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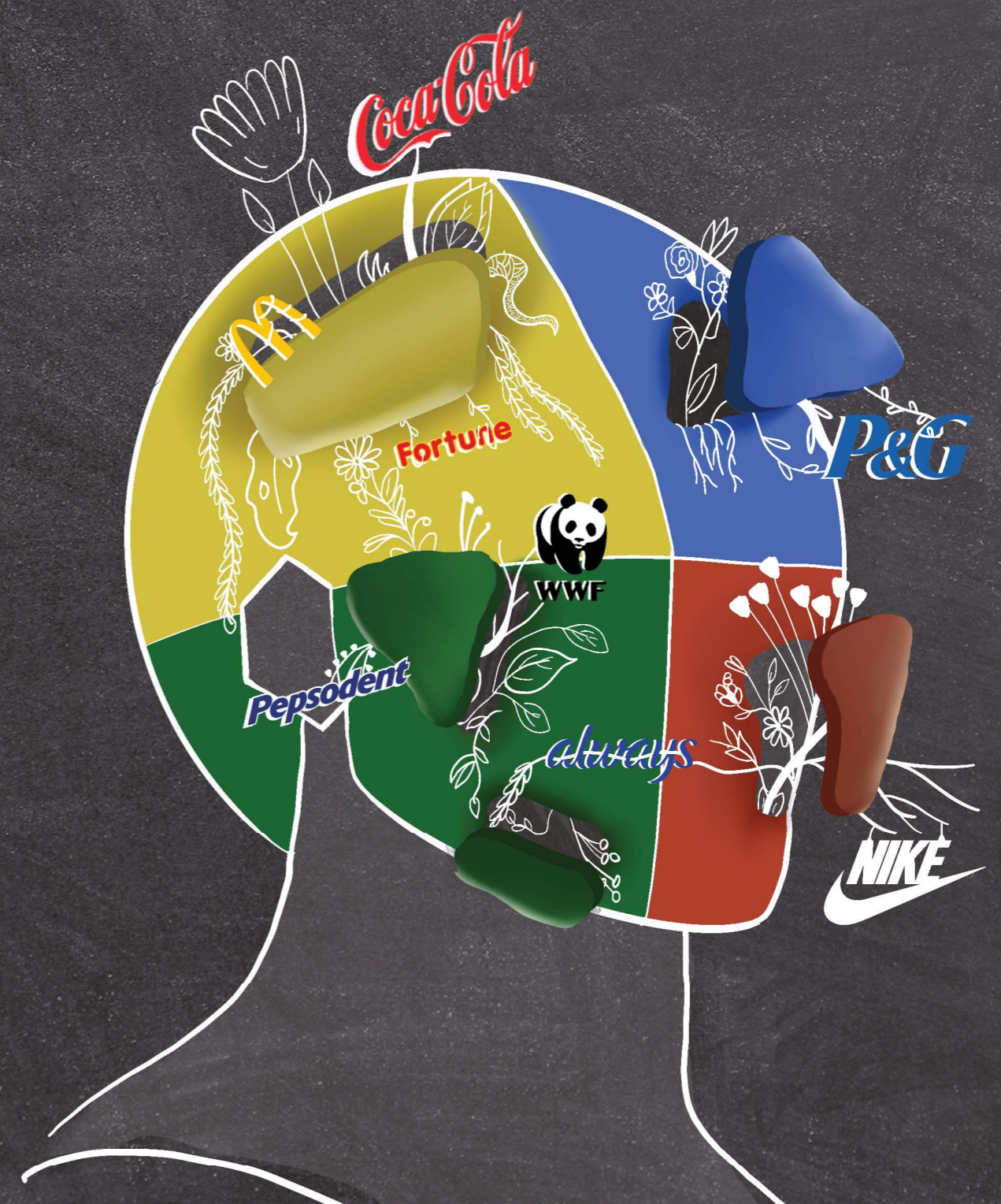
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# THE EMOTIONAL IMPACT OF ADVERTISING





We thank the students and faculty members of SCMC for participating and contributing to Vigyap and making it a successful edition

Managing Editor: Dr. Sreeram Gopalkrishnan

Consulting Editors: Prof. Kavitha Iyer  
Prof. Rugved Khante

Editorial Team: Anushka Bhargava  
Eishika Dhar  
Aashna Thakur  
Ishani Mishra  
Rashmika Goel  
Rohan Bhargava

Design & Layout: Ashwini Sasikumar  
Siddhi Pattnaik  
Manasvi Furia  
Anshuman Jha

A publication of Symbiosis Centre for Media and Communication (for internal circulation only)

Symbiosis Centre for Media & Communication  
(SCMC), Symbiosis Campus, off Symbiosis  
Road,  
Viman Nagar, Pune 411 014,  
Maharashtra, India.

Write to us at [vigyap@scmc](mailto:vigyap@scmc).

Cover Ideation: Ashwini Sasikumar & Siddhi Pattnaik, Illustrations: Siddhi Pattanik

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**EVOLUTION  
OF EMOTIONAL  
ADVERTISING**



# From the Editorial Desk

Creativity is bringing new innovations to the world. We are a bunch of creative thinkers bringing you yet another edition of Vigyap! We are overwhelmed with the constant support over the years and truly excited to show you what we have to offer. When thoughts are sprinkled on the magic canvas of emotions, it becomes an unbelievable reality. Hence, this edition of Vigyap is all about the Emotional Impact of Advertisements.

A research by Affectiva in 2020 highlights strong findings of a substantial rise in customers being pulled towards emotional advertising. Advertisements are becoming a powerful medium of experience and storytelling. Emotional advertisements become a bridge between the advertiser and the audience, with a goal to build a strong and unique relationship between the customer and the brand. This theme has lots of fascinating aspects ready to unfold. And we have come with this edition to enlighten you with interesting concepts, case stories and other fun-filled activities.

You will embark on a journey of learning about the evolution of emotional advertisements, exploring consumer neuroscience and neuromarketing, the art of persuasive advertising through rhetoric appeal and an interesting analysis of some of the best viral advertisements. Finally, we have some fun puzzles and crosswords for you to put your creative caps on and advertising skills to work!

This journey has been an enthralling one and we hope that this edition will be a truly insightful experience for you, dear readers!

Happy Reading!  
Regards,  
Editorial Team





Rahul, 18: “The old ad takes a more traditional approach with its attempt to capture the attention of the upper-middle class as is visible from the many visuals from the ad. The new ad appeases the youth of today, who believe in values such as feminism and equality.”

**Q3. Do you think the new ad campaign has been successful in adapting to the times?**

Tarun, 55: “Yes, I believe so. For a society to move forward, it is very important for the mass media to project the correct values and sentiments. Only then can we, as a nation, grow and prosper.”

