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Acknowledgement

I, Jaskirat singh would like to have this opportunity to thank few people who helped me make my dissertation research. First and foremost I thank LPU to put this important part of knowledge in my study, which would help me in future. I am in debit for the support given to me by my friend and family. I express my gratitude to Mr. Neeraj Rathee for enlightening me with his knowledge and for constant support and guidance. His help and valuable suggestions made my dissertation research successful.

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This is to certify that the Dissertation on

" Role of Animation in Advertising "

That is being submitted by Jaskirat Singh, MFA Applies Art

Lovely Professional University, is a record of student's

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List of Contents

- Introduction
 - History (Advertising)
 - History (Animation)
- Scope of The Study
- Objectives
- Review of Literature
- Research methodology
- Results and discussion
 - Animation in advertising
 - Use of animation in ads [19th century]
- MASCOT
 - Animation of mascots
- Use of animation in advertisement
 - Why animation ads effect the people and make them buy the products
 - Animation and advertisement department
 - Why animation is chosen as a preferred medium for doing advertising
- TYPES OF ANIMATION ADS
 - Alpenliebe 2 Chocó eclairs
 - Amaron battery
 - Buick (Behind the Beauty)
 - NESTLE Butterfinger
 - Cadbury dairy milk (interstellar party)
 - KIA nero
 - Lamborghini aventador
 - Symphony collers (The coolest one)

- **QUESTIONARE**
-Survey 'Role of Animation in Advertising'
- **ANALSIS OF SURVEY**
- **CONCLUSION**
- **BIBLIOGRAPHY**

Key Words :

Animation

Advertising

mascot

print media

audio- visual

TV ads

Imagination

Hyperbola

3D

Introduction

Advertising is an audio or visual form of marketing communication that employs an openly sponsored, non personal message to promote or sell a product, service or idea. Sponsors of advertising are often businesses who wish to promote their products or services. Advertising is differentiated from public relations in that an advertiser usually pays for and has control over the message. It is differentiated from personal selling in that the message is non personal, i.e., not directed to a particular individual.

Advertising is communicated through various mass media including old media such as newspapers, magazines, Television, Radio, outdoor advertising or direct mail; or new media such as search results, blogs, websites or text messages. The actual presentation of the message in a medium is referred to as an advertisement or "ad".

History (Advertising)

Usage of advertising is said to be going on from the ancient civilization. The people of Egypt, Pompeii, Arabia and Greece used papyrus paper to paint or write down the information of the advertisement. The historians also found traces of advertisement campaign of politics and commercial messages while researching in the city of Pompeii and Arabia. Ancient Chinese used bronze plate for advertising. 4000bc back the Indians used paints to paint advertisement on the walls and rock.

- Egyptians used papyrus to make sales messages and wall posters.



- Lost and Found advertising on papyrus was common in Ancient Greece and Ancient Rome.

Still, in that time period advertisement didn't played much bigger roll till 19th century. In 19th century many companies related to product and services were coming up in the market and every company wanted to attract the maximum numbers of costumers . So, that time the only successful thought they had in their mind was to advertise their product and that was the starting of the gold era of the advertisement , because newspaper, magazine, billboard, printing press, radio and television were already invented. The time passed on and new types of media were invented in 20th century like computer ,internet etc. Which helped the advertisement cover the whole world with their clouds. Now a days we can see lots of advertisement around us ,which will continue to increase and develop in future.



19th century news paper ads from west and east

Animation is the process of making the illusion of motion and the illusion of change by means of the rapid display of a sequence of static images that minimally differ from each other. The illusion—as in motion pictures in general—is thought to rely on the phi phenomenon. Animators are artists who specialize in the creation of animation. Animation can be recorded with either analogue media, a flip

book, motion picture film, video tape, digital media, including formats with animated GIF, Flash animation and digital video. To display animation, a digital camera, computer, or projector are used along with new technologies that are produced.

