



Marketing Strategy In Advertisements Using Mascot Through Animation

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Abstract: The study aims to understand the effectiveness of animation in advertisements and its process to attract or approach the audience. The study highlights the purpose of using animation in advertising which has evolved from a very different perspective. Nowadays, animation and cartoons do not remain as children's entertainment only. The study tries to analyze how animation helps advertisers or advertising agencies utilize mascots in advertising to do product marketing through animation. The study also analyzes the two different brand mascots that were showcased very creatively through animation. The research design was quantitative and its research type was casual. The study has concentrated on the very funneled demographic of people who used to watch TV, online videos, television commercials, and YouTube videos.

Keywords: Corporate, Mascot, Animation, Advertisement, Cartoon.

1. Introduction: The traditional methods of advertising are now very backdated, out-of-demand, and marketing policies follow demand & supply. Without marketing policies, advertising cannot run or exist, apparently, it cannot be used fruitfully to promote any brands or products (Definition of Advertising, n.d.). As a result, advertisers and some creative individuals find more elements that became very popular and celestial for the advertising world to attract people (Callot & Lee-Na-Lee, 1994). Along with that taste, expectations, and thinking of people toward advertising have changed so different concepts, and storylines are in the basic demand for a good advertisement. In this context, animation becomes the most prevalent or dominant part of advertising. It can be seen the usage of animation in advertising becomes larger than life in various contexts. In a very short period of time, people adopted this element of multimedia through advertising and gave very positive responses to it. Moreover, people highly admire the idea of using animated characters in advertising,

especially spoken characters (Tanvir & Arif, 2012). Today Animation becomes a very flexible and dynamic platform for advertising & for advertisers to execute any ideas. (Sabrina & David, 2004). But in terms of Mascots, animation gives a very larger executional feature to present the fictional character in a very lively and friendly approach. Usually, a mascot carries a very positive impact on a brand or company, but when people found this mascot with very different characters with optimistic approaches then it becomes a game changer for the brand or company in the advertising industry. Through animation, a charming fictional character that has been made to represent or showcase the vision-mission of its brand or company, now it's turned into a charming, lovable, and entering character for all the people. And it becomes possible only through animation. Now the still, static illustration/ form/ character can move, jump, dance, smile, and talk and helping the people to understand the advertisement more effectively. Apart from that through the help of an animation, creative individuals have started projecting the Mascot in advertising in a very creative and innovative manner.

2. Research Objectives: The primary objective of this study is to analyze the role of animation to execute mascots of any brands or companies in television commercials. Additionally, the study attempts to understand how animation helps advertisers develop good strategies through animated mascots in television commercials.

3. Methodology: In this research, a qualitative study approach has been adopted to understand the notion of advertisers using animation to showcase the mascots in television commercials. The study also analyzes the process of executing two different brands' mascots through animation in television commercials. The study comprehensively constructs the theory to build up good marketing strategies to through animated mascots. For this method, the study focuses on primary and secondary data. Primary data has been collected by observing the television commercials of Duracell Battery and Pillsbury and secondary data have been collected from books, articles, journals, etc. The study also focuses on the case study on television commercials of Duracell ad Pillsbury to understand the significance of animation to represent the mascots in the television commercials.

4. Discussion: Duracell brand name was introduced in 1920. Duracell becomes the most successful brand in the market of alkaline batteries (Smith. 2017). Chris Smith has mentioned in his study that clever and strategically made advertisements and years of expertise in the field are the main reason for Duracell to become successful. Duracell has positioned itself as the definitive specialist in batteries and battery technology. Duracell is not only an expert in making alkaline batteries but also claims a very strong domain as an iconic brand for powering various electronic

