CHILDREN’S IN TV COMMERCIAL’S: REVIEW OF TOILETRIES AND PERSONAL CARE ADVERTISEMENTS

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ABSTRACT

Children’s who do not have their own income, independent decision making are perceived to be the important, unique and potential target market. They do have large potential market for the products they usually consume from birth to teenage and thus their participation in the decision making become essential to an extent being a end consumer. But, questions come why they are engaged in the advertisement which directly do not relate to the product they consume or use. Are they only medium for the effective communication or they are having significant impact on the viewer psychology? Analysis of literature available shows that they tend to have the emotion and psychological impact on the customer. In this paper, we list out the various advertisement from the toiletries and personal care industry where children’s from 3-12 years are placed in such a way either they create direct product purchase appeal or tend to show certain psychological impact that spell bound the viewer and make him associated with the product. We explored around 150 TVC related to toiletries and personal care and find that in 45% of them children’s are used in way or another. In this paper 14 best advertisements where children’s are found highly effective are discussed.

INTRODUCTION

Markets are driven by the consumer need, wants, aspirations, emotions and all this lead to demand. Any effort to sell the market is to impact these variables either by direct persuasion or indirectly by certain appeals. In this comes the creative role of the advertisements in shaping the consumer psychology where, their peers are offering the similar products at the neck to neck level of competition. Thus consumer becomes the target for massive media which is planned effectively in such a manner that bound consumer to pay attention towards a particular product. Billions of dollar are invested every year by marketer just to understand what consumer psychology is for a particular category of product so that counter advertisement appeal which fulfil that deprivation or creative skills that motivate particular behaviour can be created through designing persuasive messages/commercials to attract the target customers. In aging country like India where majority of population is below 30 year of age it become considerable for the marketer to focus on this segment. Because the major chunk of the population and among all consumption of household a considerable portion is of children products. So marketers are
focusing and trying to attract and influence the children by designing ads that are considerably attractive for children and persuasive enough for their emotional attachment with the product. It’s seems quite reasonable to use kids in advertisement that are targeted toward the products meant for children’s. But questions come why they are used in across the entire product category which might not be directly related to the children and he/she do not even have decision making power for that. But research has shown that, children’s tend to impact the decision making of family regarding choice of product like colour, size etc and also they are the future customer so they need to learnt today. But other part of research shows that human nature is very soft and especially when it comes to kids. In order to leverage upon this emotional feeling media and marketers are trying to succeed through generating emotional attachment with children’s whatever the product category is so that they can insist on purchasing the specific product for their use. Also, it catches the sensitiveness of viewers of television etc and bound to have view at advertisement. Also, children counterpart focuses many times to watch particular advertisement where people of their age performed in advertisement. It thus increases the reach to audience. Children pay more attention to adverts than adults, particularly when they include jingles, cartoons, humour, and elements borrowed from popular culture. This generation is Internet-savvy, and can appreciate interactive campaign.

In this research study only the review of the various advertisements related to the titled industry has been made using the available advertisement. We have attempted to find out the role of children played in the advertisement so that further empirical evidences can be collected to the advertised variable to support the available literature. Of the total number of advertisements sampled, only about 3.3 per cent were factual and informative about the product without any emotional or psychological appeal. Otherwise all the advertisement has one or other kind of psychological appeal. It was found that personal care, house care where kids are used mostly to create emotional and psychological appeal.

TOILETRIES AND PERSONAL CARE: STORY BOARD REVIEW

1. BABOOL NEEM TOOTHPASTE: We see children preparing for a fancy dress show. A kid dressed as Hanuman pulls out fake teeth from another kid’s mouth. He cries out in pain as his gums bleed. Another kid tells him that "Neem" makes gums stronger. He replies where I will get "Neem" from? The kid as Hanuman sets out to look for "Neem". He looks for "Neem" everywhere but doesn't find it. Then, an idea strikes him. He rushes to a supermarket and asks for Babool Neem Toothpaste. The ad ends as he comes and gives Babool Neem Toothpaste to the kid. Brand appeal—is directed towards people who are brand conscious and wish to choose particular products to make a brand statement.