Savita, 73: “The world has changed immensely over the last couple of decades. When I first viewed the ad back in 1993,

I found the idea a bit risqué and lacking grace. But, today it is all very common, and the new campaign is more suited to the times.”

Rahul, 18: “I think every step towards a world with equality is a necessary step. India has always been a country averse to sudden change and evolution. Hence, even an ad that just portrays a female cricketer and her boyfriend being her cheerleader is

**Q4. How do you think advertising has changed over the past few decades?**

Tarun, 55: “Advertising has made a significant move to the online forum. Due to a reduced viewership for both TV and Print, brands now focus more on online advertising. This is the trend that I have noticed since the advent of the modern internet and its foray into the Indian market back in early 2000s. The messaging has become far more progressive and open.”

Savita, 73: “Ads have always been a source of great amusement for me. I have always preferred longer ad campaigns that gave me a good laugh. Today, the ads have become much shorter due to the availability of multiple options in the market. I still watch regular TV and the quality of advertising content has reduced.”

Rahul, 18: “Ads have always been drivers of change and generate a conversation among the masses. Over the years we have seen a number of classic ad campaigns that have truly touched millions of hearts in this nation. From popular Fevikwik ads to Dove ad campaigns, advertising still holds the power to shape young minds of the nation.”



**Heading towards an evolved tomorrow,  
voicing out opinions – A case study on Manyavar Mohey's #Kanyamaan**

*- Rashmika Goel*

When we speak of the evolution of Indian advertising, it is likely we take a trip down memory lane and take a look at where we started from and that can be traced back to as early as Hickey's Bengal gazette wherein advertising simply meant to inform. Today advertising is a lot more than just providing information, it is about people, persuasion, personality, change and even more so about the society it functions in!

Manyavar Mohey the vogue Indian wedding wear brand is a rather luxurious and extremely royal brand which never fails to entertain its audience with anecdotes and commentary on Indian weddings and its happenings! With the young and free-spirited Alia Bhatt as one of the brand ambassadors, the brand for a change took a turn towards a more modern and an ideological view on the Hindu ritual of 'Kanyadaan' urging people to make a shift towards 'Kanyamaan' (respect for women). While the advertisement did not sit well with a lot of its viewers, being termed as not a well researched ad, misunderstanding the idea of Kanyadaan entirely to even religious sentiments being hurt. It was surely a brave step towards voicing out opinions and sparking discussions for change. Even though the advertisement created a bit of a stir on social media, it did lead to quite

some publicity for the brand and just the thought that brands today, believe in their customers to have evolved and be ready for more liberated, inclusive and groundbreaking stories through advertisements than just mere information being provided about the products/ services, shows that as advertisers we have with time realized that we have more power in our hands than just selling a product of value, we can shift mindsets entirely and that is a power we need to handle with care. While not all advertisements come across as engaging or entertaining, as long as it is a step forward in the right direction, it is worth creating.

In conclusion, Manyavar wanted to engage with its target audience, young women, who today have learnt to speak up for themselves and will not shy away from pointing out any wrong. As the world is constantly evolving, advertising has to follow its footsteps. To build a personal connection with its target audience, the brand put out an ad which seemed very new, evolved and a reformed way of thinking, highlighting gender equality. However, as we dig deeper whether or not the ad was informational or educational is still debatable but was it a step towards evolution and change? Undoubtedly yes!







- Rohan Bhargava

From primarily being seen on billboards, television and radio, advertising has swiftly moved on to more digital mediums. Online advertising has taken precedence due to its more targeted approach. According to many experts, this is just the first step into mankind's foray into the world of online advertising and with the field's extensive potential, there remains a lot left to be uncovered. Here's how the landscape of advertising might look over the next few decades-

**Evolution of Marketing Clouds-** A marketing cloud encompasses various processes involved in the creation and management of marketing relationships with customers for a campaign. This will include integration of all solutions for customer journey management, and advertising shall also become a part of the same, alongside web personalization, content handling, analytics etc.

**Use of Artificial Intelligence-** A.I. enhances decision making for advertisers and helps analyze consumer behavior better. The understanding of how consumers interact with different advertising campaigns accentuates the chances of creating a more personalized and better campaign moving forward.

**Programmatic Advertising-** This process

ensures that digital ad spaces are sold and bought in real time, with the transaction and the ad placements all taking place online. This is an essential part of targeted advertising. Hence, one should expect traditional methods involving RFPs, human negotiations will not exist in the digital advertising arena.

**Contextual Advertising-** Consumers should expect ads selected by automated systems to be presented to them based on their user profiles and the content they consume. We shall witness an increase in mobile and location-based advertising.

**Print & TV might lose dominance-** Print media has seen a gradual decline in viewership over the years, the same could be the case for traditional television over the coming years. Digital platforms are capable of generating a similar reach through their multi-purpose functioning.

Advertising has evolved into being a personalized experience and is bound to become more immersive in the coming times. User data has become invaluable for advertisers and more focused efforts to gain the same shall be seen in the future as well especially with the advancement in technology. Targeted advertising shall remain the key for advertisers in the years coming forth.

## How has advertising and its consumers evolved over the years?

- Rohan Bhargava



*(This interview was conducted after all three participants were made familiar with Cadbury campaign that reimagines its cricket commercial of 1993, where a girl dances on a cricket pitch to celebrate her boyfriend's century. In the 2021 version, the girl is seen hitting a century and her boyfriend jumps onto the field to dance and celebrate her smashing performance. Both video advertisements were shown to the participants before questions were posed. The participants are members of the same family but belong to a different generation.)*

### Q1. What are your impressions of the two ad campaigns?

Tarun, 55: "I think that both the ads are driven more by their concept, and less by the product. The story being told here overpowers the chocolate being marketed. I really like the bold choice of the brand to recreate an old advertisement to cater to the current audience."

Savita, 73: "I like the comedic aspect of both the ads. Even though we had already seen this ad back in 1993, the new ad is able to

capture the same essence and tone of the brand. It's a rewatchable ad."

Rahul, 18: "I prefer the old ad more than the new one simply because I like originality in the content I consume. The new ad does well to mirror societal sentiments today, but there is a hint of innocence and light-heartedness in the previous ad that cannot be matched."

### Q2. Who do you think the two advertisements are targeted towards?

Tarun, 55: "The times were very different in 1993, and not just cricket but a lot of jobs and careers were very male-centric. So, the first ad does a good job in capturing emotions prevalent at that time."

The new campaign is more catered to today's society, and rightly so. Women can do anything they wish to, and the ad says just that."