Animation creation methods include the traditional animation creation method and those involving stop motion animation of two and three-dimensional objects, paper cut outs, puppets and clay figures. Images are displayed in a rapid succession, usually 24, 25, 30, or 60 frames per second.

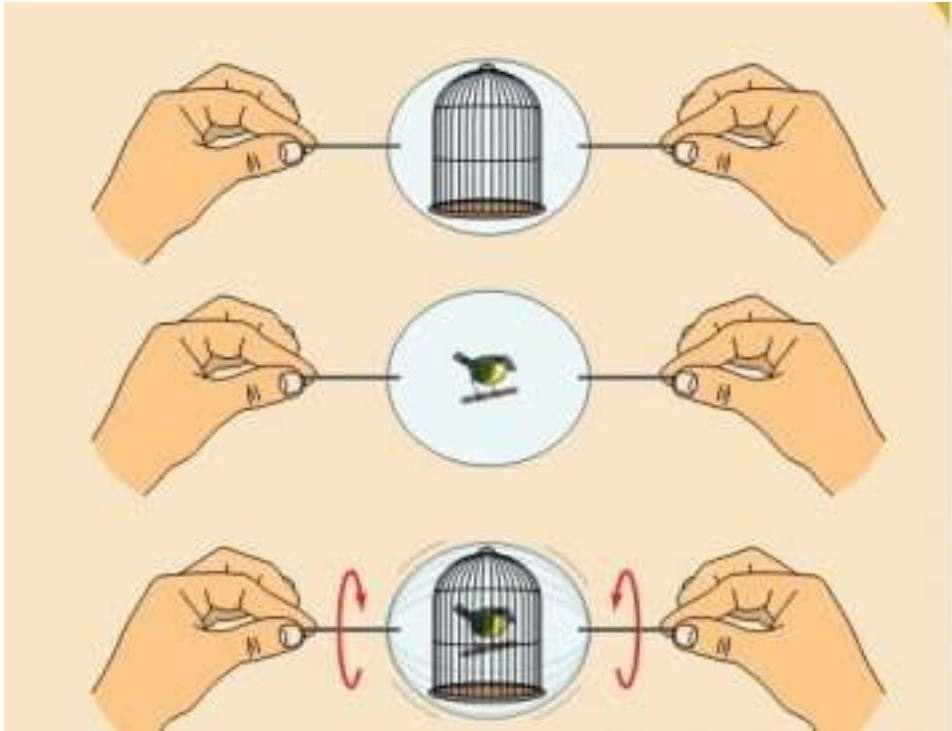
History (Animation)

People think that the invention of animation and cartoons was in 19th century. But, the idea of animation is same the age of the man's evolution from caveman to a genius. The genius of animation in 19th century was Walt Disney. The historians found a cave painting which was made back in 30000Bc by a cave man showing a animal in running motion. Historians also found a wall painting in Egypt, which was 2000bc old. It depicted two wrestlers fighting and it was made in 142 frames, means if we use the images as per frame and moved them, it would form an animation of two men wrestling.

In ancient time India and China also invented source of entertainment. They made puppets out of leather or paper, moved them behind a white cloth sheet and there was a light source that was used to reflect the reflection of the puppet on the cloth. Which seem like a screen. By the help of that the show keepers narrated stories of the tradition and gave message and also used of spread awareness.

In 19th century, the time that told the people, right meaning of animation, because in that time period animation changed the thinking of the people.

In 1824 thaumatrope was invented. It was a disc with pictures on each side when flipped they seemed moving.



THAMATROPE

In 1834 zoetrope was invented. The zoetrope consists of a cylinder with slits cut vertically in the sides. On the inner surface of the cylinder is a band with images from a set of sequenced pictures. As the cylinder spins, the user looks through the slits at the pictures across. The scanning of the slits keeps the pictures from simply blurring together, and the user sees a rapid succession of images, producing the illusion of motion. From the late 19th century, devices working on similar principles have been developed, named analogously as linear zoetropes and 3D zoetropes, with traditional zoetropes referred to as "cylindrical zoetropes.

