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A STUDY ON THE EFFECTS OF JINGLES & MUSIC IN ADVERTISING

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Abstract:

Music is all around us. It is a constant in our lives. Although the music that we hear changes over time it is always there. What is "in" today may be "out" tomorrow. With the astronomical amount of music that surrounds us in our everyday lives is no wonder that companies use it as a median to advertise their services and products to us. Combining the two is sheer genius.

Music can accomplish many things when integrated with advertisements. In advertising it is used to entertain, as a mnemonic device to trigger memory, and to target a specific demographic. When music is used in advertising for entertainment purposes it makes the advertisement more appealing to its targeted audience.

Introduction:

Advertising is a paid communication by a company or an organization with an intention of promoting their goods, services, products, or a cause. In its simplest form, advertising is a

sponsored message by a business to promote its products and to increase sales.

Advertising as an art, is everywhere and the bigger is the reach, more are the companies willing to pay to have their ads available. Great communication skills and very good convincing power are the main characteristics that an organization should have, to reach to their advertising objectives.

Great advertising can help make a business successful. Alternatively, advertising can sometimes backfire and cause a business to lose goodwill and lose customers if they find the ads insulting. This is evident in the many failed political ads that attack opponents unsuccessfully. Advertising works, but it must be communicated properly.

The core objectives of advertising are Trial, Continuity, Brand switch, Switching back. Advertising has become a necessity for everybody in today's day to day life, be it the producer, the traders, or the customer. Just imagine television or a newspaper or a radio channel without an advertisement! No, no one can any day imagine this.

Means of Advertising

There are two means of advertising, traditional means like print advertising, kiosks, trade shows, radio, television and modern means like online advertising, advertising in movies, advertising for social cause, celebrity advertising, in-store advertising, coffee cup advertising.

In traditional means, Television remains the most effective medium for reaching today's customers. It is also the most efficient for introducing people to brands. Television appeals equally to the literates as well as the illiterates - this one feature of television makes it unique and different from other mediums. The advantage of television over the other mediums is that it combines the audio and video features of advertising. It provides products with instant validity and prominence and offers the greatest possibility for creative marketing. Over a longer period

of time, the television has become a permanent fixture in all upper and middle class households. Reactions to television advertisements seem to be stronger than the reaction to print advertisements. The advertisers find it more effective to use television rather than print media to reach consumer's hearts and minds. Television advertising not only changes emotions, but also influences on the daily lives of people. Youngsters in the age group of 18-21, in India are regular viewers of television. They spend most of their free time in front of television, watching programs and channels of their choice. A majority of young generation believes television advertisements to be informative and most of them respond to them favorably. Marketers take the advantage of young people's power to influence family purchase by choosing commercials or television programmes that reach children or teenage youth together with their parents. The teenagers have become a strong influencing group and even have the ability to influence the purchase decisions in the family from cakes to cars.

Another most effective mean of traditional advertising is the Radio. Today, Radio has truly matured as a medium of communication and is growing in every way possible. Improvements in technology, competition and an increased reach of the Radio are the factors responsible for the growth of the Radio Industry.

As on 31st March 2012, Central Statistical Office estimated 148 million television homes in India and 94 million Cable TV subscribers supported by an estimated 60,000 cable operators and 6000 MSOs. There were 245 private FM radio stations operational by March 2012, besides the public service broadcaster - All India Radio (AIR) having a network of 237 broadcasting centers with 149 medium frequency (MW), 54 high frequency (SW) and 177 FM transmitters. The coverage of AIR is 91.85% of the geographical area of the country, serving 99.18% of the population.

Music and Jingles in Advertisement:

Audio or sound is an integral part of radio and television advertising encompassing voice and music. Music has become an important part of the marketing tool's scope. With the intensifying usage of television and radio as the mean of communicating with the consumers, music and jingles cannot be neglected.

Music can serve overall promotional goals in one or more several capacities. Music can calm us, excite us, emotionally move us, sadden us and soothe us. There is also no doubt that we are quite the musical species. Humans are able to remember music they have heard for a lifetime, as well as the emotions it triggered. We are fully capable of memorizing thousands, if not more, musical pieces in our life, including song elements such as lyrics, melody, tempo, rhythm and even pitch. Over the centuries, humans have made music everywhere and the music we play spans from the easiest simple melody on a piano to a complex orchestra symphony with dozens of musical instruments. Music is a part of our lifestyle, of our culture and of our society.