Savita, 73: "I think both ads are targeted towards the youth and reflect the feelings o





# VIRALITY OF EMOTIONAL ADS AND IT'S IMPACT



## **What's in a gaze? – The evolution from the Male Gaze to the Female Gaze in advertising**

*-Ishani Mishra*

Most advertisements and their narratives are centred around a certain emotion or shared feeling. It is also imperative to understand that certain emotions are rooted in society and its regressive thinking systems. Patriarchy has been an overarching structure under which generations have grown up. This has given way for the male gaze to slowly creep into our lives and control them to a certain extent. We are brought up to believe that we have to behave, act and dress in a certain way so as to please the male gaze, the heterosexual men behind the lens.

This apparently accepted norm has spread its venomous roots into the field of advertising and become the main narrative for many advertisements. Be it ads for

perfumes, jewellery, clothing, innerwear, or even condom ads. It has ensued a cycle of the male gaze leading to the sexual objectification of women, sexism, misogyny, and gender stereotypes.

But each day that we as consumers become more sensitized and aware of our society and the way it functions, we are slowly but surely changing old, patriarchal narratives into something more inclusive and diverse. Gender roles are changing, the male gaze has an equivalent now and what better than a male underwear brand to bring about this change into mainstream media through a fresh lens and conversation.

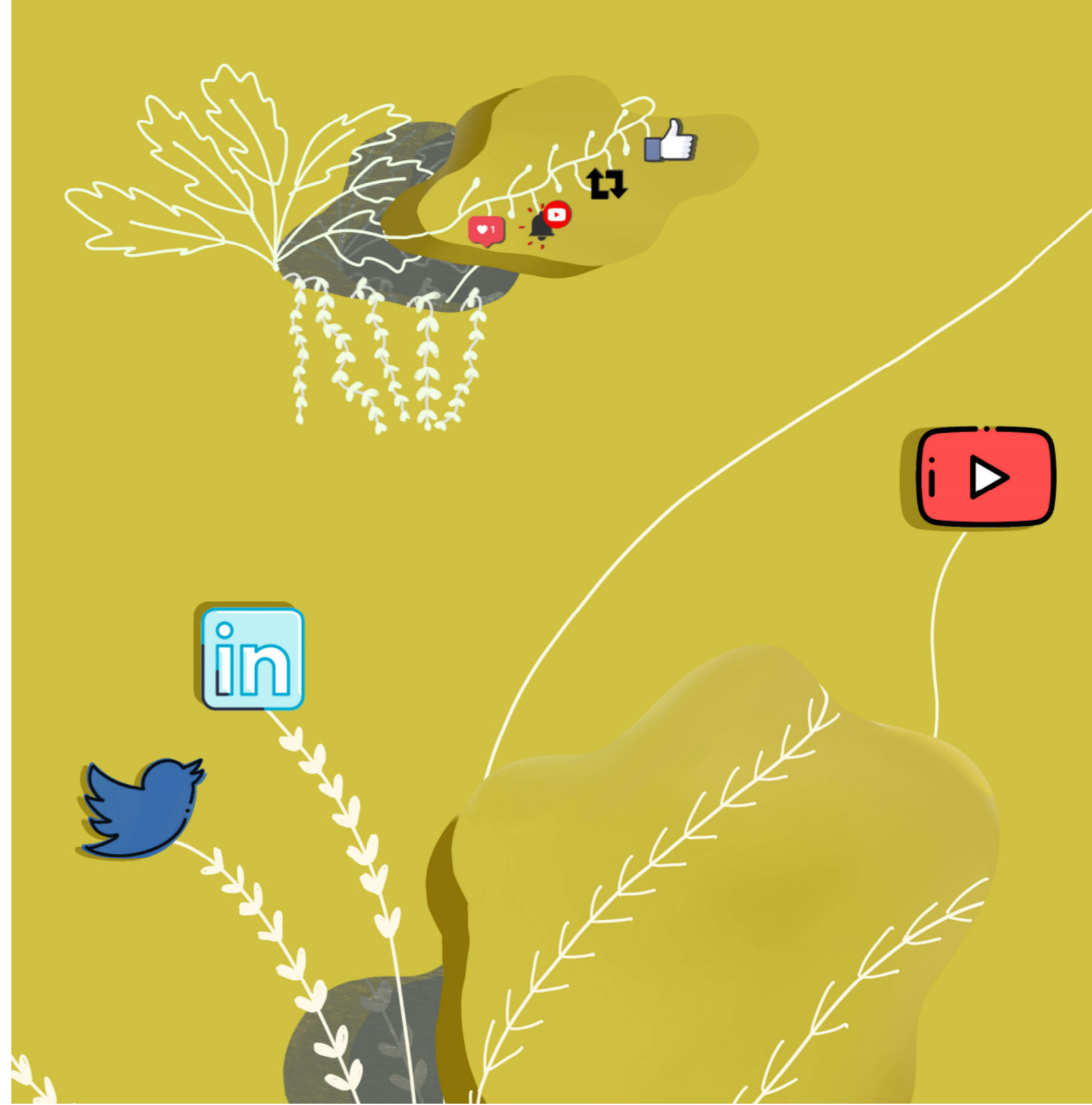
Amul Macho has since the very beginning tried to challenge the norm by incorporating female desire and avoiding the conventional male-dominant portrayal of characters. Recently the brand has taken a bold step towards bringing about much-needed trendier change by breaking patriarchal stereotypes and legitimizing the 'Female Gaze'. The ad features Vicky Kaushal as the gazed upon subject and Rashmika Mandanna as the gazer. She plays the role of a yoga instructor who is enticed by her student who is sporting the infamous Amul Macho underwear.



The female main character is not shy and bashful as she was portrayed previously.

She is portrayed as an empowered woman who doesn't shy away from her desire and attraction. It is taking part in the evolving discourse about gender and its roles. The ad evokes this emotion and sends this message through light-hearted moments and humour. Where typically male innerwear ads stuck to male-centred imagery, Amul Macho depicts a reversal of roles thereby normalizing the women of today.

Emotions and their portrayal in advertising are a continuous and dynamic process. Evolution demands adaptability and that is what is the most important in today's advertising world and society in general.





# How GRED aced the virality game with it's Rahul Dravid ad

- Eishika Dhar



CRED is an Indian-based fintech startup and a Unicorn company. It was founded in the year 2018 and has its headquarters in Bengaluru, Karnataka. The main feature of this platform is letting users pay their credit card bills through the mobile application and providing rewards to the customers.

The recent commercial which was rolled out by CRED captured the attention of the audiences. The commercial received astounding applause and brought a massive shift in the way advertisers were thinking.

