

A Conceptual Paper on Emotional Branding in Food and Beverage Industry through Television Advertisements

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Abstract: This is a conceptual paper on the use of emotional branding by companies in the Food and Beverage industry through television advertisements and how these advertisements have influenced the minds of the customers by appealing to their emotions and in turn influenced their buying decisions.

Today, the role of brands has experienced a major change. With cut-throat competition and well-planned and executed marketing strategies, companies are constantly trying to stand apart and above their competitors. But when the products have similar qualities and prices as well, companies find it difficult to sell themselves to their customers. Buying decision of customers are moving away from the technical and functional characteristics a product has to offer, to a time when customers are making buying decisions based on what they feel about the company. Hence, to attract and retain customers, companies have to build their brands in such a way that a customer can associate deeply with it at a personal level and make an impression on their hearts, before they impact the mind.

These advertisements are aimed at building a deep personal connect with the customers and are designed in such a way that they have a direct effect on the hearts of the customers and create a positive image of the brand. This also changes the customer's perception of the brand. These advertisements link to past memories or everyday situations in life and make the customer associate with the brand instantly. Also, advertising of this sort helps the customer retain the visual and remember it at other instances when he consumes the product.

Keywords: Emotional Branding, emotions, buying decisions, customer retention, perception, memories.

1. INTRODUCTION

Emotional branding is the practice of building brands that directly appeal to a customer's ego, emotional state, likes, needs and aspirations. It is a way of differentiating one's brand from the rest by putting the customer before anything else and explicitly letting the customer know that he or she is valued by the brand.

Emotions are an important part of our life. They affect the way we feel, the way we think and the way we behave. When brands engage customers in an emotional connect with them, they will be able to evoke good feelings of happiness, love and nostalgia in them and influence their perception of the brand.

We have noticed that companies in the food and beverage industry have at several instances made use of emotional branding. This has proven to be successful because of the sentiments showcased to appeal to the target the audience. It is often said that 'food is the way to a person's heart'. When an individual watches an advertisement of a food product, with a person or a group of people conveying their sentimental feelings towards it, he or she associates it with the experience they had the last time they consumed that particular product and there are high chances that they might want to experience it again. This triggers them to purchase the product to go through the same experience again.

Companies find that the best way to establish this bond and appeal to a large audience is through television advertisements.

2. ANALYSIS

In order to study how companies have used emotional branding in the Indian market, we have considered the following advertisements and analysed how they have appealed to the audience.

Aashirvaad:

This ad explores the unflinching trust a child has in her mother. The ad begins with a young girl who is hesitant to leave her mother on her first day of school. Her mother tells her not to worry as she will wait for her till her school ends. So the young girl makes her mother promise that she will not leave the school premises till classes end for the day. The mother promises that she won't leave and waits, braving heat and rain. When the classes end, the young girl is delighted to see her mother waiting for her and goes out to hug her. The ad ends with both of them at their home with the mother feeding her young one roti made of Aashirvaad Atta.

It shows the bond between a mother and her daughter. It shows the undying love and affection that a mother has for her child. Being a mother means fulfilling all promises made to your child. Similarly, Aashirvaad wants to show how they also believe in fulfilling their promise of purity and wholesomeness to every family through their products.

Through this ad, they want to deliver the message that the customers can trust their promise of the quality of their Atta as much as they trust their mother's promise. Their tagline 'Ek vaada, sachha sa' (one true promise) tries to convey the message that they always keep the promises they make to their customers.

Cadbury Bournvita (Taiyaari Jeet Ki):

This ad starts with a mother and son racing in the woods. She is competing against her son. The mother tells through a voiceover that her son will learn the habit of winning when he defeats her. The day arrives when the son defeats her in a race. Then she says that the day he defeats her, that day she will win. As she pours him a cup of Bournvita, the voiceover explains that only a mother can teach good habits to her child. The ad ends with the boy sprinting and with their ad's new tagline, 'Taiyaari Jeet Ki' (preparation to win).

This ad shows the importance of inculcating good habits in children. They want to show that the role of parents is not only to nurture but also help unlock their child's potential. Hence, they have moved on from being an audience while their children perform to being an active part in their children's journey to success. Moreover, parents try to inculcate good values in their children to prepare them for life's challenges.

This ad is meant as a tribute to every mother who knows the importance of teaching good values to their children by being someone who leads by example.

Nestle Maggi - Khushiyon Ki Recipe Ad:

The ad starts with the mother helping her daughter to pack things as she gets ready to move out and stay on her own. The mother is upset and asks her the reason for shifting out even though they are in the same city. The daughter explains that she needs to do this for herself as she has to become independent. To convince her worried mother that she can manage well, she prepares her mother's special Maggi recipe, which she had learned by observing her mother when she used to make it.

