Assessing the Effectiveness of Animated T.V. Advertising with Special Reference to Vodafone Animated Commercials

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Abstract: Animation has become the new creative advertising trend in today's times. As a character-based business, animation can expand the design of advertisement by applying digital content to different media, such as the Internet, mobile phone technology, and television. Animation has become an important design tool in recent graphic interfaces because they motivate consumer actions and draw viewers' attention to specific product features. The aim of this paper is to find out whether the students are able to construct the meaning and idea from the Vodafone animated TV commercials as intended or not and also is there any significant difference in the level of understanding of the students with respect to their exposure to media literacy.
Keywords: Television, animation, advertisements, media literacy, consumer

Introduction

Advertising is something that one can love or hate but cannot ignore! Advertising is a process of communication between the seller and the prospective buyer. Advertising has evolved over the years as a response to the evolution of business and trade in the society. Advertising works on the simple phenomena of buying time and space in mass media to reach out to the targeted group of consumers. This process of deciding what to say, when to say, how to say, whom to say and where to say requires skills, knowledge and research. That's why at times advertising is referred as a mixture of science and art. The scope of advertising has broadened over the last decade or two. Advertising in the last few decades has come a long way, from merely informing the prospect of the availability of products and services to a skilful strategy in marketing to making brand an extension of people's attitude and personality.

For the common men advertising means television commercials, radio jingles and print advertisements. Advertising can be defined as a paid dissemination of information through a variety of mass communication media to motivate a desired action. According the 'concise oxford dictionary' the verb, 'to advertise' means: to make generally or publicly known.

Today advertising is a part of our everyday life. It is all around us. We cannot escape looking at it or listening to it. Even if we are not consciously looking at it or listening to it, the message of advertising reaches and influences us. It is often recorded somewhere at the back of our minds and is recalled when we are buying something or looking for a particular service. From morning to night, we are using advertised goods and services. We start the morning with a cup of tea or coffee, use toothpaste and toothbrush on our teeth, at breakfast we have bread, butter, etc. our workplace is also full of machines, computers, etc which are the advertised goods.

Advertising is the action of calling public attention to something, especially by paid announcements. Note that the definition uses the term 'action of' and doesn't specify that advertising is limited to print media, television, Internet, ?or any other specific medium. While it does place an emphasis on 'paid announcements,' it isn't a requirement. Finally, it

only says that attention is called to something, not specifically good attention. Anyone that has turned on the TV during election season knows advertising can be negative.

No matter which stage your business is in, advertising follows four steps, according to the industry mnemonic, "AIDA: Awareness, Interest, Desire, Action." Your job is to make prospective customers aware that your product or service exists, pique their interest in what your product or service can do for them, make them want to try your product or service, and finally take action, by asking for more information or actually buying the product.

Research Objectives

The main objectives of this study are as follows:

1. To find out whether the students understand the meaning of the Vodafone animated TV ads as intended or not.
2. To find out whether the animated TV commercials are much better and effective in delivering the message with respect to non-animated commercials.
3. To find out whether there is any significant difference in the level of understanding of the students of the Vodafone animated adverts with respect to their education.

Methodology

I have chosen Jaipur as the location of research because it is one of the most populated city of India. Also it is the most populated city of state of Rajasthan and its capital too. I live in this city so it was easy for me to travel and collect data without much expense.

The main objective of this study is too find out how the students perceive the animated Vodafone TV commercials and what message they are able to construct from these animated advertisements .The study also aims to find out if there is any difference in the level of understanding of the animated advertisements between the students with respect to their education.

The survey was conducted with students of University of Rajasthan, Jaipur as the sample population. Total 80 students were asked to record their responses in the questionnaire provided. The sample consisted of 40 male and 40 female students. The students were also divided in groups of 40 students from department of journalism and Mass Communication and 40 students from other departments of the university. The students were divided into two groups of 40 students each one with education in the field of media and other with education from non-media streams. Both clustered and convenient sampling techniques were used to sample out the students.

The students were chosen from the age group of 18 to 40 years. The level of their education varying from undergraduate to Master degree courses.

Research Terminology

- **Media students:** The students who are enrolled in various media courses like Journalism, Mass Communication or Films at Undergraduate, graduate or Ph.D. level.
- **Non-media students:** The students enrolled in courses other than media courses.
- **Animated commercial:** Advertisements created using the Computer Generated Imagery (CGI) technology.

Data Analysis

The students were asked to record their responses in a questionnaire with 20 questions related to the Vodafone animated advertisements. The questionnaire included both closed ended and open ended questions. The questionnaires were self-monitored so as to make sure that the data collected was correctly recorded and the students understand the significance of the research.

The results of the students' responses have been tabulated and the results are as follows:

The survey showed that all the students have seen the Vodafone animated commercials with the theme "Power to you", and "ZooZoos". The students also responded that they remember those animated commercials from Vodafone.

