Abstract

This research paper covers the detailed area of the selected research which is covering the contents of emergence of animation as a method of promotion in advertising. In this study we have selected few big examples of multi-national companies that state the importance of animation in field of advertising. Study concluded that animation is of paramount importance in sustenance of any company in today’s tech era which can only be achieved by animation and motion graphics.

1. INTRODUCTION

What is animation all about? Animation is considered as a state of being full of life if asked in layman language. Technically, we all are familiar with Wikipedia term that it is the technique of photographing continuous drawings or puppets or doodles to create an illusion of movement when the film is shown in as sequence. It is also known that nowadays visually teachings and awareness is grasped more easily and quickly by anyone. This is where Animation can be the real saviour. Animation can bring life to the product and keep audiences engaged with simple and personalized visuals for better conceptualization. We all must be aware about Microsoft Office products include an animated office assistant, Clip it, to aid beginner users with the program who would offer tips and suggestions, and users can click on the icon for any additional help. That was just the beginning of animation era. Prior marketing research has mostly addressed animation in the context of banner advertisements on Web sites. Evidence has suggested that viewers are repelled by blinking banner ads. Yet, Hong et al., 2004, have illustrated that an animated flashing item is able to attract user’s attention. Since human mental resource is limited, not all the information can be stored for a longer duration. However, studies have
shown that objects which evoke orienting response of customers. Animations allow for easy processing of information without having to deal with the technical jargon and strain their minds. With social media trending, news spread like fire. The interactive nature of social media has its advantages when it comes to micro-videos or campaigns. Remember, visitors to social media are all in for entertainment and these videos (animation based) are just ideal.

Say, employing a friendly faced mascot to run your campaigns which can definitely boost brand awareness and promotion. www.ZD.Net (1996) found that animations increased click through rates by at least 15%, and as much as 40% (Research, 1998). We are all familiar with Wrigley’s orbit gum advert, which revolves mainly around a sandwich animated character. Earlier they were restricted to filming but with time they have involved an animated character beside an actress.

1.1. Famous Companies campaigning with animated characters

A simple example we all can relate to is ‘Cornelious’, the Corn Flakes Rooster, a simple concept that made an ideal breakfast. This mascot not only became favorite among toddlers but also among adults. Moreover, animation is not only restricted to cartoons and films. Biggest mnc’s & top-notch service providers are inclined towards animated advertising as it is pocket friendly, cognizant and quick. Another very interesting example of animation usage in advertising company is ZooZoo by Vodafone. These are advertisement character promoted by Vodafone India since the Indian Premier League 2 (IPL). These are white creatures, with ballooned bodies, and egg heads that are used to promote value added services of Vodafone. The advert was created by Ogilvy and Mather. This was one mascot which is still loved by all age groups. The message passed on by the company was short, crisp, unique and quite interesting. After this successful campaign, most of the multi-national companies took shed under animation ads and banners.

We can also take another example but from different fields. Animated character or motion graphics is not only confined to food & drink or value added services area but also have expanded towards social media. Larry the bird is the name of mascot of Twitter.inc. Twitter’s creative director Douglas Bowman was behind the evolution of Larry the bird logo & mascot since the company was founded in 2006. The trickle of animation has started with big brands to start up in whole world.

1.2. New stage set for animated commercials

The animation process results in motion graphics which are created by recording a series of still images in various positions of incremental movement, which when played back no longer appear individually as static but as combined to produce the illusion of unbroken motion (http://encarta.msn.com; contributed by Furniss 2006). Some researchers emphasize that animation is an effective design tool for capturing viewer interest and attention. Animation is usually categorized as (Frierson 1994; Furniss 1998), including Computer Graphic Image animation, clay animation, cartoon animation, film animation, drawn animation, pixilation, puppet animation, and silhouette animation. There are thirteen different types of animated commercials, which fall into several functional
categories: explanation, demonstration, big model, slice of life, fiction, documentary, comparison, image building, symbol, spectacular, production, commercial, and humour. The most common type of traditional design technique for animation is 2-D. Advanced technology can create a new style animation which is 3-D. In current industry, clay animation and computer generated animation have become the most popular type of animation in film and television commercials.

1.3 How exactly can animation help in successful advertising?

It is very important for an advert to be attention grabbing, informative, memorable, alluring and easy to comprehend by any range of customers. This target can only be achieved by use of animations in adverts, banners and videos. It helps in delivering content in a format that can surpass perception about any character or reality. Company can use animation to make their customers feel aliveness. The main reason of using animation is that it is unique, trendy, eye-catching and less tedious as compared to filming any real character or human being. But the challenge lies in making advert more original, the more originality, merrier it is for customer to remember it and buy the product. Another advantage of using it is, you can create any environment by your imagination, and you are not restricted by any challenges faced by camera crew.

Animations are fun. They have an element of surprise that make users want to share with their friends or group. It is all about creativity. There is no limit. Guaranteed is a brand boosting but not just that, you’re headed to win a lot of hearts and have a whole lot of eyes glued. These days it is not necessary to spend thousands on the production of commercials and informative videos. Anyone with the right software can now be the face of a brand. The difference between meritocracy and excellence comes with creativity. Creativity can be achieved when you don’t have too much limitations and when you see a world of possibility. Instead of struggling to direct your cast, you can choose what your animated character will say, and even how and with what emotions they will say it. The best of it is animation enables you to have some fun.

2. OBJECTIVES OF THE STUDY

Following are the main objectives of the study:

i.) To check the effect of animation on company’s growth.

ii.) To have a check on audience engagement in any of the adverts or videos made on basis of animations or motion graphics.

iii.) To what extent people are able to conceive information passed on by animated character.

iv.) The check the effect of animation on audience.

v.) To check the influence of age factor on audience regarding animation.