In one of their advertisements, the former captain of the Indian Cricket Team is shown to become violent because of the Bengaluru, Indiranagar traffic. Indiranagar is one of the main places of Bengaluru city and it is widely known for its hours of traffic. It is also the place where the headquarters of CRED has been located as well as the neighborhood where Rahul Dravid has spent his childhood. In the advertisement, we can see that Rahul Dravid loses his cool personality and becomes violent. He takes his cricket bat and breaks the rear view mirror, acts like a

maniac and throws coffee. He shouts saying that "Indiranagar ka Gunda" has caught the eyes of the audience. In the description of the CRED new advertisement, Rahul Dravid says the following, "Hi, this is Rahul Dravid writing the description for this video. Sorry, I lost my temper there and I am meditating these days. Well, I am writing this to let you know that CRED truly rewards you every time you pay your credit card bills through Cred. They are good people."

Rahul Dravid is recognised for his calm and composed demeanour. It's a wonderful play for his personality to see the always funny and cool person lose his fury, shout, and destroy the rearview mirrors. Individuals were taken aback by the commercial, with some speculating that Rahul Dravid will lose his cool.

The Advertisement received massive traction across the social media platforms and has let a lot of people wondering "Rahul Dravid ko gussa bhi aata hai" (Translation: Does Rahul Dravid even get angry?). The commercial has amused a lot of people, certainly the ones who know Rahul Dravid.



Not one of us can ever forget the jingle from the late 90s, 'Kuch khaas hai hum sabhi mein...' Cadbury ever since has positioned itself as a brand that is always going the extra mile to bring its customers joy in moments of celebration to sometimes even reminding them, "Kuch meetha hojaaye?" (how about something sweet?).

As the unforeseen pandemic loomed upon us and we were shut into our homes for good two years, Cadbury sat patiently keeping a watch, like the wise old uncle in kirana stores we usually bump into, who after many encounters finally gives us a lifetime of an advice, something so simple yet so far fetched that it is hopeful, dreamy and to say the least absolutely fascinating. This is exactly what cadbury did with its audience, this time instead of bringing joy into a celebration, it became the reason to celebrate. Cadbury realized that the unfortunate circumstances of the pandemic brought in so much loss, fear and dread within its audience that they could barely find a reason to smile, much less to celebrate. And so it changed its narrative entirely, as they say, 'desperate times call for desperate measures.' Cadbury instead of promoting itself promoted local stores that were affected due to the pandemic and the economic crisis it brought along as stores could barely withstand the symptoms of covid (meta phorically of course). The brand partnered with India's most loved hero, SRK and used AI to incorporate

local store names based on the audience's pincode. Which is why it rightly said #notacadburyad. This not only gave a chance to create a personalized advertisement featuring SRK in seconds but also reach out to a large share of the market and really say, once again, 'ab kuch meetha hojaaye?'

This by far is one of the most courageous steps taken by any brand in the history of advertising as it defied the core purpose of advertising, which is for a brand to be ahead of the market and to promote its own product/services. Cadbury realized its target audience is not just specific to one household in one socio economic strata as over the years it has built a long lasting relationship with its customers and now trusting this very relationship built over the years the brand went ahead with this intensely tricky ad campaign, teaching us all, not only do we have to gain the customers trust as advertisers and marketers but we too have to trust them as our beloved audience. At the very essence cadbury proved to be extremely sensitive towards its customers and it worked wonders. The ad campaign went viral in no time and garnered 50,000+ views all over the internet.

In conclusion, customers will always be king and you will have to keep their needs and desires central to your brand and in its communication and if sometimes that means deviating from your original plan and going in for something absolutely adventurous, so be it!



# The Man Your Man Could Smell Like™

## – A case study on the virality of Old Spice

- Eishika Dhar

Old Spice is considered the Pioneer of Viral Marketing. It's known for its quirky and innovative ideas which always strikes a mass interest amongst the audiences. It came out with its brand character, the Old Spice man who appeared in "The Man Your Man Could Smell Like" campaign in 2010.

The Old Spice man, Isaiah Mustafa, created a stir with his ad, which was created to appeal to the female audience and give a subtle message to men to buy Old Spice.

The ad video got amazing positive reviews and YouTube views, garnering more than 54 million views to date on YouTube. A few months later after the ad was launched, the ad agency Wieden + Kennedy made a series of more than 200 short ads featuring Isaiah Mustafa, responding to comments and questions posted on social media platforms like Twitter and Facebook.

The campaign resulted in an increase in Twitter followers by more than 1000 percent and over 6 hundred thousand people on Facebook liked the ads!

Visible Measures compared the "Old Spice Responses" with the viral videos of that time, and the campaign was a clear-cut winner.

### Key Takeaways

- Wieden + Kennedy was a master at utilizing social media to engage clients. Instead of using the same approaches that customers were already accustomed to, they showed us that we can use social media to engage our audience.

- Procter & Gamble did not offer any discounts or ask purchasers to purchase Old Spice; instead, it just made a suggestion and managed to capture consumers' attention through the advertisement.
- Customers may purchase the Old Spice body wash without even realizing why! The moral of the story is to be inventive. Make use of social media to develop brand loyalty in a whole new way.
- What one needs to learn from this ad is to witness the level of integration between print, media and television ads.
- In 24 hours the Old Spice man responded to the selected Tweets with YouTube videos. The principle of real-time response on Facebook and Twitter can work for your business too, to keep the conversation rolling. By personalization, you can win the trust of your audience. Back then, people didn't expect to get an answer to their questions on social media. This is where the Old Spice campaign broke through. Custom YouTube videos as a reply to the tweets amazed the global audience!
- The company replied to the tweets of celebrities like Kevin Rose, Alyssa Milano, Justine Bateman, Rose McGowan, Kelvin Rose, etc. to gain popularity. Below is the tweet by Justine Bateman. Simply by replying to celebrity and influencer tweets, the brand managed to strike a direct connection with the audiences without any additional work which is genius!



## Sparking a change. advertising for a cause with Google India: #searchforchange

- Rashmika Goel

Over the years google has been consistent with its efforts in striking a chord with its audience through emotionally impactful ads, one being the 'Google Reunion ad' which is till date one of the most beautifully conceptualized narratives on the India - Pakistan partition.

This year on women's day, google came up with the #searchforchange advertisement promoting their voice search feature. The advertisement along with highlighting the change a single voice can spark also captures the essence of being a woman and playing multiple roles at once battling daily life struggles be it in a workspace, at home as mother, as a daughter or simply a woman trying to come to terms with herself. The #searchforchange ad surely managed to resonate with its audience by not sugar coating the lives of Indian women, instead diving right into it. Additionally the advertisement was also celebrated for shedding light and giving space to a trans-woman in India. The advertisement went viral in no time receiving more than 4 million views on Youtube and over 1 million views on Twitter.