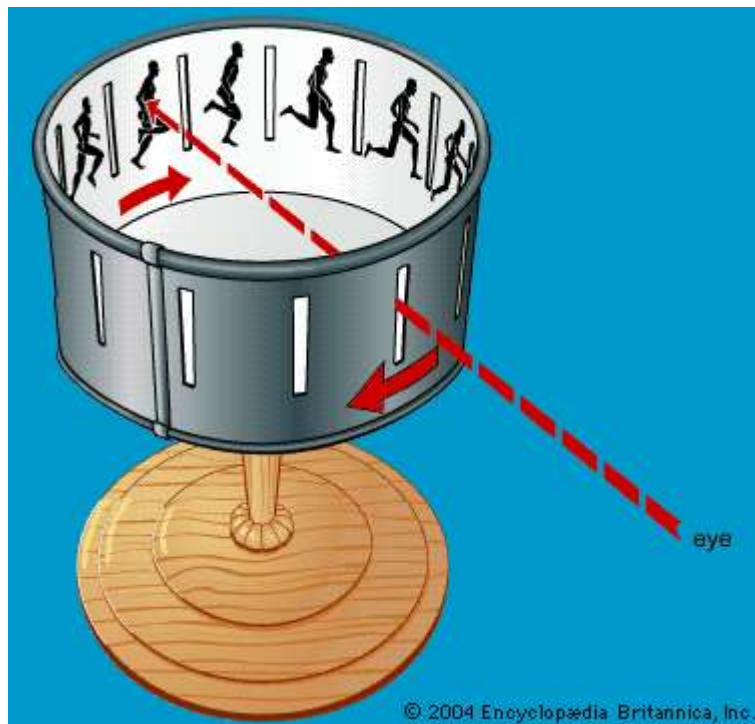


Full Strip



Detail

ZOETROPES IMAGES



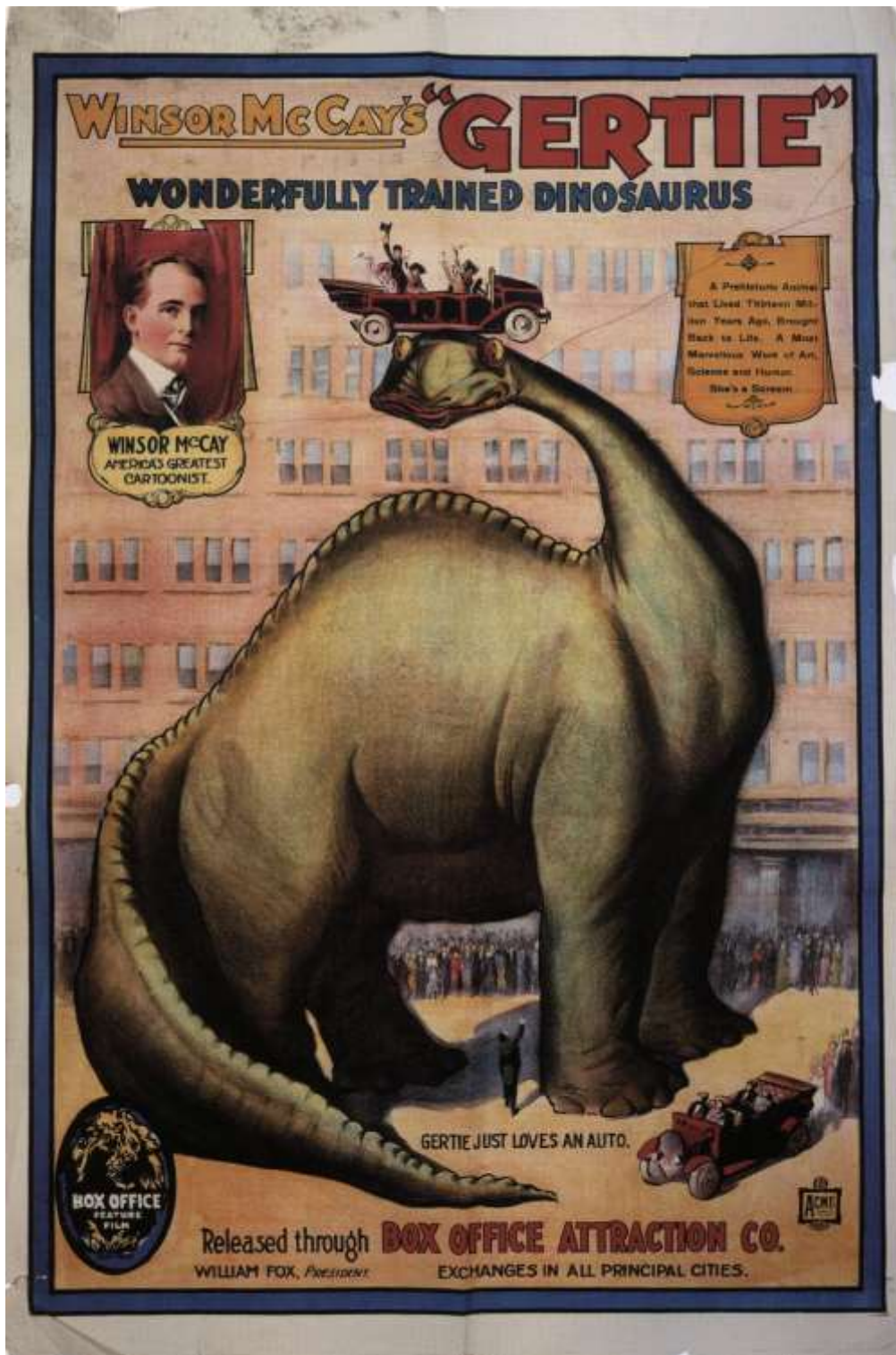
© 2004 Encyclopædia Britannica, Inc.