So, we can without question state that music is quite an important aspect in how we perceive things in our daily lives.

The classic "jingle" is the most common musical technique for aiding memorability and hence product recall. Some of the biggest products and companies in the world are successful not just because of customer satisfaction, but because customers like a particular jingle in an advertisement. A good jingle catches the customer's attention and makes him (or her) think twice about a product; a bad jingle might make a company famous for the wrong reasons, or dissuade people from looking at a certain brand. A jingle is a catchy phrase of words combined with mesmerizing tune or just a short repetitive song. A good jingle instantly recalls the product visualization, its brand name and full video advertisement in the sub-conscious of the listener or viewer.

Merits of music in advertising

- ❖ **Entertainment aspect** of music makes an advertisement more appealing to the viewer by simply making it more attractive and aesthetic thereby engaging more attention. The music functions more as bridge between viewer and advertisement in this case.
- ❖ **Structure and Continuity** is another basic attribute of music to support or mediate between disjoint images and emphasize dramatic moments within the advertisement by giving them typical musical figures, harmonies or melodies.
- ❖ **Memorability** “music tends to linger in the listeners mind.” ‘Singing commercials’ or jingles make up a self-contained genre.”
- ❖ **Target Identifier** Different types of music can function as a “nonverbal identifier” of attributes associated to specific groups or life styles which makes it possible to appeal to these groups by using certain kinds of musical genres. Music is “arguably the greatest tool advertisers have for portraying and distinguishing various styles.”

Impact of jingles and music in advertising with reference to case studies:

1. “*Lekin har ek friend zaroori hota hai*”

Airtel is the finest example we have today to show how a brand can be popular only through its music and jingle advertisements. When Airtel launched its first signature tune created by A.R.Rehman, it spread like a wild fire to become world’s most downloaded tune. It instantly made Airtel most preferred and top mobile brand in India.

In 2010 Airtel rebranded itself through the new brand and tune. The new campaign is already huge hit among the targeted students and youth. Catchy lyrics depicting a social life of college going youth with Airtel’s signature tune struck right chord among youth.

And then Airtel came out with this amazing ad which touches everyone's heart. College days!! Who doesn't remember them? The days are filled with fun and mischief. And that is exactly what is shown in the advertisement. Some friends want ignore their girlfriends, some have to be saved from the police, and some wear the same shirt and look at each other consciously. Well that happens to everybody and that's why everyone loves it.

What this ad has done is that it has got the viewers talking, networking and sharing about Airtel's commercial. Airtel which was out of the public eye for a while again gains some space in people's heart. But then again, it stood apart from the crowd.

They empathize, they commemorate, they provoke, they commend, and they degrade. Life's not fulfilled without them and they here is friends. Did any novel, movie or song describe friends better than that in Airtel advertisement? It gives an all new definition to friends by reminding us all our friends in lifetime in rhyming teen friendly language.

2. *"Kit Kat's Dancing Babies"*

Nestlé has rolled out a new television commercial for Kit Kat as part of the brand's communication theme 'Good things happen when you take a Kit Kat break'. The brand message was communicated memorably through earlier television commercials – Squirrels (2010) and Birds (2012).

The current 'Dancing Babies' campaign opens on a student doing the usual round with his professor and fellow students in a daycare centre. As he steps back to take a break with Kit Kat he notices the babies drumming up a delightful musical beat and swaying to it animatedly. The Kit Kat Break energizes and refreshes the student and he starts grooving only to realize that his Kit Kat is over. The highlight of the commercial is the infectious spontaneity and joy that you see in the babies.

Conclusion:

The usage of music and jingles in marketing has proven to be of importance. It helps to create the products or brands image. Together with all other marketing tools, it also helps to promote the product and to make it memorable for the consumers. However, it has to be concluded, that not all kinds of jingles are automatically leading to better memorability of the product. It is advisable to combine jingles with slogans as this leads to even higher probability of remembering the product or brand that is being promoted. A study showed that women have a tendency of being more sensitive to jingles associated with products or brands designed for women and the same is true for men and jingles promoting “men” products or brands. The preference of a certain type of music does not show to have an impact on the capacity of identifying jingles nor slogans.

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