devices. To make its reputation stronger than ever, Duracell introduced its most popular character in 1970 as its brand mascot. It was an anthropomorphic pink rabbit popularly known as “Duracell Bunny”. As a mascot, this rabbit represents the power of the batteries, how much force it gives to the device to get active, and its durability. Where the rabbit has a fixed battery – the product of Duracell on its back which shows the power of the product. In the advertisements or the television commercial, this fictional rabbit character Duracell Bunny is projected as a competitor, who competes with other bunnies (who were featured as other brands) in various ways, for example, in a drumming competition, in a football game, rock climbing, etc. The advertiser has very cleverly used this mascot with proper utilization. It features a toy that runs with an alkaline battery. Whereas it’s powered by Duracell batteries so it lasts longer. Whereas the mascot of this brand has been projected as a toy that works with the help of an alkaline battery, at the same time it is projecting the power and long quality of the Duracell battery. This rabbit shows speed, cleverness, and activeness which psychologically creates a positive impact in the mind of the viewers or customers. In the television commercials of Duracell Bunny was featured as various characters that compete with other rabbits who represent the other brands or companies which are available in the market. Especially in 2003 in a particular television commercial that featured a running race of rabbits with a voiceover.

Where the television commercial is all about the performance of the Duracell Battery compare to other batteries made of zinc and no longer in terms of performance. In the timeline of the television commercial, the rabbits who represent another brand in very were projected in a very unique way. While Duracell Bunny is constantly running and defeating the rabbits of other brands (normal battery), on other hand the rabbits of other brands drained their all energy in chasing Duracell Bunny in



the race. Here advertisers have very creatively projected the main USP durability of power of Duracell Battery through the rabbits that are representing other brands in the commercials. In the commercial rabbits get drained of their energy on the way to chase Duracell Bunny, when one gets drained then another rabbit joins the race like a marathon race. Here this pattern has symbolized the performance of a normal battery when one gets drained then users put another one into their gadgets to continue the task. Duracell Bunny wins the race where one after one rabbit is getting drained in the race to only chase him (Duracell Bunny). It means the Duracell Battery runs last

long and the user needs to change almost 12 batteries of other Brands. According to the television commercial and various articles acclaim the last long quality of Duracell batteries due to their alkaline feature. These television commercials accelerate the promotion and demand for Duracell batteries in the market. Apart from the storyline in the television commercials of Duracell batteries, animation plays a great role in this phenomenon. Without animation, it was impossible to give shape to this innovative concept in a realistic manner. Duracell Bunny is the mascot of this company and turning this mascot into motion and alive is only possible with the animation. Infact the advertiser have been projecting this Bunny with various concepts and ideas only with the help of an animation, sometimes in stop-motion animation and sometimes in 3D animation. In the next television commercial where Bunny has featured as a competitive Drummer. But in this television commercial Bunny is featured as a furry mascot who goes head-to-head musical face-off with twelve gorillas who represent the zinc batteries and Duracell Bunny defeats them one by one in this musical competition. During the commercial, a voice-over narrates the main USP of this product that is 'You all know Duracell last longer than leading zinc batteries, but exactly how much longer?' (youtube.com). The advertisement was also created through 3D animation. Advertisers have a great option of animation so; they think of such types of concepts and portray them all in a very impressive manner (Organ, 2011). Recently in December 2018, the YouTube channel of Duracell India published new television commercials for the Christmas celebration where this time Bunny is not projected in competitive mode at all. Here the advertiser also introduced Santa Claus with the concept of gifting toys on Christmas Eve to the well-behaved kids in their home. The Santa has featured a very suspicious entry into a house via the chimney of the fireplace and putting some gifts and getting away from the house after realizing that someone also getting in through that chimney that he entered the house. The second one is Bunny who entered the house holding a bag and quickly moves toward the gifts kept by Santa. Where Bunny opened the gift pack and brings out the toy where he placed a Duracell alkaline battery inside the toy. Here advertisers through this concept conveyed the message that now the celebration of Christmas will be incomplete without the Duracell Batteries. Along with that, it has also conveyed that in this modern-day entrainment is no longer without the power of gadgets or devices or toys. This entire campaign of Duracell Bunny has a very great impact on the promotion, success, and good marketing of Duracell Batteries (Organ, 2011). Through these advertisements, the study has analyzed the role of animation in the advertising industry. Animation has given a path to all advertisers or artists to project their supernatural fantasies into reality in the public domain. Animation also helps the advertiser to enhance the aesthetic value and these types of visualizations also extend the thinking, and imagination of the people and target audience. Animation does not be limitations in making videos and morphing. For instance, various brands

like Duracell use animation to attract the target audience and consumers. Infact sometimes advertisers and companies prefer to create their advertisements and commercials through the help of animation so they could run across their websites and social media such as Facebook and YouTube.

