

A study in animal metaphors influencing advertisement

Ali Safdar Naqvi, Khusro Moin

Department of Linguistics, Aligarh Muslim University Aligarh, India

Abstract

Advertising media presents animal as a metaphor in their advertisement in different countries on the basis of people's mind-set. That advertising media shows a particular animal like an object for the people of global market and that animals play an important role in advertising because of they symbolize the faith, power, bravery etc. This research paper signifies the attachment between metaphor and animals, besides exhibiting how animal plays an important role towards the people. It captivates the target audience by the means of advertisement. In this research paper it's also shown that each and every country bears its own perspective, belief, faith, interpretation etc. For an instance in accordance with some cultures in India Owl symbolizes to bad omen, while in United States Owl is perceived as the symbol of an intelligent bird. Animals are highly important in advertising because human isn't so vulnerable but human loves animals and finds it easier to establish connections with animals quickly. For e.g., a dog is the most loyal animal.

Therefore, it's important to understand how animals influence the advertisement heavily.

Animals play a crucial role in influencing the commercials, which not just make an indelible impression on the human but also, pull on heartstrings of people, tickle them, soothe them, and help to establish a trustworthy bond, which lasts a long time.

These invaluable bonds undergird the advertisement grips in the market, and aides to flourish the brand as one of the influential and full-fledged package.

Advertisement and Service Company make use of animal to establish a brand through animal use.

Keywords: *Animals, Metaphor, Symbolism, Advertising, Interpretation & Analysis.*

1. Introduction

1.1. Metaphor

Metaphor can be defined as “an expression which describes a person or object in a literary way” (Walter & Woodford 2005) and is the ‘result of some operation performed upon the literal meaning of the utterance...’ (Lakoff & Johnson 1980a: 453). This traditional way of defining metaphor is currently ‘false’ and obsolete because this traditional portrayal of metaphor can still be seen in the dictionary entry. Nonetheless, traditional views on metaphor were ultimately modified as different approach to understanding and categorizing metaphor with their theory of conceptual theory. In this theory, they argue that metaphors pervade our way of conceiving the world and are encountered extensively in several forms of our languages, thoughts and actions. A reason for such widespread use is potentially defined as conceptual metaphor aids the understanding the non-

physical by contrasting and categorizing abstract concepts with physical reality this would be hard, if not impossible, to accomplish without the use of metaphor.

1.2. Advertising

Advertising a sort of communication for information about products, services or ideas through the various media, and it is usually persuasive by nature and paid by identified sponsors.

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK.

The definition of advertising by Federal Law of the Russian Federation “about advertising” from 13.03.2006:

Advertisement is the information distributed in any way, in any form or by any means, addressed to an uncertain number of people and aimed at attracting attention to the subject of advertising, the establishment or maintenance of interest in it and its promotion on the market.

2. The Relationship between Advertising and Marketing

Advertising and marketing are essential processes needed to ensure that products get to their target markets. Although thought by some to mean the same thing, advertising and marketing are different. Advertising involves more of communication as its focus is on disseminating information about ideas, goods and services. It involves making repeat and potential customers aware of a product or services. Each and every advertisement is concerned towards a particular product as all are unique. Advertising relies on the media to pass the message across. Marketing management is a bigger and more complex process than advertising. It consists of everything an organization does to facilitate exchange with the customer. Marketing management is concerned with issues such as research, product conception, design, pricing, promotion, sales and distribution. Its scope is much wider than advertising. In fact advertising is regarded as one of the tools of marketing management. Marketing is sometimes described as a pie of which advertising is one of its fillings.

3. The Importance of Advertising in Marketing

Advertising performs several roles in marketing. The first role advertising plays is the informative role. Advertising serves as the channel through which consumers get to know about products and services. Companies manufacture products and services with the aim of selling them to consumers; without sales, these companies will run at a loss and soon will be out of business. Advertising roles through various media to inform the public about products and services. Apart from informing consumers, advertising goes further to persuade consumers to make a purchase. The public may be well informed about a product through the various media, but do bother to patronize the product. Advertising through creative appeals persuades the public to take action and make a purchase. The promotion and preservation of the brand image is another role advertising plays in marketing. Advertising is a source of image for brands; it formed for reception by the public. Advertising helps to sustain a brand’s image which in the long run helps to boost a company’s reputation and long term investments. Advertising achieves influencing the perceived qualities of products. The perceived quality of a product refers to consumer’s judgment about a product’s overall

excellence and superiority. Advertising through the use of creativity, appropriate media and persuasive tactics can influence consumers causing them to alter beliefs and desires about particular products or services.