Table 1.Total number of students who viewed Vodafone animation advertisements

	Vodafone		Total
	Viewed	Not Viewed	
Media students	40	0	40
Non-media students	40	0	40
Total	80	0	80

All the 40 students enrolled in the media various media courses responded that they could understand and explain the meaning of the animated Vodafone commercials with the theme "Power to you", and "ZooZoos".

Table 2. Number of students able to explain meanings of Vodafone ads

	Vodafone		Total
	Explained	Not Explained	
Media Students	40	0	40
Non-media Students	26	14	40
Total	66	14	80
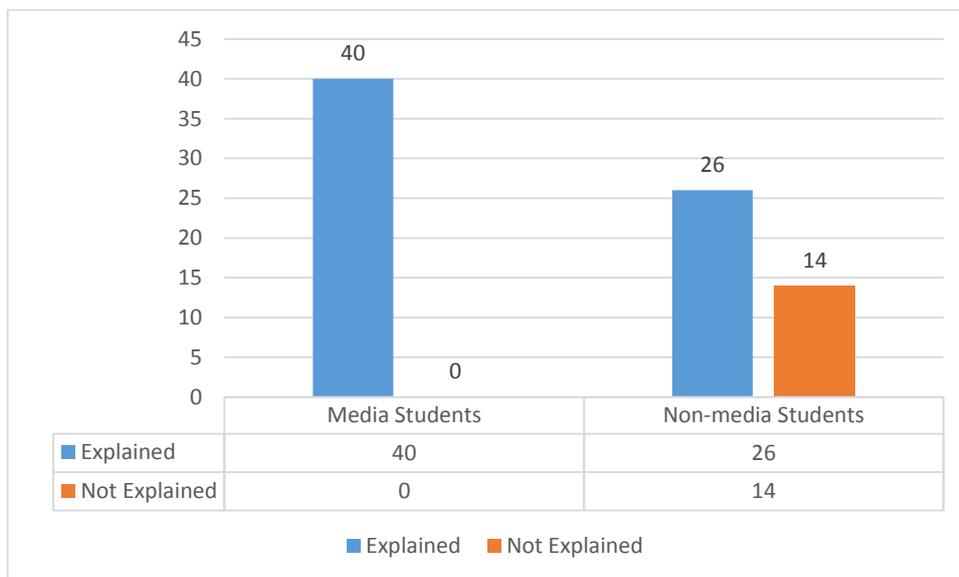
**Figure 1. Number of students able to explain meanings of Vodafone ads**

One of the finding from the data recorded was that all the media students said that they could explain the meaning of the animated Vodafone commercials but the data from non-media students reflected that not all the non- media students could explain the meaning of the animated commercials. The results are quantified in the table 2.

The analysis of the data from table 2 shows that all the students with media education said that they could understand and explain the meaning of the animated commercials whereas some students with non-media education said that they could not understand and explain the meaning of Vodafone animated commercials. This result shows that media education is an important factor when trying to understand the meaning of animated commercials.

Table 3. Number of students who could correctly explain the meaning of advertisements

	Explained	Not Explained

Media Students	36	4
Non-media Students	20	20
Total	56	24
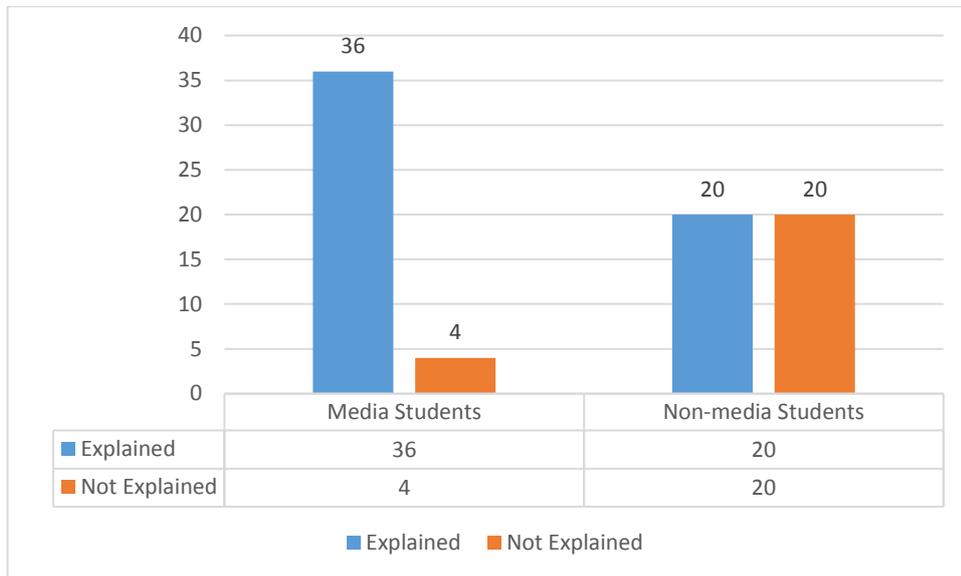
**Figure 2. Number of students who could correctly explain the meaning of advertisements**

The analysis of data in table 3 shows that 90% of the media students could clearly construct the meaning of Vodafone animated commercials as intended by the company whereas only 10% of the students from media education could not construct the meaning of the animated Vodafone commercials with the theme "Power to you", and "ZooZoos" as intended by the company.