It is an advertising icon and mascot of the Pillsbury Company. The actual name of this mascot is “Poppin’ Fresh” but it is much more popular as ‘Pillsbury Doughboy’. Wearing a chef’s hat, a little irresistible lump of dough with a sensitive tummy, this doughboy has been selling the product for over 40. He is also famous for his cute giggly sound “Hooo Hooo” and taunted by a finger. He is a happy-go-lucky spokesman without a mean bone in his body. Even when taunted by the dreaded finger, the one that insists upon poking in his abdomen. He merely grabs his tummy and lets out a little giggle. His gentle ways have helped to endear him to generations of television viewers and in this process, he sells millions of canned rolls, cookies, and toaster treats, and people get adorned with his smiling face. This doughboy first appeared in a television commercial in the year 1965. Rudy Perz created this character as ‘Doughboy’ in Chicago (Hunt, 2015). It has a very unique characteristic that appeared with the chef hat on the head, a white scarf tied to the neck with a very soft, squashy body with a bumpy tummy small height character showcased with – –“Hi! I am Poppin’ Fresh, the Pillsbury Doughboy” through the animation. It also has the logo of Pillsbury in its chef hat. Pillsbury and its television commercial received huge recognition from American consumers. The appearance of this mascot is very adorable which is the strong USP of this mascot. According to many theories females are very fond of soft toys and adorable characters. The same strategies were applied through the doughboy where Pillsbury targeted all the homemakers who are females in the majority. The numerous appearances of this doughboy also attract the attention where it has been seen as an opera singer, rap artist, dancer, and many more. And these all became possible by the animation. It gives life to this imaginary character Doughboy. In the beginning, it was projected through Clay Animation (Stop motion Animation but with the revolution of technology the looks, appearance, and features of these cute little mascots have emerged tremendously. But the most attractive feature presented through the animation is a gesture from the homemaker who pokes into its/ his tummy where the doughboy feels happy. This poking gesture was also presented as a reward for the doughboy. This is the most striking USP that represents the quality of the product of Pillsbury that indicates and represents the



trust quality product from Pillsbury, which are mostly grains-based food products. Where gaining trust from the people or customers is the major challenge. Where this mascot has done this extremely with a very adorable gesture that not only obtained huge success but also created its own fandom amongst the audience. In this scenario, animation is the only key to making it happen in real-life challenges, otherwise, an imaginary character can not sell any product in the advertising and marketing field and become the favorite of the target audiences. Currently, Doughboy has flourished in over thirty countries where it has featured a huge range of products from wheat flour to frozen pizza. Most importantly, no matter where in the world people see him; the Pillsbury Doughboy is still considered a helper and cutest friend to cooks of all kinds, and these are all the magic of animation. In the creative industries, the most real-life changes can be seen to execute or portray the ideas appropriately by using proper methods. Besides these contexts animation comes with great choices and features that fulfill all the requirements of the creative people to project their creative ideas with very acceptable approaches.

Conclusion: The usage of animation to project the mascots in advertisements is more creative and flexible to grab the target audience. The mascots give a huge grey area to the advertisers and company as well to use their USP, vision, and mission of the company/ brand or product in numerous ways. Today, rather than using celebrities for the promotion of any products, the company and advertisers prefer to use Mascots due to obvious reasons. Moreover, through animation, the advertisers design very deep marketing strategies that mostly get obtained. Besides that, animated mascots save more money compared to celebrity endorsements. Apart from stunning visuals, animated mascots or characters have great communication values that not only attract the people but also create a very deep, partial space in the mind of the viewers and that is inevitable. In this way, animation helps advertisers to create very effective marketing strategies through Mascots.

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