ZOETROPE BOX

Then came a man named "Winsor Mccay ". He showed the real meaning of animation to the public, when he made the film "Gartie the dinosuar".It was 5 minute long silent film and the film was made in 10 thousand frames.



"WINSOR MCCAY"

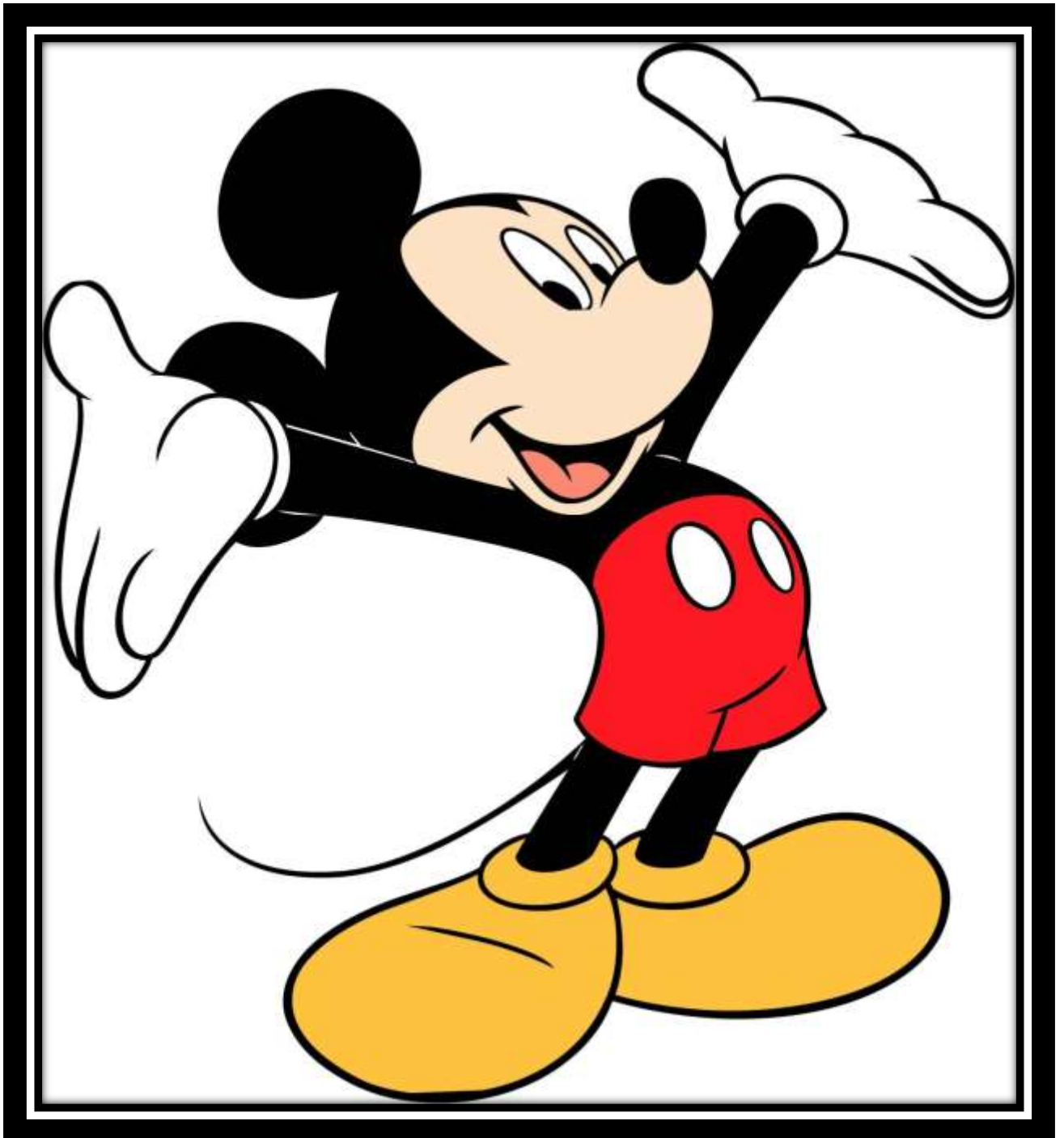


"GERTIE THE DINOSAUR POSTER"

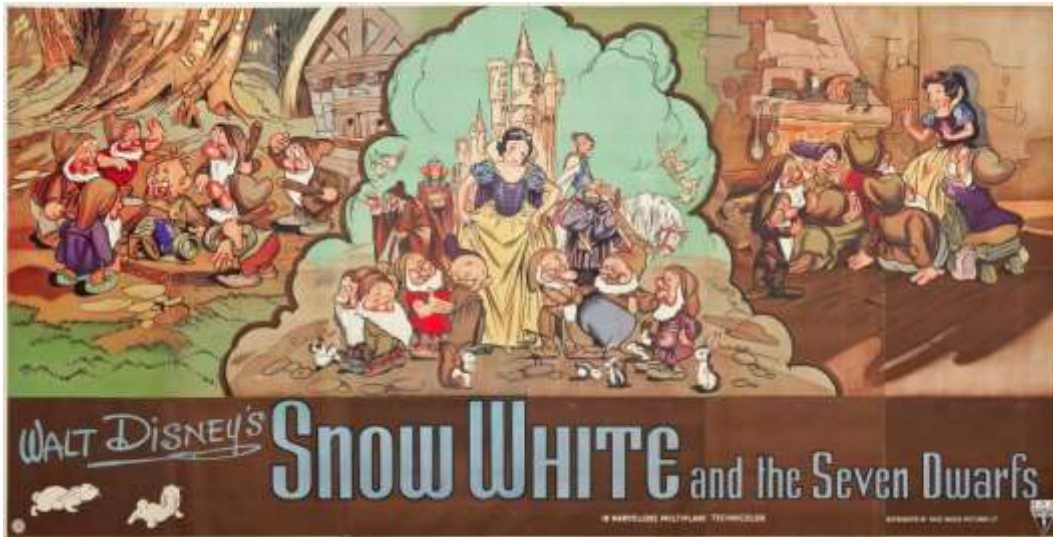
After that time animation industry got established. Then 1928 "A young man named Walt Disney "invented "Mickey Mouse" and a feature animated film with musical effects, after that animation slowly slowly was known to everyone ,now a days we can see many animation movies and animated advertisement in a very advanced and improved way, Animators use 3D Animation software like may



