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ROLE OF EMOTIONAL AND HUMOR APPEALS DURING THE CRISIS: A STUDY

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1.1 Abstract

Advertising plays an important and crucial role in developing a need and taking the target customer to buy the product. Advertising provides the all mandatory information about the product and its key features. It has often been a great promotional tool to launch a new product or service into the target market. Also it let the target customer about the arrival of new product or service and how it is better than the competitors or substitute. in the field of advertising and marketing AIDA (Attention, Interest, Desire, Action) model has always been a crucial part to play. It helps in arousing the desire in the minds of target customers to buy the product with the help of persuasive message. Moreover various appeals are important part of the creative advertising skills, such as emotional and humor appeals.

During the time of crisis most of the brands take the help of various types of advertising and the appeals. This has shown the results that emotional and humor appeal can help in rebuilding the trust of the target customers. It is believed from the existing literature appeals can be the correct way of building the trust of the product or service. As Nestle Maggi India, Cadbury dairy milk and Dabur honey had developed even after facing such controversies and crisis.

1.2 Significance of the Study

The study is significant to analyse the role and impact of emotional and humorous appeals during the time of crisis. The researcher has taken major three products which had faced the crisis. The three products are Nestle Maggi, Dabur Honey and Cadbury Dairy Milk Chocolate. As these products belongs to famous Brands and

these have popularity among the people of India as well as abroad. The content is thoroughly studied and analysed to understand the role of emotional and humor appeals through advertisements.

1.3 Objectives

1. To analyze the content shown through emotional appeal.
2. To find the appeal mostly used during the crisis.
3. To find if the emotional advertising has benefits during the crisis.

1.4 Methodology

Research methodology is a scientific approach to solve the research problem. The researcher goes through the various scientific steps which are taken to the study the research process.

Researcher has followed the Content Analysis to solve the research problem.

A deep and thorough study and analysis will lead to the accurate answers.

1.5 Data Interpretation

1. Nestle Maggi

Maggi had faced a major crisis in year 2015 due to the blame of adding some harmful elements (Lead) in its ingredients. But after the approval from various associations and laboratories the Maggi came back in the market with new crisis management advertising strategies.

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|-------------------------|--|
| Brand/Product | Nestle India Maggi |
| Campaign name | 'Safe maggi' and 'Ma ki Maggi' |
| Duration | 42 seconds |
| Tagline | 'your maggi is safe, has always been' |
| Celebrity endorsement | Nil |
| Advertising perspective | The advertisement includes the character of the mother, who has been explaining the honesty and loyalty of the Maggi towards the mothers in India and their children. Mentioning the rational and logical statements. Also showing the approvals of many associations. |
| Type of Appeal | Emotional appeal |

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|---------------|--------------------|
| Brand/Product | Nestle India Maggi |
| Campaign name | Mom's Maggi |

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|-------------------------|--|
| Duration | 1 minute 2 seconds |
| Tagline | 'Khushiyon ki Maggi' |
| Celebrity endorsement | Dipti Naval |
| Advertising perspective | The advertising depicts the characters of mother, daughter and son. The children comes from hostel and are hungry for Maggi product. The lead character mother makes the maggi in two minutes and they recall their old school days with mother. |
| Type of Appeal | Emotional and humorous Appeal |

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|-------------------------|--|
| Brand/Product | Nestle India Maggi |
| Campaign name | Mom's Maggi |
| Duration | 1 minute and 6 seconds |
| Tagline | Khushiyon ki Recipe |
| Celebrity endorsement | Zarina Wahab |
| Advertising perspective | The advertising gives the rational explanation about the daughter and mother's relationship. Also focuses on social message on independent woman. The advertising gives the message on generation gap but with same traits for Maggi recipe. |
| Type of Appeal | Emotional appeal |

2. Dabur Honey

Dabur honey and Patanjali honey had the advertising war related to the purity, quality and price in 2016. Price of the Dabur Honey was INR122 for 250 grams and price of Patanjali honey was INR70 for the same. Patanjali ayurveda had told the Indian consumer not to buy expensive and impure honey products. But it was quite obvious that Dabur Honey was being targeted as it has a wide control over the honey market in India. Both the companies tried to persuade their customers with the help of advertisements.