3. RESEARCH METHODOLOGY

i.) The design selected for this report is descriptive research studies depending on various variables, for example, doodles, 3D animations, cartoons etc.
ii.) The data was collected from primary and secondary resources; published articles, internet and survey among different age groups of people and e-commerce websites.

iii.) We have conducted experiment on leading e-commerce websites and telecom industry who are promoting their offers and products mostly with the help of motion graphics, animated graphics and animated banners and advertisements. Discussion with some of the employees of e-commerce website to know impact of animation in advertising.

4. Research & Findings

Given the technical and internet affected environment, a study was designed to test how animation affected an e-commerce website. The study investigated response time in a visual task, and how the customers felt about the event or task.

We asked about importance of animation in terms of promoting a new product or any new offer from an e-commerce website www.amazedeal.in, to which the answer was quite predicted. As a start-up, it was crucial for them to have a good kick star, and animated videos helped them in a big way.

Graph 1: "Importance of Animation in promotion"

It has also been noticed that animation influence’s viewing in every age group. Whether it is Children or adults, they all love to watch videos which are animated as compared to one’s filmed with celebrity or any other individual.

5. SIGNIFICANT OUTCOMES

5.1 Search Ratio

It has been noticed among all individuals that when they search and clicked on the links which have presence of animated banners in their ads or videos. Concluding that if companies have set up some decent and not alluring animated banners then they do not capture much attention while most exclusive and eye-catching banners will instantaneously grab anyone’s attention; producing a rippling effect.
Depending upon advertising objectives, marketing communication or direct marketing, it’s the banners that might attract impressions or clicks. When talked about impressions- it means how many times an advertisement was shown on the web or television. Click shows us how often an advertisement was clicked and it was routed to a targeted website or webpage [Lohtia et al., 2003]. The ratio of clicks and impressions indicates and serves as a measure of advertising effectiveness with animated media.

5.2 High resolution creating problem with UI

It has also been noticed that there is a big search difference when banners & animated videos are created on high resolution or are bigger in size. This creates a problem on User Interface of website, concluding decline in search time and site drop out. However, these results are an indication that if animation do have an impact on any task, the effect is small although. Furthermore, in case of heavy animation files the UI of website gets disturbed. Quite frequently, websites list their internal links & back links at the top of page and in every directory, which is similar to that performed in the experiment.

5.3 Different website, different results

It has been noticed that different results could occur on a reading-intensive website and some other different results could occur on e-commerce website. However, the result is same but with a difference in terms of content and visually. This experiment intentionally negates appeal of banner content; people had no incentives to look at the banners & animated media, and they were encouraged to complete their search task quickly.Bendazzi did much of his research at international animation festivals, the only place where one could find some of the marginal works he discusses, such as Mongolian animation; to give an idea of the extent of his coverage, the influential Disney studio takes up only 10 of the book's 444 pages of text. Bendazzi covers the period between 1888 and 1990 in five sections, with additional sections devoted to new technologies (ten pages), a bibliography (including national publications and resources related to characters, filmmakers, education, aesthetics and other topics), and indexes to names and titles. As the book's title suggests, filmed animation is of central concern in this book; made-for-television animation and other forms are not given much attention.

Two useful instructional guides related to the production of animation are Kit Laybourne's The Animation Book, published by Crown in 1979, and Richard Taylor's The Encyclopedia of Animation Techniques, published by Running Press in 1996. The reprint of Edwin G. Lutz's book, Animated Cartoons: How They Are Made, Their Origin and Development (originally published in 1920 by Charles Scribners Sons), by Applewood in 1998, is generally of interest to researchers working on Disney, since this is the book that the young Walt used to learn the basic principles of the animation process. The book overviews processes used during the 1910s and provides practical information on principles of movement.Linda Kaplan Thaler, CEO of the Kaplan Thaler Group Ltd., a New York–based agency, has a track record of developing innovative and attention-grabbing advertising approaches. Kaplan Thaler said that the biggest challenge was trying to find some way to build the AFLAC brand, which is an acronym, not a word. Finally,
when a creative employee said the name sounds like the squawking of a duck, the team was off and running.

6. CONCLUSION
In today’s era, youth is the driving force behind any organization or company as they are one that form huge percentage of population. They are the ones who are now fully aware about environment and latest trends. They are the one which gets influenced by quirky and interesting animations used by any company for advertising purpose.
Recent research has suggested that hedonic and utilitarian nature can affect the way products are acquired and consumed (Wertenbroch 1998), suggesting that the promotional strategies for particular product genre may vary according to their nature (Vaughn 1986). Therefore, it is useful to study the impact of animation on consumer perceptions of and attitudes toward hedonic and utilitarian products.

Last but not the least, there were some limitations in the experiment. First, employees were from one sector of business industry who was more interested in advertising to regional area rather than to others who are spread across country. Secondly, we have not assessed attitude towards advertising in general. Thirdly, the disadvantage of an experiment is that respondents are passively confronted with the same stimulus; this secures high internal validity but at the same time threatens external validity. After research it was found that humongous percentage of people use internet, social media and electronic devices to fetch any information or shop or put query. For all these means, animation has been considered as most effective means of communication. Effect of animated banner, ads, and commercials on the tasks is worthwhile on the web community. This study also bridges the traditional attention-capture approach and web marketing research. The experiment probed a few individual features of web and television.

7. REFERENCES


[16] [http://www.jecr.org/sites/default/files/13_2_p06.pdf