We can surely say, as a collectivistic society, the Indian audience is very closely knit and appreciates accurate representation and humbling acknowledgement and more so stories which stay with them for years to come.

In a country as diverse as India, change is gradual process but however if it is in the form of relatable short stories, it is bound to spark a change eventually, not only creating a need for the product or service you as advertiser are trying to sell but also bringing us back to our social responsibility as media persons with the power to shape the society.





# THE RHETORICAL TRIANGLE



## **A sneak peek into one of the Big Four – Publicis Groupe**

*- Eishika Dhar*

Publicis Groupe is the third largest Communications Group in the world. It was founded in 1926. Publicis Groupe is currently organized into 4 Solutions Hubs for easier connectivity and integration: Publicis Communications (Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, BBH, Marcel, Fallon, MSL, Prodigious) , Publicis Media (Starcom, Zenith, Spark Foundry, Blue 449,

Performics, Digitas) , Publicis Sapient, and Publicis Health. It is one of the “Big Four” agency companies, alongside WPP, Interpublic and Omnicom. Publicis Groupe S.A. is headed by Arthur Sadoun, and its agencies provide digital and traditional advertising, media services and marketing services (SAMS) to national and multinational clients.



Publicis's business model is as such :

**Clients come first.**

The entire Publicis Groupe transformation was designed to put clients at the center of all they do. Their needs and objectives drive the solutions we provide in order to help them win and grow.

**We are seamless.**

They have created the powerful role of the Global Client Leader. One person who acts as one point of access and one point of accountability to tap an 80,000 deep pool of talent - free from silos, legacy, and convention.

**We are frictionless.**

They have unified P&Ls and removed all operational barriers.

**We are modular.**

The core benefit of the new organization is not only in the depth and range of capability but, more importantly, in their ability to configure situationally; the ability to configure around individual client needs and an open architecture to plug & play world class partners when needed. Modularity is critical as it enables a future proof way for this organization to support innovation now and keep pace with the changes that show no sign of stopping.

**We are united.**

By fusing together their creative, intelligence, and technology expertise, they are able to provide clients with transformative ideas and consumer experiences, unlike any other agency or holding company in the marketplace. The company owns several full-service advertising groups that undertake a range of media activities: mobile and interactive online communication, television, magazines & newspapers, cinema and radio, outdoor.



The company's SAMS services include direct marketing/customer relationship management services, sales promotion, healthcare communications, multicultural and ethnic communications, corporate and financial communications, human resource infrastructure, public relations, design services, interactive communications, events marketing and management, sports marketing and production and pre-press services.

Its media services include media planning, media buying, and media sales. Publicis Groupe's Vivaki developed a technological platform supported by Microsoft, Google, Yahoo! and AOL Platform. A technology that offers advertisers the possibility to target specifically defined audiences in a single campaign across multiple networks.

Founded in 1926 by Marcel Bleustein-Blanchet, the "father of French advertising", Publicis Groupe is today led by its third CEO in its history, Arthur Sadoun, Chairman & CEO. Maurice Lévy, who led the company for 30 years until June 2017, is today the Chairman of the Groupe's Supervisory Board.





# How can Rhetorical Appeal Help in Writing Effective Advertisements

- Anushka Bhargava



A rhetorical appeal is the way of talking to an audience and forging logic, credibility and emotionality. This concept consists of three major points around which the method is followed. These are Ethos, Pathos and Logos. These elements take up each corner of a triangle and hence, this concept is also known as the rhetorical triangle.

Writing effective content in advertisements becomes important in order to garner attention, trust and empathy of the audience. The three elements work together to achieve this.

Ethos

Ethos is the element which focuses on authority and credibility of the writer or the source of content. Ethos is reflected in writings through well-reasoned arguments and the bond of similarity and relativity created between the writer and the audience.

Using pronouns like 'our', 'us' and 'we' creates a similarity and a bonding between the reader and the writer. It makes advertisements seem personal with a hint of togetherness.

The ethos element taps into the values of the audience. These values can be patriotism, traditions, beliefs, moralities, self and more. The content is written in such a manner that it embraces the audience's values and makes them trust the advertisement by using credibility or expertise.

Pathos

The Pathos element is applied in order to

reach the audience's emotions and feelings. When the audience reads the advertisement, one or more kinds of emotions may stir up. An effective advertisement should ensure that only those emotions come up in a reader which the advertisement wants to actually convey.

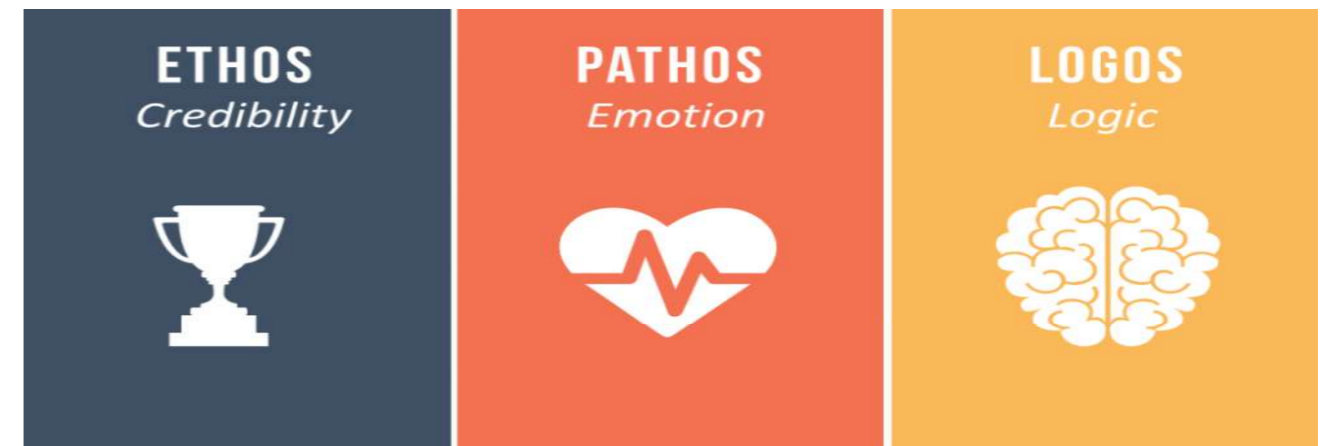
Pathos is responsible for grasping the audience's attention. The advertisement must contain only the content specific to the emotions which the reader may experience. Logos

The element of Logos is concerned with logic and reasoning. It reaches the intellect part of the audience. Logos rationally presents the content in an advertisement. Through Logos, the content can be made clear, considerate and persuasive.