2. BAJAJ LAL DANTMANJAN: A small boy runs to his mother energetically after school is over. "Aaj ka din kaisa raha?" she asks her son, who replies, "Bahut achcha." : "Din ki sahi shuruwat Bajaj Lal Dantmanjan se, jisme hai laung, babool aur neem ke kudrati gun... daaton mein jaan dal de aur saanson mein taazgi." The whole family uses the toothpowder every morning. Mother and son decide to have one bhutta each on their way home. The little boy gives a cheeky wink and smiles showing perfect teeth.{feature appeal}
3. **CLINIC PLUS**: Father is seen playing with his daughter. After the game he tells her, “Practice har roz, ok?” Next, the husband calls out his wife from the bathroom asking for shampoo and his daughter imitates him. Her mother tells her, “Kal shampoo kiya tha na. To which the girl says, “Achcha to roz shampoo sif papa ke liye? “Choto-chote bal hain na is liye, her mother reasons out. The girl instead puts forward her point of view. The girl wins the argument and the mother happily hands out the bottle of shampoo to her daughter. A doctor explains, “...Jitne lambe baal, utni gandgi, jitni gandgi utni samasyain. Isliye Clinic Plus. yeh lo, har roz. And the ad ends with product shot with the baseline: India’s No. 1 Shampoo. Plain appeal is used to communicate every day aspects of life and appeal to ordinary people regarding the use of a product or service.

4. **COLGATE**: "Kaun kehta hai Colgate daant banaye stronger?" Dentist with great pride says, "main kehta hoon". Lady doctor says that the difference is absolutely clear. "Sabhi maante hai" says this doctor with a big smile. Colgate, without doubt she says, treating a patient. They liken these two shells to our teeth... and brush one with Colgate and the other with another and then dip it in water. Upon taking them out and tapping each other, the no descript one crumbles away: Indian Dental Association dwara pramanit, Colgate. Kid chirps, "Ab mera daant stronger, mera Colgate."


6. **DABUR RED PASTE**: The TVC opens at a school auditorium that is hosting a debate competition. The host announces the competition topic My Tooth paste and addresses the first participant telling him he has one minute. The boy starts tospeak about his toothpaste but soon falls short of characterstics. He puts a pencil in his mouth and his gums pain. The teacher asks him: "Dard? Roz brush nahi karte?" and he’s disqualified. Then Nikhil comes to the mike and says: "Roz Brush karne pe bhi ho sakti hai daanton mein problems ho sakti hain...Isliye main Dabur Red toothpaste use karta hun." "Scientists kehte hain ismein hai calcium aur minerals ke sath, long, pudina, sunthi jaise 13 ayurvedic ingredients ka advanced formula jo aur kisi mein nahi." : "Jo daanton ki jado tak jakar sadan aur badbu wale bacteria se ladta hai." : "Aur rakhta hai daanton ko andar se mazboot." The TVC ends with a super: "Problems Chal Hat."

7. **DETTOL**: The film opens on a group of boys worried to get their football from dirty water. On being asked to get the ball, one of them replies, “Main abhi-abhi naha ke aaya hoon.” Cut
to the shot of a boy saying “Naha ke toh main bhi aaya hoon. Phir bhi jaaoonga.” The boy jumps into the dirty water and gets the football as his friends look on. : “Pesh hai naya behtar Dettol. Kitanuon se lade das guna behtar. Din ka pehla sanam Dettol snan.” The ad ends on the boy’s mother concluding, “Tabhi toh mera pariwaar rahe swasth aur jiyestrong.”


9. DOY: As a little boy waits at a curb for his school bus, a young woman saunters up to him and pets him lovingly. Some time later an elderly lady approaches them and follows suit. Soon enough, another woman pulls at his cheeks and coos, ”So soft.” : ”Iske moisturisers twacha ke heeter tak samaaye, aur bachon ki skin aisi komal, mulayam banaaye ki chhuye bin raha na jaaye.” Next, we see a pigtailed school girl scamper up the sidewalk. She gives her friend an impish pinch on his chubby cheek. As the boy’s astounded eyes follow her, she turns and waves out to him mischieusly. Product window. ”Doy soap. Komal twacha. Chhuye bin raha na jaaye.”

