



THE USE OF ANIMATION IN ADVERTISING AND MARKETING

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ABSTRACT

A cartoon isn't only for kids' entertainment. It began to interfere with their normal activities. Thus, these animated characters have both positive and negative effects on the developing brains of these children. Given that they are aware of the importance that youngsters put on these visual characters, corporations are leveraging this as a strategic tactic to expand their customer base. This study attempts to investigate the considerable influence that cartoon characters have on product marketing, notably via advertisements, as well as how these kids choose what to buy. This study modifies the hypodermic needle concept after using a survey to ascertain whether children prefer cartoon characters on merchandise. This research used a quantitative methodology. The sample for the research consists of 100 participants, the majority of whom are children between the ages of 4 and 8.

Key Words: Cartoon, Characters, Advertisements, Marketing, Kids, Corporate.

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INTRODUCTION

Animation has become a powerful and effective tool for businesses to engage with their target audience in the realm of advertising and marketing. Animation has grown in popularity over the last several years due to its capacity to engage audiences, demystify complicated ideas, and provide unforgettable experiences. Numerous advantages of this kind of visual storytelling enable firms to communicate their concepts clearly and stand out in a crowded market. This article will examine the usage of animation in marketing and advertising, exploring its many uses and benefits. We'll talk about how animation can make viewers pay attention, make difficult concepts simpler, and increase brand awareness. We will also emphasize the adaptability, affordability, and universal appeal of animation as a marketing tool.

Brands may maximize their ability to improve campaigns, engage audiences, and make an impact by comprehending the power of animation in marketing and advertising. Animation provides a dynamic and adaptable strategy that may enhance a brand's message and eventually lead to economic success, whether it's via compelling narrative, depicting abstract ideas, or developing distinctive brand characters. With the development of technology, the use of animation in marketing and advertising has a long history and has undergone substantial change. In the early days of advertising, traditional animation styles like hand-drawn or cel animation were often employed, especially in television ads.

With the development of digital animation and computer-generated imagery (CGI), more options for producing engaging and aesthetically attractive animated material were available. As a result, animation has



been included into several marketing mediums, such as television, web platforms, social media, and mobile apps. Advertising and marketing professionals find animation intriguing due to its distinctive benefits. It is a powerful tool for brand marketing because of its capacity to draw viewers in with aesthetically appealing material, communicate complicated concepts or messages simply, and evoke strong emotional responses in the audience. There are several reasons why animation is used so often in advertising. First, because animation gives advertisers creative license, they may develop original characters, situations, and visual aesthetics that appeal to their target demographic. This adaptability enables organizations to stand out in crowded marketplaces and distinguish themselves.

Second, animation offers the chance to express tales that are challenging to communicate via other media. Advertisers may create memorable experiences that stir emotions and make a lasting impact on viewers by employing animated characters, stories, and settings. Animation is also a great tool for clarifying complicated ideas or showcasing the qualities of a product. Businesses may successfully convey their value offer to customers by simplifying complex information into comprehensible images. The rise of social media and digital platforms has accelerated the usage of animation in marketing. Animated content has a greater chance of becoming viral since it is simple to share, like, and comment on. Additionally, it fits very nicely with people's tendency to choose interesting, bite-sized material on digital platforms and their shorter attention spans.

As technology develops, animation in marketing and advertising is expected to continue to change. Animation may be utilized to build immersive and engaging marketing campaigns that blur the lines between the physical and digital worlds. This is especially true now that virtual reality (VR), augmented reality (AR), and interactive experiences are becoming more and more common. Overall, using animation in marketing and advertising has been shown to

be a potent and successful tactic for grabbing attention, getting the point through, and establishing brand identification. It is an important tool in the marketer's toolbox because of its capacity to captivate people with aesthetically attractive and emotionally compelling material.

LITERATURE REVIEW

Cook, Malcolm et.al (2019). This introduction makes the case that animation has been substantially influenced by its usage for advertising throughout its history. It highlights notable examples of this interaction from established animation canons while also calling attention to the large body of unrecognized animation work. In this chapter, we'll look at the theoretical and practical influences that animation had on our culture. The advertising industry influenced the development of animation, and vice versa. Some of the most pressing issues that this assortment raises are discussed, including the tension between rational discourse and emotional appeal, the (in)visibility of animation in advertising, the importance of the commodity and animated spokescharacters, and the relative status of gender, race, and nation. At the end of the chapter, we recap the book's five themes: revisionist histories; intermediality; brands; television; and digital and modern.

Cook, Malcolm et.al (2019). Animation has played a significant part in the history of advertising, and its use in promotion and marketing has profoundly changed animation throughout its history. This book discusses the role of promotion and advertising for anime, Disney, MTV, Lotte Reiniger, Pixar, and George Pal in specific case study chapters and emphasizes examples from the United States, India, Japan, and Europe. The history of well-known animation firms and artists is reviewed in this compilation, along with several hitherto unrecognized ones. It contextualizes animated commercials within a dynamic intermedial and multiplatform media landscape, where print, radio, and internet activities all have an impact, and where advertising reaches audiences outside the home via venues like the workplace, amusement parks, trade exhibitions, and



cities. This article discusses the evolution of animated advertising in reaction to the media and technology that have supported it, including the advent of contemporary digital production and dissemination, revealing the role that animation has played in influencing the companies and goods we choose to purchase. The intersection of animation and advertising is a promising new research frontier, challenges the conventional preference for artistic or entertaining animation over commercial animation, and poses a number of new concerns about specific animation and media histories, as well as our methodologies for analyzing them.