The audience thus, is able to make reasoned and rational decisions which leads to the fulfillment of the objective which is set for the particular advertisement.

## Key Takeaways

After understanding the three elements of Ethos, Pathos and Logos, it is necessary to observe their practical implementations. To conquer the art of persuasion through advertisements, it is important to understand and conclude the audience's needs. What we write in advertisements impact not only the message we are trying to convey, but the perception which the audience will build through the said message. While writing persuasive advertisements, brands need to turn an inward eye and ensure their message is based on a foundation of their own values, culture, beliefs, nature and personality.



# How brands use Ethos, Pathos and Logos in Advertisements

- Aashna Thakur

## USE OF ETHOS STRATEGY

Celebrities from different domains like acting, singing, sports etc are considered credible for advertisements because they enjoy the love, respect and trust of their fans, making them a good fit for the ethos strategy. Many brands have employed this strategy with one of the most popular examples being the collaborations of Benicio Del Toro and Heineken. Demonstration is another way that adds to the credibility of the message being conveyed and Folha de Sao Paulo, Brazil's biggest newspaper also relied on this strategy to appeal to the ethos by printing one of their issues using the money printing technique. This emphasized the importance of true journalism. Additionally, by showcasing the good deeds or standing with a good cause, brands can build the trust of the people. Anheuser-Busch has used this strategy in the "Born the Hard Way" campaign which focuses on the origin story of its founders and highlights the value of immigration and multiculturalism.

## USE OF PATHOS STRATEGY

A sure-shot way to trigger emotions is a happy ending story about overcoming challenges and this is exactly what Coca-Cola showcased in its 2021 "The Letter" ad video wherein the protagonist faces his own set of obstacles to deliver his daughter's letter to Santa Clause but achieves his

goal in the end with the help of Coca-Cola truck. The brands can tap into any of the audience emotions to appeal to their pathos. One of the examples of this can be the Asher's Zillow Commercial which shows a father's effort to cheer up his son after suffering the loss of losing his other by finding the perfect house on Zillow which is not only close to the grandparents' house but also has skylight in the son's room allowing him to see his mother at night (the son believes his mother is a star). This ad suggests that Zillow is a platform that through its functionality holds the power to balm grief.

## USE OF LOGOS STRATEGY

Logos sells logic and reasons therefore this strategy is popular amongst technology advertisers who use it to showcase cool new features. One example of this can be the Nissan Commercial of a father-daughter duo highlighting the "Pro Pilot" system where the pro pilot technology saves an accident by auto-correcting the trajectory of the car when the daughter is distracted. Here, the logic used is that young drivers get distracted and the Nissan "ProPilot" system might just save their lives one day. Here, the logic used is that young drivers get distracted and the Nissan "ProPilot" system might just save their lives one day.



# Visual Rhetoric in Advertising

- Ishani Mishra

Advertising works on the concept of association, which involves the consumer connecting the things portrayed by perceiving them in certain ways and understanding the message behind them. This is where the art of Visual rhetoric is employed. Visual Rhetoric is the art of using various visual elements like images, texts, typography, charts, illustrations, fonts etc. This is where meaning and form are drawn from these elements.

Today, an average consumer is exposed to about 10000 advertisements each day. This number may seem quite exaggerated but we have grown so accustomed to ads that this has become quite normal. Due to there being a plethora of ads, consumers have resorted to selective attention. They choose which ads they pay attention to and which ones they choose to ignore. This has become one of the most difficult challenges for advertisers.

The very effective and simple solution to this problem came down to the use of visual rhetoric. It provides a two-fold solution- It captures consumers' attention and is also a very efficient persuasion technique. Rhetoric in theory observes how a message can persuade and influence a person. Based on this, Visual rhetoric was proposed which was used to create persuasive messages by use of non-related/ not closely related elements and a meaning that goes beyond the literal in a sense. This leads to comparison which encourages the consumer to look beyond that which meets the eye and partake characteristics of the other elements. Visual rhetoric is in essence more implicit and can have multiple possible interpretations according to how the message is put out and how the consumer perceives the same.

There are 3 major ways in which visual



rhetoric can stimulate persuasion through ads-It has to be able to "Invent" an argument, the "Arrangements" must be able to guide the thought process and the "Delivery" should be relevant and meaningful. For example- for this ad by the World Wide Foundation on Climate change, we can see that two very unrelated elements are used to create a persuasive message. Here the Ice-cream scoop shows the earth instead of its normal cold, freezing state. It is suggestive of a metaphorical meaning which induces the argument that climate change and global warming are the reasons why the Earth is melting away. Our planet assumes the characteristics of the melting ice cream in this instance. The ad also has used minimal text at the bottom of the page which though not many will read, supports the symbolism and imagery in the ad and relays the message convincingly. By arranging the main image in the centre and highlighting it correctly, the ad captures consumers' attention effectively and makes them think a little bit harder.

This is the power of visual rhetoric in advertising. It is all the more essential to employ this art in today's world which is constantly on the run, has a limited attention span and is normalized to the feeling of instant gratification. It engages them effectively and helps the advertisers use their resources efficiently.



## The Hidden Rhetoric: Beyond Ethos, Pathos and Logos

- Aashna Thakur

A compelling advertisement in an ideal situation usually uses the elements of all three main strategies of the rhetoric triangle i.e., ethos, pathos and logos. However, brands can also use the "hidden" or less popular strategies of Kairos and Telos. These techniques are also referred to as rhetorical appeals, persuasive strategies, and modes of persuasion.

### Kairos

Kairos term is derived from Greek meaning 'right time', 'opportunity' or 'season'. It is all about adapting to the strategy and timing the approach, often by setting up an opportunity to make a valid point. Kairos is a rhetorical strategy that considers the timeliness of the message and its placement depending greatly on knowing which direction the wind blows.

An example of this could be the Pampers' 2019 ad starring contemporary stars like John Legend, Chrissy Teigen, and Adam Levine which showcased dads changing diapers and illustrated Kairos on three levels:

It originally aired during one of the biggest commercial days of the year, Super Bowl Sunday.

It featured the lead singer of the band that performed at that year's Super Bowl Halftime Show. By showing dads changing diapers while mom is away, it captured a cultural zeitgeist.

Telos

The purpose or intention of an undertaking can be defined as Telos. In the advertising context, it is the central aim of the ad.