4. Impact of Advertisement

Role of advertisement is to carry message to the far distances. It is also used to target the scattered audiences. The role of advertising on sales volume is very important. It is proved to be very essential tool in enhancing the sales of brand. Advertisement is directly linked with the sales of the products (Abiodun, 2011). Through advertisements customer behavior shaped and they motivate to buy such products. Researchers found that repetition in the advertisement hit the mind of the customers which also help them to remember that product and purchase repeatedly.

5. Role of Animals in Advertising

Some analysis on how animals play a role in advertising currently exists. For example, Animals, Archetypes, and Advertising (A3): Animals are a very strong symbol and contribute to brand engagement, thus brand equity – meaning the brand becomes so recognizable to the point of having a higher value than competitors. Animals are strong symbols because they act as a mode of transport (defined as “an experience with great relevance to positive engagement”) and enable consumers to have a transformative experience. This experience may not be drastic or life altering, but at a minimum may be a thought-altering experience. This allows consumers to change the way they think or feel about a specific brand or product. The first link between animals and their culturally symbolic use in advertising. By looking at the types of animals, categories of products, and representation of animals (anthropomorphic vs. nonanthropomorphic), this model can help better understand how animals are utilized in advertising. The results of this study Braunwart 7 solidify the use of animals help associate the brand with some other feeling or understanding of another object/symbol. An overarching strength of this study was the results section. The conclusions made as to how animals are used in advertising gave great insight. Two examples include (1) wild animals being more likely to be anthropomorphized than domesticated and (2) dogs and cats are the most used in pet supply commercials. These conclusions made from hundreds of analyses show great promise, but still fail to answer the question of why these animals are used in such ways (other than just satisfying the need to associate a brand)? The next sensible questions would be why do we like these animals enough to use them in the mass media? And why do they seem to have such a strong effect on how we, consumers, interpret or engage with the brand.

6. Animals in Advertising

The image of the friendly dog was first captured when it became enthused with his original owner's phonographic voice recording. His new owner painted a picture of Nipper, and sent it to a phonograph company. When the phonograph company showed no interest, he repainted the picture. This time he showed the dog staring into the new invention of a gramophone, and sent it to the Gramophone Company. The painting was accepted and used as

the Gramophone Company's logo. This company changed its name to Victor Talking Machine Company, which was purchased by RCA in 1929.

The Wolverine Shoe Company used the bassett hound to advertise its quiet shoes. Hush Puppies. This term originated from the southern food of fried commeal biscuits called "hush puppies," because originally these biscuits were given to dogs to keep them quiet during dinner (Dotz& Morton, 1996). Other dogs have made their mark in advertising history: Axekod made his mark for Flying A gasoline service stations in the mid-1960s; Stopper was used for American Brakeblok safety linings in the 1970s; Barking Cough Dog was used in the 1970s for Naldecon-CX cough symp; Fetch and T-bone were dogs used to advertise Fetch dog food and T-bone dog biscuits in the early 1960s (Dotz& Morton, 1996). These are just a few historical dogs used in dozens of commercials over the years.

Other animals which have been popular are cows, penguins, tigers, pigs, and birds. Several comical cows have become famous over the years. These include: Elmer, for Ehner's Glue-All in the late 1960s; Elsie, for Borden dairy products in the 1970s; Tillie from Tillamook, for Tillamook cheese in 1958; and Nestle's Cow (German) for Nestle'sQuik chocolate drink mix in the 1970s (Dotz& Morton, 1996). The American branch of Nestle's used the Nestle's Rabbit for the same product. Penguins were used for Kool cigarettes in the late 1950s and Munsingwear men's apparel and underwear in the early 1950s. The Electro lux Tiger was used for Electro lux vacuum cleaners in the mid1960s. Jordan's Pig was used for Jordan's ready-to-eat meats in the late 1930s (Dotz& Morton, 1996).

7. Impact of Animal Metaphors in Advertising

Animals are the most adorable, and innocent creatures, which can warm and soothe hearts with ease.

Their innocence and adorability make them one of the valuable assets in the commercial and advertising industry to allure consumer interest manifolds.

Their keen sensibilities awake a deep sense of connection among the consumers.

And, aesthetic factors add to their market values.

Besides, they are also taken into consideration keeping in mind their spiritualism.

For e.g., Mascot animals are used to represent a group, and they are known to bring good luck to the concerned group.

The brands make use of animals as a metaphor to signify the deep impact they make on the human minds, and add up value to their assets. These metaphors turn out to be the immense influencers in the commercial and advertising industry.

8. Examples



Image: - 1 Car advertisement shows Hippopotamus as a metaphor.

Characteristic of Hippopotamus: Large mammal with barrel shaped body, large head with broad mouth.

Characteristic of Car: Large barrel-shaped strong body and powerful engine

Interpretation: In this advertisement of a car hippopotamus is used to signify the idea of strength and might.