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| Brand/Product | Dabur Honey India |
| Campaign name | Dabur honey purity |
| Duration | 30 seconds |
| Tagline | Real Honey |
| Celebrity endorsement | NIL |
| Advertising perspective | The advertising comprises of testimonial advertisement where an enactment is shown for the cheaper price honey and |

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| | expensive but real honey. One of the character is shown as an scientist who depicts about choosing the right honey always and not going with the cheaper price. So that money can be saved. |
| Type of Appeal | Humorous and Rational appeal |

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|-------------------------|---|
| Brand/Product | Dabur Honey India |
| Campaign name | Dabur honey purity |
| Duration | 30seconds |
| Tagline | Real and approved honey |
| Celebrity endorsement | Nil |
| Advertising perspective | The characters are shown as mother and daughter. Where mother buys the ordinary honey just to save money and does not go through the approval of associations such as FSSAI (Food safety and standard authority of India). The advertisement shows that Dabur Honey is well approved and has all the qualities and standards needed in a best product. |
| Type of Appeal | Rational and Emotional appeal |

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|-------------------------|--|
| Brand/Product | Dabur Honey India |
| Campaign name | India's number 1 honey |
| Duration | 35 seconds |
| Tagline | Purity Guaranteed |
| Celebrity endorsement | Nil |
| Advertising perspective | The family has been shown where they are concerned about health. But husband buys the cheaper honey and wife tries to inform him about the better option which is the Dabur Honey. The advertisement focuses on persuasive message of giving guaranteed pure product to its customers. |
| Type of Appeal | Emotional and rational appeal |

3. Cadbury India Dairy Milk

Dairy Milk faced the worm crisis in year 2013, when in the chocolates worms were found by some of the customers. The production was stopped and had a heavy loss. Later Cadbury endorsed the very familiar face i.e. Amitabh Bachchan. Advertising campaign was launched with the promise of purity and quality to the customers.

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| Brand/Product | Cadbury Dairy Milk |
| Campaign name | Quality product |
| Duration | 1 minute |
| Tagline | Double protection seal |
| Celebrity endorsement | Amitabh Bachchan |
| Advertising perspective | The advertisement had endorsed well known and famous actor in India, Amitabh Bachchan. With the help of persuasive message and emotions he appealed about the double protection of the product. Also given statement about his visit to the factory to see the production of the chocolate. |
| Type of Appeal | Emotional appeal |

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|-------------------------|--|
| Brand/Product | Cadbury Dairy Milk |
| Campaign name | Kuchh Meetha Ho Jaye |
| Duration | 42 seconds |
| Tagline | 'Pappu paas ho gaya' |
| Celebrity endorsement | Amitabh Bachchan |
| Advertising perspective | The advertising comprises of the raising a culture of eating something sweet during the commence of any work. The advertisement involves the persuasive message with the help of humour. |
| Type of Appeal | Humorous appeal |

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|-------------------------|---|
| Brand/Product | Cadbury Dairy Milk |
| Campaign name | Kuchh Meetha Ho Jaye |
| Duration | 42 seconds |
| Tagline | 'Pappu paas ho gaya' |
| Celebrity endorsement | Amitabh Bachchan |
| Advertising perspective | The advertisement involves the humor and raising the trend of eating sweet such as dairy milk after or before the important |

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| | works. |
| Type of Appeal | Humour appeal |

1.6 Conclusion

In the paper, researcher has found the positive relation between overcoming the crisis with the help of various persuasive appeals. Advertising appeals help in building the changing business activity due to any controversy or crisis. The researcher also found that product or service suffering crisis on reputation can lead to deficit in production or whole business. Also, that advertising appeals can help the product to regain the trust of the customer. In future, which perhaps lead to building more profit.

The researcher has done the deep analysis of the advertising content or persuasive message used during or after the crisis. It resulted that for the given products emotional and humor appeals had played a positive role. As today also these products are available in the target market and still do not have a strong competitor.

This has been found that during the crisis companies or products prefer emotional appeal most of the times. Some companies also endorse the celebrities which have more fan following and are familiar to the target customers. Celebrities helps in regaining the lost trust and emotional appeals lead by those celebrity could be appropriate during or after the crisis.

Study and thorough analysis gives the knowledge about the need of the appeals in advertising and helpfulness of these appeals can lead to prosper the profit. Advertising as promotional tool and an effective strategy promotes the products and services. This is the reason almost every product depends on persuasive message. Products or services which know the proper usage and evaluation of the appeals and other strategies can always prosper even after facing such crisis.

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