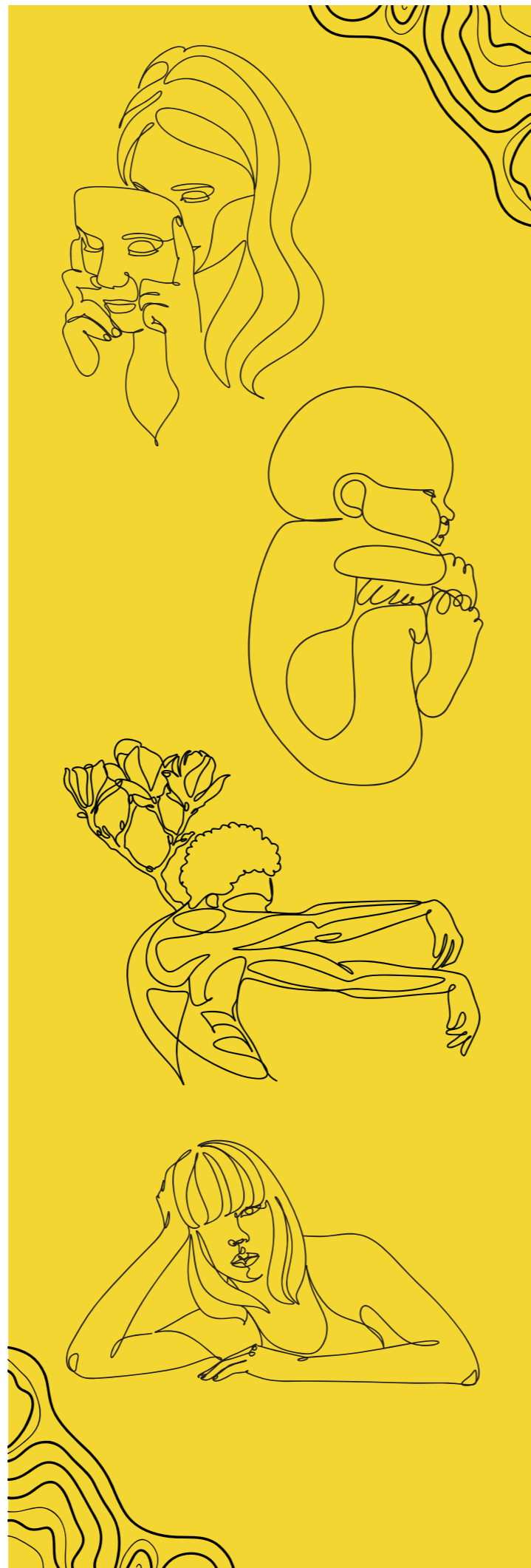
Telos informs every aspect of the commercial whether it is to generate clicks, increase awareness, boost sales, increase engagement etc. Honing in on telos includes determining the form/route the ad will take. For example, the 2012 Chipotle's ad with the telos, or goal to make people aware of Chipotle's new loyalty program. This video was uploaded on YouTube as a creative and honest embodiment of the values of Chipotle but it attracted a lot of attention and applaud.



Primary metrics are a result of the real-time activity of the brain and entails attention, emotional engagement as well as memory activation. Attention: It is a measure of the brain energy one needs to invest to decipher what is being shown to them.

Emotional Engagement: The parameter of Emotional Engagement seeks to gauge the extent to which the audience interacts with the content put before them. Considered as one of the most effective ways of estimating audience-response in terms of the relatability quotient, this parameter bases its conclusion on how the respondent reacts and whether they choose to react or not in the first place. Memory Activation: The element of Memory Activation seeks to evaluate how stimuli provided to the audience generates either the creation of new connections in memory (Encoding) or reconnected to older ones (Retrieval) The secondary metrics result from the interplay between two or more primary metrics. It includes overall effectiveness, action intent, comprehension and novelty.

Overall Effectiveness measures the holistic appeal that the stimulus is able to generate. Action Intent: The likelihood of a change in intent to act on a message is the action intent. Comprehension gauges the extent to which the experience is understood or makes sense. Novelty indicates the likelihood of the ad standing out and being embedded into memory.





# CONSUMER NEUROSCIENCE

## Measuring Emotions: Neuroscience toolkit and metrics

- Aashna Thakur



Since emotions are not tangible, measuring them can be a tedious task. There are many roadblocks to measuring emotions because direct response surveys as well as verbal responses can be misleading because emotions and feelings can be subject to various factors such as personal bias, culture, setting, past experiences and beliefs. Therefore, the usage of techniques which can measure neurological and biological reactions directly are the best way to evaluate emotions. These reactions, collectively referred to as neuroscience can include heart rate, sweat, posture, facial reactions, electrical impulses in specific regions of the brain, etc and are assisting us in the understanding of consumer behavior by setting a new standard for ad testing.

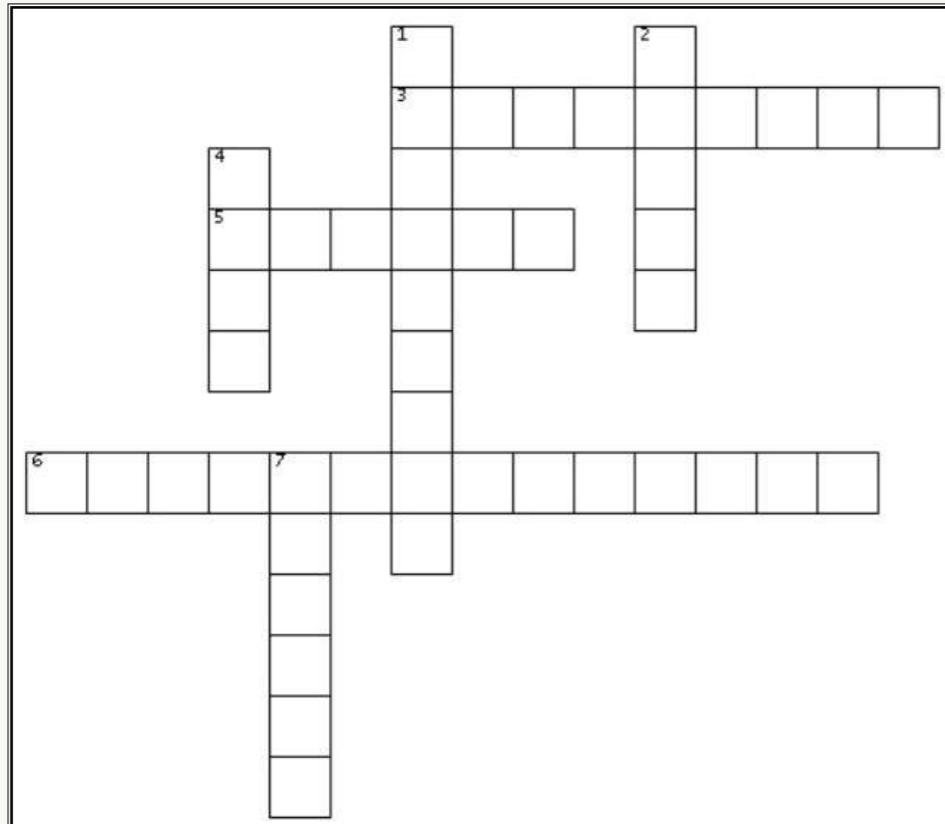
Neuroscience provides a deep and clear picture of the real-time reactions of consumers on the basis of their brainwaves. The human brain's reaction to stimuli is in milliseconds. Consumer neuroscience can measure how consumers perceive the communication messages—at the most granular level, by capturing these reactions deep within the subconscious. These unfiltered and instantaneous responses measured at the mind's subconscious level offer reliable and much more accurate insights than the other