The hippopotamus, which is being used as a metaphor garners attention of the target audience as it symbolizes fast pace, power and dynamism all these characteristics are akin to the characteristics of a car.



Figure: - 2 Volkswagen Car advertisement shows Seal and Giraffe as the metaphors.

Interpretation: - In this advertisement there is an animal and a mammal, giraffe and Seal respectively in the Volkswagen cabriolet. This cabriolet is not just big comfortable but also has its top open. The tallest giraffe can protrude its neck out of the open roof of the car, and the cool ambience accustomed seal enjoys the top-notch quality AC system of the car.

Seal and giraffe are metaphor in this advertisement, which symbolize the characteristics akin to the characteristics of a car.



.Image - 3KIA Motors model K2700 mini truck advertisement shows Elephant as a metaphor.

Interpretation: -In this advertisement of KIA Motors model K2700 mini truck elephant is used to signify heavy load, weight. Elephant is used as a metaphor. The elephant here epitomes the truck, which has a powerful engine, efficiency and payload.



Image: - 4 This AKUFLEX advertisement of Restore your neck shows Giraffes as the metaphor.

Interpretation: -In this advertisement there are two giraffes, one with a sturdy compact neck other with a tall neck. The characteristics of the necks of both the giraffes signify the characteristics of a person's neck, who suffers from cervical pain, other neck problems. After undergoing this DIY massage therapy the neck stretches flexibly and returns back to relaxation state.



Image: - 5 This Britannia Tiger Glucose biscuit advertisement shows Tiger as a metaphor.

Interpretation: -In this advertisement of cookies, tiger is used to signify stoutness, robustness and wellness.

The tiger, which is used as a metaphor in the advertisement of Britannia Tiger Glucose Biscuits, it garners the eyeballs of the audience manifolds influencing them to buy this biscuit to feed their young ones in order to keep them healthy, make them strong, sharp and fastest alike the tiger.



Image: - 6 This DAIKIN Air conditioner advertisement shows Polar Bear as a metaphor.

Interpretation: -In this advertisement of Diakin Air conditioner Polar Bear is used as a metaphor. Polar Bear, which is a dweller of Iceland and Greenland, the frigid places enjoys the coldest regions.

By the means of Polar Bear in the Image this Air conditioner advertisement exhibits that how the use of this brand Air Conditioning System turns your home into the coldest place.



Image: - 7 This StriVectin –SD Anti-Aging skin care product shows Dog as a metaphor.

Interpretation: -In this advertisement of Anti-Agingskincare product the canine breed, which is famous for wrinkles and stretch marks is displayed as a metaphor.

The use of this skincare product, StriVectin-SD collection makes the skin free from every kind of stretch marks and wrinkles.

Here, the canine breed signifies the wrinkles, loose skin, and marks on the face of people, which are the result of aging.



Image: - 8 ThisSedal Shampoo advertisement shows Lions as metaphors.

Interpretation: -In this advertisement of shampoo, the peculiar use of shampoo shows immense change in the year volume, texture and bounciness.

The hairs are frizzy, tousled and Shaggy before the use of shampoo white after the use of shampoo the hairs become silky, frizzy free and voluminous like that of the curly girl.

9. Conclusion

This research paper focuses on the importance of animal metaphor in the advertisement.

It elucidates the influence of animal makes on the human minds, using them as metaphor adds immensely to the brand value and market value.

Metaphors enhance the usage of a language ,this figure of speech beautifies the language and make it lucid to the understanding of audience , it makes the language pleasing and soothing.

Here, the use of animal as a metaphor influences the language besides, the consumer mind-sets.

Animals which are well-known for their aesthetic, spiritualistic, sensibilities shape an indelible influence on the mind-sets of audience, and establish a compatible relationship between the consumers and the advertising industry.

References:-

The authors express their duly regards to the scholars, who denoted their ideas regarding above topic or the related subject.

- Goodstein, R.C. (1993). Category-based Applications and Extensions in Advertising: Motivating More Extensive Ad Processing. *Journal of Consumer Research*, 20 (June), 87-99
- Carter, H.C. 1986. *Effective Advertising: The Daily Telegraph Guide for the Small Business*. Kogan Page.
- Adams, K. (2005). The Sources of Innovations and Creativity. USA National Center on Education and the Economy.
- Desai, K. (2014). A Study on Consumer Buying Behaviour of Cosmetic Products in Kolhapur. *Reviews of Literature Volume 1 , Issue 10 / May 2014*ISSN:-2347-2723.
- Christian, Melissa. "Animal Ad-diction - Warm & Fuzzy Marketing." NR Media Group. NR Media Group, 04 Mar. 2015. Web. 05 June 2015.
- Dotz, W. & Morton, J. (1996). *What a Character: 20th Century American Advertising Icons*. San Francisco: Chronicle Books.