10. LIFEBOUY: The TVC opens with children in a classroom eating lunch ... One kid is sitting in the corner, with a napkin around his neck. He watches other children eating food with their bare hands... and loudly says that they all are eating germs. He explains that one should wash hands for one minute with a soap, otherwise the germs won't go, and adds that they all are going to fall sick. A girl interrupts and says ”Bunty, is your soap a little slow?” and the entire class starts laughing. : Lifebuoy liquid hand soap, gives 99 percent protection from germs, in just 15 seconds.

11. LIFEBOUY TALC: TVC opens with a kid scratching his back ... Tired, he tells his best friend standing behind him to scratch his back by emotionally blackmailing him. We see the kid driving a bicycle while his innocent friend continues scratching his back. Then we see the friend scratching the kids back while he is swinging on a tyre. .. And during a cricket match and at lunch hour. He scratches his back even while returning home from school. The worried mother notices her son in discomfort and his friend scratching his back on their way back home from school. The mother's friend standing with her explains to her the reason for her son's scratching problem and advises her to use Lifebuoy Talc. TVC ends with the kid applying the talc. After doing so, he comfortably plays around without any itch whatsoever.

12. PARACHUTE ADVANCED JASMINE HAIR OIL: TVC opens with a play and an F saying 'acting ka shauk mujhe hume sa tha (I always loved acting).'Camera pans on a girl playing the lead role in the play , interrupting which the says 'par main yeh nahi ...(but, this isn't me)’... and we see a girl dressed as an owl, waving her costume. The continues explaining how years passed, but she had to keep playing small-time roles like an owl, tree and more. In another play, we see the same girl dressed as a bee, lost deep in thought when
suddenly Anushka Sharma appears, hands her a bottle of hair oil and tells her that if she wants to be in the spotlight, she'd need to shine. Next shot shows the girl applying the hair oil and within weeks shining like a star from head to toe, mainly because of gorgeous, shiny hair. : Jasmine extracts aur nariyal ke guno se bana naya Parachute Advansed Jasmine (Made with Jasmine extracts and coconuts' goodness - New Parachute Advanced Jasmine). Ye de aapke baalon ko aisi shine, ki har nazar khinchi chali aaye (It makes your hair shine so, that all eyes turn to you). Ab shine hamesha (Now, shine always)

13. PEPSODENT: A group of kids are playing football. A mother desperately calls out for her daughter who continues to play. Once she's upstairs mom scolds her for always playing football and that too with boys. The badgering continues and chiding her for eating rubbish, mom points to her yellowing teeth. At this taking one lick of her ice-cream she reminds her mom, "Mummy apke dant bhi to peele hain." : "Aagaya naya Pepsodent whitening jiska khaas pearlite formula peele dant hataye safedi lautaye." Showing her clean teeth the kid asks, "Mummy ab main jaoon?" and Mummy questions, "Ab kahan?" She gleefully replies, "Homeworkkarne." : "Pepsodent whitening peele pan se dishum-dishum.

14. PEPSODENT FLEXI CLEAN: A teacher flings a question to his class, "What is the capital of Sweden? Yes Ravi?" The camera shifts focus to the boy in question, who thrusts his tongue in his cheek. The man allows his jaw to drop as he stares speechless at the boy's audacity. The kid continues... to make a comical sight as the sympathizes, "Daaton mein atke hue kadon ne atkaa diya na?..Pesh hai naya Pepsodent Flexiclean toothbrush. Iske M shape bristles daanton ke kone kone se safaayi kar dein." The teacher punishes the student for his 'mischief' as the adds, "Moo mat banaao. Pepsodent Flexiclean apnaao."

CONCLUSION

The analysis of 150 Tvc showed that in more that 45% advertisement used children’s either to create direct persuasion or to create the indirect emotional binding. It was found the frequency of children is high in case of the mouth care products. Almost 90% of advertisement on the toothpaste has directly used kids also this number is high in case of bathing soap and hygiene related product like hand wash etc. In most of the advertisement related to toiletries fear appeal emphasising on the brand name is used. The rationale of germs free life is marketed here where children’s are used to showcase the sensitiveness of the issue and how a particular brand in category can help in restoring the position. In most of the advertisement mother has been shown with their kids to create more rational feeling of love and care and showcase the real life scenario, however in various advertisement father has been also equally figured to guide family decision-making. Thus we find the children’s are used to create humour, sensitiveness, rationale, fear and softness in the advertisement. However some recent advertisement has started boldness aspect of child for motivating the impact of Tvc.

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