consumer research methodologies.

The neuroscience toolkit includes EEG, facial coding, eye tracking and core biometrics such as heart rate and skin response. EEG is the most predictive and provides detailed second-by-second diagnostics on the effectiveness of the stimulus. Biometrics tells us about the depth of engagement and facial coding hints at the depth of expressed emotion. Other technologies include Functional magnetic resonance imaging and implicit response testing. A combination of all these neuroscientific measures provides almost 77% accurate prediction and when integrated with articulation, it further enhances the predictability to almost 84%. Two sets of neuro-metrics are measured through consumer neuroscience: Primary and secondary. Other technologies include Functional magnetic resonance imaging and implicit response testing. A combination of all these neuroscientific measures provides almost 77% accurate prediction and when integrated with articulation, it further enhances the predictability to almost 84%. Two sets of neuro-metrics are measured through consumer neuroscience: Primary and secondary.



## Crossword:



### ACROSS

3. This actor famously starred in Incredible India ad campaigns.
5. This character appears before every film played in a cinema hall in an anti-smoking campaign.
6. The practical application of consumer neuroscience is called \_\_\_\_.

### DOWN

1. Which popular beverage company taps into traditional Indian values and memories to advertise their products?
2. This brand launched the #ShareTheLoadCampaign.
4. This brand is famous for its creative takes on important happenings around the world while marketing their popular food product.
7. Which advertising agency is headed by Piyush Pandey as the Chief Creative Officer and Executive Chairman?

# Ethical Boundaries In Neuro-Marketing

-Rohan Bhargava

Consumer Neuroscience has bridged the gap between what the customer really wants in a product and what the marketers and advertisers sell. It also provides a spotlight on the why and how of consumer decision-making. Now, the brand can quantify perception in the eyes of its consumer and cater to them by modifying their brand identity, image and symbols to suit the customer. Pretty close to being an absolute science, neuromarketing has grown leaps and bounds over the years to cater to both advertisers and consumers.

But, some detractors of "Neuro-Marketing" suggest that to gauge the sentiments of the public one should stick to traditional methods such as surveys and focus groups, and that brain-mapping is intrusive, and violates privacy of the consumer. Other concerns also include unethical sharing of the data gathered, the extent of subliminal marketing among others. Critics demand transparency in the process of neuro-marketing. They believe that the subjects taking part in these studies should be prop-

erly trained and be made aware of the consequences of data collection.

To manage these demands and please better, the Neuromarketing Science and Business Association published a code of ethics based on the following three principles: Establishment of public trust in neuromarketers' integrity, Protection of participants' privacy, Protection of the neuromarketing service buyers.

In well-directed studies, explicit, informed consent is taken and subjects are informed about how and where the gathered data shall be put to use. Marketers argue that these sets of measures make neuro-marketing ethically no different from traditional focus groups. Neuromarketing is a beneficial tool for both advertisers and the audience. It allows the brand to customize its product to best-suit the customer. If this process is carried out with all the aforementioned values and ethics being kept in mind, then the science would have a lesser number of disparagers and critics, and more people will be open to partaking in these tests as subjects.







## Consumer Neurosciences and Neuromarketing: A New-Age Marketing

- Anushka Bhargava

Consumer neurosciences are a field of science responsible for understanding consumer behavior and their interaction with brand communications. Neuromarketing, therefore, involves information from neurosciences and neuropsychology about consumer behavior, motivations, beliefs and expectations. Neuromarketing assists marketers in order to engage with their audience in an integrated and effective manner.

Neuromarketing, as the word suggests, is neuroscience + marketing. There are two concepts used above, one is the concept of neuroscience and the other, neuromarketing. Neuroscience or consumer neuroscience essentially means the study of how different types of marketing and communication tactics affect the consumer's behavior. Whereas, neuromarketing is the application of the information driven out of neuroscience to support marketing functions.

Neuromarketing can be an interesting concept for marketers and a concept which is believed to hold a lot of importance in the marketing industry these days. One of the key essentials of an effective marketing strategy is to fully understand the needs of the target group and to question why they would purchase a specific product.

In the field of Neuromarketing, the consumer brain is studied marking the activations in the parts of the brain which respond to

elements like visuals, sound, smell, taste and touch. These activations help in understanding responses to certain stimuli. Neuromarketing techniques utilize certain engaging elements to highlight the product or service which a customer may find exciting and appealing.

How does vision, smell, sounds, taste and touch impact marketing?

The sensory appeal is used by marketers to create a more receptive engagement with their audience. When it comes to senses, it is subjective and very personal to individuals. Hence, to reach the depth of consumer's minds and understand their behavior, their response to sensory stimuli is a significant insight.

The sense organs in our body have sensory receptors that detect stimuli around us. These receptors then transmit the information to our brains and that is where we conclude the image, sound, texture, taste and smell to be 'good' or 'boring'.

Let's take an example of FritoLay. The pepsico's chips brand used neuromarketing tactics for their packaging through which they concluded that beige color with pictures of potatoes and healthy ingredients did not get positive activations in the brain. Whereas, a shiny, glossy packet with a picture of a bowl of chips received a likeness. A product as simple as a packet of chips could also benefit from neuromarketing and so can brands from different industries.

### Key Takeaway

Nowadays, brands are keen on providing an 'experience' to customers through their advertising campaigns. The use of neuromarketing in advertising campaigns will impact consumer decisions related to

purchase, affiliation to the brand and loyalty. Finally, it will also help in better segmentation and accurate targeting of marketing and communications. The future holds more such space for neuromarketing and increasingly, more and more brands are bound to incorporate this fascinating concept.





Magazine designed and published by the students and faculty members as part of the experiential learning process at SCMC

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