Commercials narrate advertising messages in the form of storyline along with selling their products. According to Goddard, advertisers have to choose the words carefully in order to present the message of need in fitting and most capable way. Emotional appeals attempt to use negative or positive emotions that will motivate purchase (Gupta Ruchi, 2016). These days, most of the commercials aim to create positive emotional appeal with their viewers. Lifebuoy - a brand of soap marketed by Unilever use motivational approach of 'selling to telling' to spread the importance of hand washing habits. Dettol launched in India in 1933, ever since has been a trusted brand for millions of peoples across the globe to prevent ill health and infection. Advertising messages communicate the current social issue, routine practices to consumers along with their brands to raise awareness, to bring a societal change and to persuade the brand. Recent days, many famed brands bring in the positive social message in commercials.

## 2. Objectives

- To examine the storytelling technique of brands.
- To analyse the supportive role of commercials on hygienic practices.

## 3. Methodology

Textual analysis is making educated guesses about how audiences interpret texts, involves analyzing texts - something that we make meaning from. Textual analysis of two fame brands Lifebuoy and dettol Ad films were studied. The text of television commercials were deconstructed and analysed based on four frames such as Storyline, Appeal, Message and Music.

## 4. Findings

The finding was obtained by analyzing the Videos, music, Dialogues and Concepts of television commercials and campaigns of two fame brands Lifebuoy and Dettol in the form of text.

Table-1  
Storyline

Brand	Commercial / Campaign	Storyline
	Help A Child Reach 5 Chamki	Sangrahi's story: to-be mother Sangrahi, her imagined daughter Chamki convinces her of the importance of hand washing.

Lifebuoy	Help A Child Reach 5 Gondappa	Inspiring story of celebration: Gondappa and his son Muthu who reached 5
	Help A Child Reach 5 Tree of Life	Story of Utari and her strange affection for a tree
Lifebuoy	Haath, Munh aur Bum	Group of children's going around spreading the message of 'haath munh aur bum' to everyone in the village.
Dettol	#MaaMaane Dettol Ka Dhula	A Mother's care for her new born.

Commercials dealt with the storyline of relationships to connect with consumers. The relationships between Mother and daughter, Father and son, Children's and Elders were portrayed in the commercials. Through storyline commercials evoke the emotion of the consumers thus helps to visualize the problem in a personal way to make consumers understand the impact. Commercials of Lifebuoy and Dettol convey the hygienic practice of washing hands with soap as a storyline to make consumers aware of the consequence.

Table-2  
Appeal

Brand	Commercial / Campaign	Appeal
Lifebuoy	Help A Child Reach 5 Chamki	Fear Appeal
	Help A Child Reach 5 Gondappa	Emotional Appeal
	Help A Child Reach 5 Tree of Life	Emotional Appeal
Lifebuoy	Haath, Munh aur Bum	Social Appeal
Dettol	#MaaMaane Dettol Ka Dhula	Personal Appeal

Brands use appeal to grab attention and to make consumers feel about a product in a certain way. Commercials are dominated with Emotional appeal, depends more on sentiment and insight to provoke action. Some commercials portray on personal fear using strong storyline motive consumers to take action on the fear of losing (Help A Child Reach 5 - Chamki). Commercials use Social Appeal too as in 'Haath, Munh aur Bum' commercial villagers motivated by what children's are doing around them. For the joy of relationship (Personal concern of mother) in dettol commercial personal appeal is depicted.

Table-3  
Jingle/Music

Brand	Commercial / Campaign	Jingle/Music
Lifebuoy	Help A Child Reach 5 Chamki	Music
	Help A Child Reach 5 Gondappa	Music
	Help A Child Reach 5 Tree of Life	Music
Lifebuoy	Haath, Munh aur Bum	Jingle
Dettol	#MaaMaane Dettol Ka Dhula	Jingle

Music and Jingles have the power of setting mood, add emotions like visuals. In seconds Music makes the consumers feel motivated on what the change this product could bring to one's life. Consumers particularly children's remember the jingles and punch lines of commercials; they follow the healthy practices effortlessly by humming the jingles and repeating the punch lines. Jingles and Music are an easy recall element of commercials.

Table-4  
Message

Brand	Commercial / Campaign	Message
Lifebuoy	Help A Child Reach 5 Chamki	Washing hands with soap, mainly after using toilet, can reduce diarrhoeal disease.
	Help A Child Reach 5 Gondappa	Washing hands with soap to reach children 5
	Help A Child Reach 5 Tree of Life	Washing hands with soap to reach children 5
Lifebuoy	Haath, Munh aur Bum	Three simple healthy habits to prevent illness. Haath - wash your hands five times a day with soap, Munh – adopt safe drinking water practices, Bum – use a toilet to defecate and keep it clean.
Dettol	#MaaMaane Dettol Ka Dhula	Washing hands with soap before every touch

Brands rather than selling products sell messages to consumers on social issues. The aforesaid brands sell the message of healthy practices to live a safe life to consumers through simple empathetic storyline of washing hands with soap to prevent illness.

## 5. Conclusion

Brands develop positive change and strong awareness visually and verbally among the consumers on simple healthy habits using the technique of 'Storytelling'. Now days, Ad messages make commercials and their brands more memorable showcasing moral values and social issues connected with the society through creative concepts and thereby build greater impact in the psyche of the audience. Brands connect with the younger minds of the families through the theme 'jingle' which works better with children's as they easily recall and adopt the practices more effectively. As rightly said "A good story never dies" is the same impact commercials are creating on human kind in this fast-paced environ.

## Reference

1. Sandra Moriarty, Nancy Mitchell, William D. Wells, (2018): 'Advertising and IMC: Principles and Practice'. 11<sup>th</sup> Ed.
2. John R. Rossiter and Larry Percy, (1991): 'Emotions and Motivations in Advertising'. Advances in Consumer Research. Vol: 18, pp 100-110.
3. Patrick De Pelsmacker, Dominika Maison, Maggie Geuens, (2002): 'Emotional and rational advertising messages in positive and negative polish media contexts'. Advances in International Marketing, Vol: 12, pp 121-135.
4. Mirza Dzanic, (2013): 'Semiotics in advertising messages: Decoding images', Language Study, Vol: 14, pp 2-3.
5. The Neilson company, (2013): 'Global trust in advertising and brand messages'.
6. Jo, Catherine L, Golden, Shelley D, Noar, Seth M, Rini, Christine, Ribisl, Kurt M, (2018): 'Effects of E-cigarette Advertising Messages and Cues on Cessation Outcomes', Tobacco Regulatory Science. Vol: 4, pp 562-572 (11).