"WALT DISNEY"



"MICKEY MOUSE"



"Walt Disney first feature film with music in back ground with in the film"

Snow White and the seven Dwarfs



Well known Disney movies from 19th century to 21st century

Scope of The Study

The systematic study of animation, its development and contribution in today's advertising. The area of animation is vastly varied in styles, mediums and technique over the years, it is extremely difficult to conclude the impact of animation as a whole, especially in advertising field.

On other end , measurement of degree of animation used in advertising field is very irregular and abruptic in nature.

Since it is impossible to collect all data on animation used in advertisement around the world and specially in Indian advertising scenario, the research is narrow in scope and subject to limitation to a particular geographical area(survey conducted in lovely professional university, which has its own unique respondent seers).

Objectives

1. The dissertation will have a systematic study of animation, its development and contribution in Indian Advertising scenario.
2. The study will show how animation medium have been used as one of the major practices while execution of advertisements both digitally as well in print media over years.
3. to study the effectiveness of animation in advertising and its impact on consumer's perception.

Review of Literature

The word animate comes from the Latin verb animare, "to make alive or fill with breath . We can take our most childlike dreams or the wackiest worlds, we can imagine and bring them to life , In animation we can completely restructure reality. We take drawings ,clay puppets or forms on a computer screen, and we make them seem so real that we want to believe world must be so true to itself with its own unbroken rules that we are willing to believe it.¹

Society occasionally witness a seismic shift in communications. The introduction of newspaper, the telegraph, telephony, radio and television has transformed the way people interact, wherever they are in the world.²

¹ **Animation writing and Development** from script Development to pitch

By: JEAN ANN WRIGHT

PRINT BY: Focal Press Visual Effects and Animation

² **WWW.ADVERTISING**

ADVERTISING AND MARKETING ON THE WORLD WIDE WEB

BY: RICHARD ADAMS

CASSELL ILLUSTRATED

What Made Animated Advertising So Appealing?

Animated advertisements allowed companies to create content for just about anything.

It was an eye-catching approach and it was relatively cheap as well. Producing these commercials could run anywhere from \$3,000-5,000. The strategy behind animated ads was meant to incorporate sight, sound and just a little more than ads up until that point— these animated commercials convinced viewers to become proactive. And more importantly, these ads appealed to children .Appealing to young viewers is a very powerful strategy in media because children will ask their parents, over and over, to buy whatever the funny, colourful character is hawking. And when TV was still brand new, even characters in commercials were new and exciting. The same is true of kids today, though the market is much more saturated and character designers and animators have to work even harder to gain young viewers' attention. Fortunately, animation promotes dynamic commercials that are original and innovative.

Animated advertisements on television are distinct because they're on a screen for such a short amount of time. Unlike animated cartoons in a series, ads have to make a quick impression. The short time frame emphasizes the need to pack as much entertainment value and information as possible. That 30-second to one-minute advertisement must be memorable; with so many commercials to compete with, the segment needs to be unique and captivating enough for the audience to remember the animated character and the product that's trying to be sold. Audiences don't only remember the information the advertisement provides, but the character that made the commercial message worthwhile.³

³ ANIMATION'S LONG LASTING IMPACT IN THE WORLD OF ADVERTISEMENT

In September of 1941, the first animated advertisement hit screens in the U.S. With only about 5000 television sets in American homes at the time, Botany Mills produced a lamb that pranced into living rooms around the country. Botany Mills continued producing these animated commercials for seven years. The man responsible for later on developing Felix the Cat is responsible for this innovative little lamb. Botany Mills probably had no idea that this lamb would cause a huge ripple effect that would heavily influence the world of advertising.