Whereas the analysis of non-media student data from table 3 shows that only 50% of the non-media students could clearly construct the meaning of Vodafone animated commercials as intended by the company and 50% of the students from non-media education could not construct the meaning of the animated Vodafone commercials with the theme "Power to you", and "ZooZoos" as intended by the company. This analysis again highlights the importance of media education to clearly understand and construct the meaning of complex media messages.

The data in the table 4 gives the trends about what the students think about the Vodafone animated commercials whether they are complex or easy to understand and whether the audience can understand them easily or not.

Table 4. Students' perception toward Vodafone animation ads

	Vodafone		
	Easy	Complex	Total
Media Students	32	08	40
Non-media Students	12	28	40
Total	44	36	80

	Media Students	Non-media Students
Easy	32	12
Complex	8	28
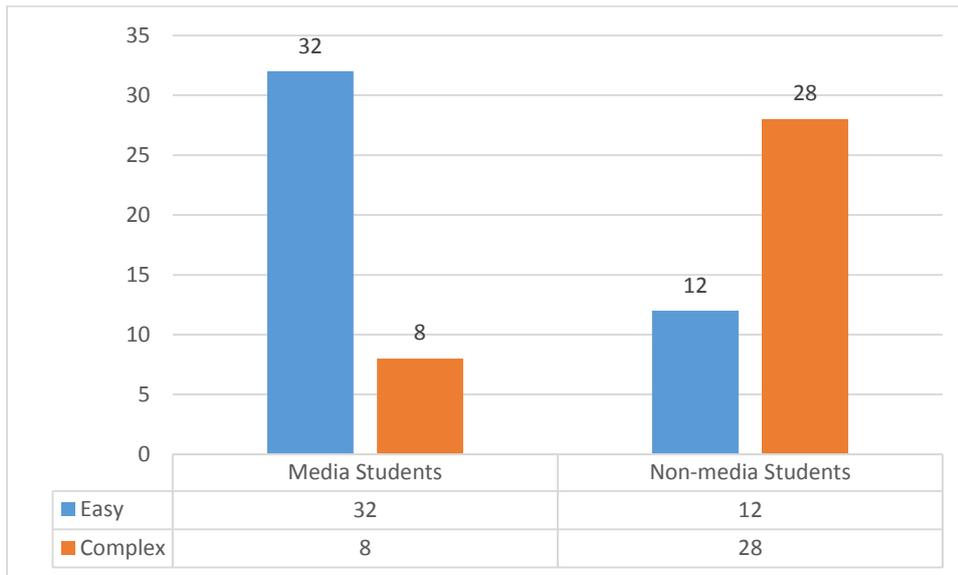
Figure 3. Students' perception toward Vodafone animation ads

The analysis of data in the Table 4, shows that 80 percent of the media students rated that the animated Vodafone T.V. were easy to understand where as only 30 percent non-media students rated the Vodafone animated T.V. commercials   easy to understand. On the other hand only 20 percent media students felt that the animated Vodafone commercials were complex and hard to understand but nearly 70 percent of the non-media students said that the animated Vodafone commercials were complex and hard to understand. The analysis of data as a whole shows that only 55 percent students felt that the animated T.V. commercials were easy to understand. But it was also found that 45 percent of the total students found the animated T.V commercials hard to understand and complex in nature.

Results and discussion

The findings from the analysis of the data collected from students shows that there is a significant difference in the level of understanding of the animated Vodafone T.V. commercials between the media and non-media students. The research clearly proves that the students with media education has much better and clear understanding of the animated Vodafone T.V. commercials. The media students are able to clearly understand the animated commercials and also explain the meaning of the animated commercials. The media students also found the animated commercials easy to understand.

With regards to the students with non-media education the study reveals that most the non-media students found the animated Vodafone T.V. commercials complex and hard to understand. The study also reveals that many of the non-media students who said that they understood the animated commercials were not able to clearly explain the meaning of the animated Vodafone T.V. commercials as intended by the advertisers.

The results from the study reflect that media education is an important factor which determines the level of understanding of the students to the animated Vodafone commercials or other complex media messages.

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