Khanum, Nadira et.al (2015).As a result, it is now even more crucial for marketers to create TV advertising that grabs and holds customers' attention. They discovered new techniques for achieving it, such as the widespread use of animation in advertising, which can depict whatever the human imagination can conjure up. In order to ascertain the impact of animation in TV commercials on knowledge memory, an experimental study was carried out. The results indicate that animation does have a beneficial impact on recall, although it was partly animated television ads that reported higher recalling; yet, completely animated television commercials still reported much better recalling than video advertising.

Shuja, Komal et.al (2018).The goal of this research is to determine if utilizing animated characters in kid-targeted advertising is successful. The study is causal in nature and has a quantitative research approach. 'Pre-primary school going youngsters' from nine different schools in various parts of Karachi, Pakistan, make up the study's respondents. The Classification Regression Tree (CART) is used to examine the data. The results of this study show that brand preference, product and brand character recognition, and product-brand character association are significantly influenced by the animated spokes character's likeability. Most past investigations in this field have been descriptive in character. This work has made a systematic contribution by using a rather sophisticated measuring approach like CART.

Given the dearth of research studies on kid-targeted advertising in Pakistan, it is particularly helpful.

Rakrachakarn, Pakakornet.al (2015).The panorama of alternatives accessible to marketers has changed as a result of technology, which has made it simpler and less costly to develop animated advertising. Despite the rise in popularity of animated advertisements in recent years, little is known about its efficacy or the conditions under which it could be most successful. The findings showed a relationship between objectionable product and banner ad design. Specifically, animated banner advertising did not effectively increase consumer attention when utilized in provocative product commercials, but they did provide a favorable reaction in terms of attitude toward the product. Consumer emotive reactions are consistent with the uses and gratifications viewpoint, as well as arousal and distinctive theories, whereas consumer cognitive responses to cartoon advertisements are predicted by the information-processing model. The study's results may help marketers and advertisers choose banner ad styles that are appropriate for offending items.

RESEARCH METHODOLOGY

In the modern period, animated characters play a significant part in how cartoon characters from movies are incorporated into kid-friendly products like chocolate, food, toys, and bags. To determine if youngsters prefer items with cartoon characters, the research conducted questionnaires. 100 children between the ages of 4 and 8 will participate in the poll. This research provides a general summary of children's purchasing behavior toward cartoon characters. This research will also provide a better understanding of the marketing tactics used by companies to enhance sales of certain items by using characters from animated films as part of their product representation.

Theoretical foundation

Medicinal Needle Theory explains the impacts of the media. It illustrates how a message may be strategically injected into a person. According to the direct communication idea



known as the "hypodermic needle theory," media messages should be precisely injected into the brains of a latent crowd of individuals. It suggests that we are all the same and respond to media messages in a similar way as a group.

Theoretical Framework Research issue in the modern world, advertisements have a significant effect on every child's purchasing decisions. The majority of children are impacted by advertising. And as a result of this impact, they choose to purchase a certain product. Does the representation of animated characters in goods have an impact on children, according to research?

What marketing techniques are used on the international market to promote these goods utilizing cartoon characters?

Hypothesis

The research's premise is that media and marketing have an impact on kids between the ages of 4 and 8. Additionally, they show a propensity to purchase items featured in cartoons and advertising.

The use of animated or cartoon characters in products influences kids' purchasing decisions. Does the effect of cartoon characters and commercials affect how youngsters choose which products to buy?

Research approach

This study investigates whether kids purchase things and give cartoon characters who advertise the product preference. This can show whether or not this impact just affects youngsters. This research employed quantitative analysis as its technique. This research also examines the factors that induce consumers to purchase certain goods. Additionally, eleven cartoon characters are included in evaluations and research for companies that employ animated characters to influence children's purchasing decisions as part of marketing plans. The quantitative examination of children's purchasing behavior using a survey approach was used to learn about the impact of character toward children on product purchases. These two conceptual frameworks help to clarify the study issue and determine the hypothesis statement.

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DATA ANALYSIS

TABLE 1: RESPONDENTS' FAVORITE CARTOONS TO WATCH

Watching Animation movies			
		Frequency	Percentage
	yes	86	86.0
	no	14	14.0
	Total	100	100.0

The frequency distribution of respondents' preferences for viewing animated films is shown in Table 1. It demonstrates that roughly (n86) 86% of respondents prefer to watch cartoon movies, with (n14) 14% of the total respondents making up the lowest figure.