Gaining Traction

The golden age for advertising animation was the time period when Sugar Bear, the Cheerio's Kid, Bucky Beaver and other characters alike all emerged. Shortly after Botany Mills surfaced with its animated commercial, many other advertisers decided to adopt animation advertising in hopes of selling their products with equal success. Animated commercials and mascots were created to strengthen brands and help sell less exciting products, like cereal. Today, cereal producers continue to be the most consistent group of animated advertisers. In 2000, 1.3 million ads for cereal ran in the United States. That count is still meagre without the consideration of animated commercials for products like cookies, toys, etc.

Laying the Ground Work

Animated advertising campaigns have undergone a significant evolution since they first emerged in the advertising market. Animated characters traditionally were depicted as cute and innocent and generally appealed to children. Their designs were simple and colourful.

Today more companies use animated commercials to appeal to wider audience, including adults.

Sometimes the strategy is to appeal to adults' sense of nostalgia, reimagining and bringing back to life beloved characters of the past. And sometimes cute and cuddly goes out the window. With the advent of adult-aimed cartoons like South Park and the Simpsons, advertisers were also given the opportunity to use animation to promote products to and older audience. Many modern animated campaigns are combining child-like designs with adult references or humour in order to appeal to even more viewers, too.⁴

Commercials have always played a big part in animation, even Walt Disney and Max Fleischer had their share of working sponsors. Disney was employed by the Kansas City Film Ad. Company, who made one minute advertising film to appear in motion picture theatres, the animation was primitive, human and animal figures were cut out of paper and pinned to a sheet, the joints of the figures were moved and photographed creating the illusion of movement, Disney was curious to learn how things worked so he made friends with the cameraman, who showed the young cartoonist how the paper figures were animated. Walt was dissatisfied with the material he was given to animate so he added his own sense of humour to an advert he made for a bank, in one he drew a locomotive chasing a cow, "You'll never get anywhere until you get on the right savings track." Later when Walt Disney had his own company Laugh-a-Gram he hit hard times and had to lay off staff, but he had a bit of good luck when a local dentist paid a visit to the Laugh-a-gram office to enquire about a film to promote dental health, Walt discussed the %lm with the dentist and agreed on a fee of \$500 to make "Tommy Tuckers Tooth" the unexpected revenue recharged Walt's ambition.⁵

⁴ ANIMATION'S LONG LASTING IMPACT IN THE WORLD OF ADVERTISEMENT

Anson Dyer, the British Animator of six colour cartoons in the Sam Small series 1935, made "The King with the Terrible Hiccups" for Bush radio among many other commercials. Halas and Batchelor started as a department of 3. Walter Thompson the advertising agency, they made "Train Trouble" for Kellogg's Corn flakes in 1940, "What's Cooking" for Brooke Bond Tea, "Poily put the Kettle on" for Rinso washing powder. Three of their commercials appeared on the first night of 1.T.V. advertising Guinness, Brown and Poison Custard and Oxo, they also created the famous Murray Mint character, which included the guardsman late on parade because it was too good to hurry a Murray.

Some of the major players in early animation advertisement

Nelson B. Winkles III

For creating memorable commercials for snap, crackle and pop. and the Kellogg's Rooster

Carl Hixon and Gene Kolkey

They brought Toucan Sam and Dig 'em (The sugar smack frog)

Daws Butler

This voice actor may be best remembered for his work in hundreds of cartoons including "Yogi-Bear". He was also a prolific writer penning numerous commercials for Marlboro and National Bohemian Beer.⁶

⁵ ANIMATOR MAG-ARCHIVE

Animation between 1982-1995

BREAD AND BUTTER ART-History of animated commercials

www.animatormag.com/archive/issue-13/issue-13 page-24

⁶ **ANIMATED TELEVISION COMMERCIALS: 1940-1965 ON OVERVIEW**

Research

Methodology

To get the present sense of perception of people (consumers) about the use of animation in advertisements in India, A survey containing a set of questions (Questionnaire) has been planned and responses will be taken from a variety of people (Lovely Professional University, Punjab). Responses will be calculated and evaluated in support of conclusion drawn.