As the mother looks at her daughter dicing vegetables, she smiles, convinced that she would be able to manage alone. The daughter urges her mother to try the Maggi following which the mother realises that it takes exactly like the one she makes when she says that it's her mother's recipe itself. The ad ends with the young independent daughter inviting her mother to her new house whenever she is hungry with the voiceover, 'Kuch Khushiyon Ki Recipe Sirf Maa Ko Hi Aati Hain' meaning only mothers know certain recipes of happiness.

This ad shows the beautiful mother-daughter bonding with a new age twist. It also shows the primal bond that food creates between a mother and child. Through this ad, they also depict how each mother makes Maggi special for her child by adding ingredients that their child loves.

Cadbury Dairy Milk (Shubh Aarambh):

This ad starts with a girl complaining jokingly to her elder sister about the boy who will be her prospective groom who had come to see her for the first time. When her sister asks her if she liked the boy, whose name is Siddharth, she starts mocking him saying that he thinks too much of himself and that he is fake. Her sister smiles and gives her a piece of Dairy Milk and tells her, "But you like him?" and she replies referring to the boy as 'Sid' which meant she liked him. Her sister understood this and she starts teasing her.

The ad ends with the two sisters smiling at each other and the younger sister walking away to give tea to her prospective groom with the voiceover saying that before starting a new relationship, have something sweet.

This ad celebrates the bond between siblings. It shows the love and understanding that they have. The ad also celebrates the start of a new relationship.

Through this ad, they want to show the notion of having chocolate before any happy occasions in our lives or before the start of something new. It also tries to show the concept of anticipating that something good will happen after consuming the chocolate.

Coca Cola:

Coca Cola for years together has been using every possible element to get as close to its customers as possible. Most notably, during festivals like Diwali or New Year's Eve, the advertisements launched are pertaining to the festival and the product is always associated with 'celebration' and 'happiness'.

In May 2015, a very interesting advertisement was launched by Coke. It features a newly wed couple travelling in a car, trying to bond with each other. When the husband asks the wife of her likes and dislikes, she replies that she likes the taste of coca cola. He then buys her a bottle of Coca Cola and they are seen bonding over the drink.

Here, the story is built around the product. The inhibitions the couple have after their marriage is overcome by their common liking for Coca Cola. The initial anxiety turns into happiness and a small celebration of their love. The expressions of the actors and the dialogues spoken convey this message in a very subtle manner and make an audience associate with the situation. Hence, Coca Cola is always associated with happiness, which is why it is served at parties and in other occasions.

The month of May being the wedding season in India, the audience was easily able to relate to this advertisement. In fact, in many marriages, Coca cola was served as a welcome drink.

Amul- Har ghar Amul ghar ad:

Amul advertisements are known for being simple, creative as well as humorous. This particular advertisement depicts the everyday comic drama in a typical family where a couple ready their child for school every morning. They each take turns to wake up early, setting an alarm to make the child get ready. They make the child drink Amul milk and pack bread and Amul cheese for his lunch. Eventually, this becomes very mechanical, the parents are always in a haste and they interact less with the child. Irritated, one day, the child gets up before the parents and switches off the alarm clock. He gets ready on his own, packs his own lunch and waves bye to his parents. They are astounded and the caption 'Har ghar Amul Ghar' meaning Amul in every home appears. The message conveyed is that Amul products are a part of everyday life, just like how these situations are a part of our life.

Firstly, the scene in the ad is that which occurs every day in every house hold. One look at the advertisement will instantly connect anyone to the underlying message. The scenario shows the child taking responsibility for himself, understanding his parents' situation and empathizing with them. Though the child is only 6 years old, he cares a lot for his parents. In the same way, Amul as a brand care for their customers like they are a part of their own family. The sentiment of family is used to convey the message to the audience.

Nescafe- stammering comedian:

This 2014 ad features a stammering stand-up comedian performing in front of a young audience. He tells the audience about his struggle to make it big in the industry and how he failed several times, but he did not give up. He performed in

front of his friends and relatives to gain confidence. He would practice and try to reduce his stammering. At the end of all his effort, he finally achieved what he wanted to. The ad ends with him saying that a hot cup of Nescafe coffee is how it all started. The cup of coffee was a support for him, an inspiration to keep trying harder.

This ad was released on YouTube before it was on television. It received a thunderous response with over 300,000 views and 5000 likes. The digital audience or the millennials were targeted and the underlying message was effectively conveyed. The purpose of selecting a stammering comedian was not sympathizing with him, but empathizing and respecting him for overcoming and rising above all his difficulties and making a breakthrough. It directly appeals to the emotions of the audience. On YouTube, the ad description reads "We all fall, get up and complete the race of life, and while we huddle up with friends, family and the world to celebrate the success, it (Nescafe) is only that one companion that silently stays by our side all through the journey, right from the start, never letting us give up and keeping us on plan."