TABLE 2: PREFERENCE OF THE FAVOURITE TOY BY THE RESPONDENT

Favourite Toy		
	Frequency	Percentage
Tom and Jerry	63	63.0
Lego Building Blocks	26	26.0
Teddy Bears	11	11.0
Total	100	100.0

The frequency distribution of despondency preference in toy purchases is seen in Table 2. There were three choices: Teddy Bears, Lego Building Blocks, and Tom and Jerry. According to this choice, about (n63) 63% of the respondents choose to purchase Tom and Jerry toys. (n26) 26% of respondents said they prefer to purchase Lego building blocks. And the smallest number mentioned was (n11), or 11% of all responses.

TABLE 3: FREQUENCY OF BUYING PREFERENCE OF THE BAG BY THE RESPONDENT

Bag Preference		
	Frequency	Percentage
Mickey Mouse bag	63	63.0
American Tourister Bags	19	19.0
Sky Bags	16	16.0
Nike Bags	02	02.0
Total	100	100.0

The frequency of distribution of respondents who purchased bags is shown in Table 3. Mickey Mouse Bags, American Tourister Bags, Sky Bags, and Nike Bags were among the options provided for the children. (n63) The Mickey Mouse Bags were favored by 63% of the respondents. (n19) American Tourister bags were favoured by 19% of respondents (n16). The least number of responses mentioned in this was (n02) 02% of the total respondents, with 16% of respondents preferring to purchase Sky bags.

TABLE 4: PREFERENCE OF CHOOSING AN EATABLE PRODUCT BY THE RESPONDENT

Eatable product Preference		
	Frequency	Percentage
Parle G Biscuit	43	43.0
Twix Chocolate	28	28.0
Gems Candy	29	29.0
Total	100	100.0

Table 4 displays the frequency of distribution of respondents' preferences for eatable goods. The choices were Parle G biscuits, Twix chocolate, and Gems candies. Out of the three choices, (n43) 43% of respondents chose Parle G Biscuit, (n29) 29% of respondents selected Gems Candy, and (n28) 28% of the total respondents were least favoured.

TABLE 5: REASON ON PREFERENCE OF THE EATABLE PRODUCT BY THE RESPONDENT

Reason for preference of eatable product		
	Frequency	Percentage
Love the taste	36	36.0
Because of the cartoon character imprinted on it	38	38.0
Attractive Packet	12	12.0
Free Gifts along with it	14	14.0
Total	100	100.0

The frequency distribution of respondents' responses about their reasons for favoring a certain eatable food is shown in Table 5. The respondents' choices were: I love the taste, I like the cartoon characters on it, I like the attractive packaging, and I like the free goodies that come with it. (n 38) Because of the cartoon figures printed on it, 38% of respondents liked it, (n 36). 36% of respondents favored as a result of flavor, (n14) The free gifts that came with the goods were chosen by 14% of the dejected respondents, while the appealing package received the least attention (n=12), at 12% of the total respondents.

TABLE 6: PREFERENCE OF THE T-SHIRT BY THE RESPONDENT

T-shirt Preference		
	Frequency	Percentage
Mickey Mouse T-shirt	58	58.0
Basics T-shirt	20	20.0
Kair T-shirt	22	22.0
Total	100	100.0

Table 6 shows out the frequency distribution on the T-shirt preference by the respondents. The respondents' choices for their preferred T-shirt were a Mickey Mouse T-shirt, a Basics T-shirt, or a Kair T-shirt. Among the responders, (n58) chose a Mickey Mouse T-shirt, and (n22) The KairTshirt was favored by 22% of the respondents, while Basics Tshirt received the least attention in the table (n20) with a 20% preference.

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TABLE 7: REASON FOR THE PREFERENCE OF T-SHIRT BY THE RESPONDENT

Reason for T-shirt Preference		
	Frequency	Percentage
Love this color	48	48.0
Because I love cartoon characters	52	52.0
Total	100	100.0

The frequency distribution of the respondent's choice for a T-shirt is shown in Table 7 for reference. The alternatives provided to the respondents were I adore this color and I love cartoon characters. (5n2) Because I enjoy cartoon characters, was selected by 52% of respondents, and (n48) received the least attention. Out of all responders, 48% adore this color.

CONCLUSION

Cartoon characters may provide an advertising a more imaginative and adaptable feel for its young target audience. The success of the product and organization may be impacted by the cartoon characters and manufacturing quality. Nowadays, corporations prefer famous cartoon characters over celebrities when advertising children's goods. Children form ardent ties with brand mascots and media figures as if they were their best friends. Characters on children's television can stack even the most complicated object, procedure, or substance. Cartoon characters in highlighting have the power to make your notion easier to understand since they paint the information in a relatable, enjoyable manner. Cartoon characters are excellent at relating to the lives of people. They greatly simplify the process of putting the viewer in the shoes of the cartoon characters. In this way, children's programming connects with viewers more easily. Cartoon characters are by far the best at addressing even sensitive themes without offending the viewer. They excel in subtly presenting the harsh truth. These cartoon characters become a part of children's

everyday lives when they are used as an entertainment source. They like using anything with these characters on them, including food, clothing, accessories, and school materials.

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