Real fruit Juice:

Usually, children are fussy about eating fruits and vegetables. Real built a plot around this fact and created a beautiful ad featuring a conversation between a mother (Sonali Bendre) and her 5-year old son who dislikes fruits and how she slips in fruit pieces into every food he has. The child finds it out and interrogates his mother on why she does this. To calm him down, she asks him to drink Real Juice, which has no hidden fruits in it. The child likes it and compliments his mother saying 'good girl'.

Most children dislike healthy foods. Parents have to constantly and feed it to them because they fail to understand the importance of eating nutritious and healthy food. Real juice is made of 100% pure natural fruit juice. This advertisement has effectively put across this message by saying that eating a fruit is equivalent to having a glass of real juice. This ad had an effect on mothers whose children also dislike fruits. Since they experience the same with their kids as well, every mother smiled and their hearts were touched.

Fortune Oil – Ghar Ka Khana:

This ad film depicts the strong bond between a grandmother and her grandson. The ad shows a grandma coming to the hospital where her grandson is admitted due to an accident, bringing home cooked food with her. She requests the nurse several times to feed him just 2 spoons of her dal. She pleads but the nurse refuses. Finally after several visits made by the grandmother, the nurse permits her to feed him. In the end the grandson eagerly eats the dal off the container for he cannot resist the taste of homemade food.

This ad shows that no matter what, home cooked food is the best in both taste and nutrition. This ad will remind the customers whenever they see the Fortune oil packet and will help them bring back the family to the dining table again. It will make them realise that they have lost many good moments in the quest for money. This also conveys the message that the older generation's cooking is much healthier and that they have grown eating nutritious food and also that they will not be able to relish them after sometime. Family time and bonding is also another aspect the ad focuses on.

Paperboat- A ride down the river of memories and others:

A ride down the river of memories show the various incidents of a young man in his childhood, of him playing with coins, colours, kites, grandparents, rain etc. In the end, he sits alone, relishing a mango at his ancestral home. His reminiscence of these incidents while having a Paper Boat Aamras in an airplane depicts the emotion attached to the drink while he has moved on in his life and forgotten about his childhood due to his fast-paced life. A drink which gave him the same taste as that of a mango made him remember his childhood and he takes a moment to relive it. It can be different to different people.

This kind of ad attracts consumers who have enjoyed small tidbits of everything in their childhood. Not only that, this also allows the customers to purchase the product due to the ad which promises them a trip down their memory line. Their ads show both kids and adults, so that adults realise that they were once kids and had simple lives and to allow them to become children once again thus enabling them to consume the product and live their childhood once again for childhoods are the best times of any individual.

Unibic's:

Unibic's ad of the relationship between a mother and a daughter is very touching one. It shows a daughter shifting to another city for her college and thinking about how much she would miss her mother. While she packs, she asks her mother if she would miss her too. Her mother replies that she will not. This angers the daughter and she feels hurt by her mother's reaction. She leaves for college and her mother does not say a single word to her on missing her. The daughter angrily storms out of the car, reaches her room and begins unpacking. In her bag she finds a packet of Unibic's mother's special cookies wrapped in a photograph of the daughter and her mother with a message on it saying 'miss you'. The daughter is elated by this and feels so special. This ad depicts the deep and most meaningful relationship anyone can have- the one with your mother. It also allows the children to thank their mothers for being a pillar of support. When a consumer visits a store he or she will remember this ad and will associate it to his or her own mother and the little things their mother does for them that make them feel special.

Shakti Masala- Jobs for the disabled:

Shakti masala had brought out an ad showing the world their employees – people who are specially abled. They tell their customers that buying their product will help the specially abled people in earning a livelihood with an honest job. They tell the society that they too can contribute for a noble cause by purchasing their product which is of high quality. So the next time a customer looks out for spices, he will immediately remember this ad and will buy the product keeping in mind the lives he is helping and the fact that he is socially responsible.

3. CONCLUSION

After analysing these advertisements, we have learnt that when brands appeal to feelings and memories of a person, the person will remember it for a long period of time. Each time he or she comes across the brand name, they will immediately associate it to the advertisement they watched as well as their own memory of it. In this way, the customer has a good perception of the brand and has also formed a positive image of the brand in his or her mind. In this way, companies have a good reputation with their customers. The advertisement not only attracts new customers to the product, but also helps retain the current customers as they feel valued.

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