Documentation from various books, news articles, research papers and institutions, animation studios and advertising agencies will be planned and presented in the dissertation.

Result and

Discussion

Animation in advertising

Animation and Advertising came far way before it's actual establishment as we can see traces of them in our ancient history. Advertising and Animation were both very important in their own way, As for advertising gave information and animation gave entertainment.

In 19th century both industries of advertising and animation were large number were on the top. In that era large number of medias were invented for promotion of social messages and also advertising like: Newspaper, Billboards, Magazines, Radio, television etc. and

Animation had also got it's real form as a films, People of that 19th century were very much fond of animation movies, because animators showed imagination in their movies that made them feel fantasy and enjoyment.

ADS OF 19TH CENTURY



"19th century newspaper ad"



"19th century billboard"



19th century magazine ad

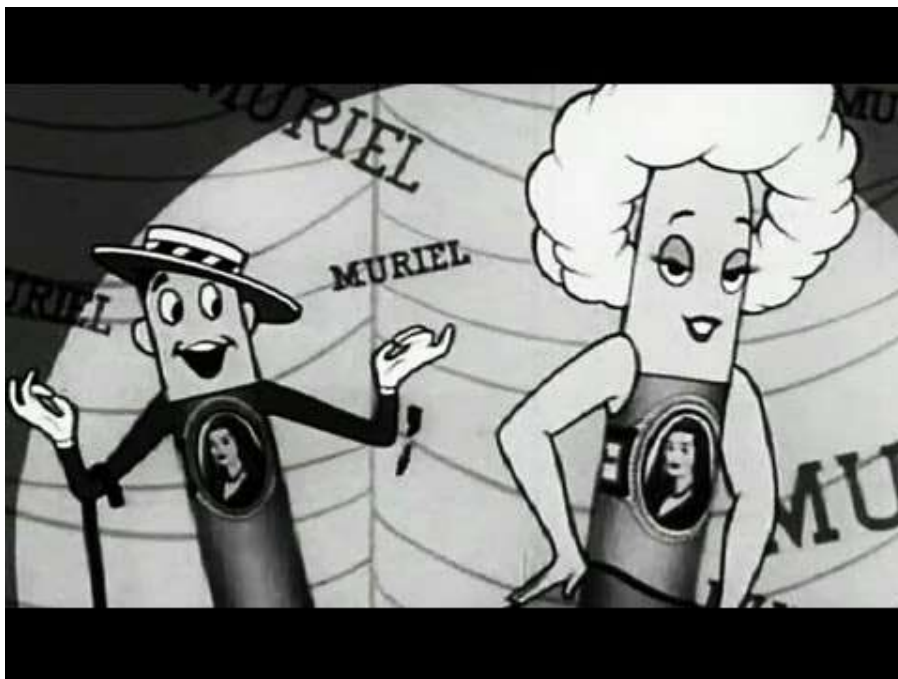


19th century T.V commercial

Use of animation in ads [19th century]

by seeing the influence of animation on the people, the advertising companies got a new way to show their imagination in advertisement and that took advertisement to next level. the advertising companies added animation in their ads. so, what they were not able to do in real life animation helped that happen. Their idea was to sale their product trough entertainment and the idea worked very well. advertisers used animation characters to sale their product like: they made their mascot move and also hold the product ,it even told people to buy the product. Advertisers used animals or non-living thing as their mascot. Now a days lots of companies use animation ads to sale their product in the market.

19th century animated ads





20th century animated ads



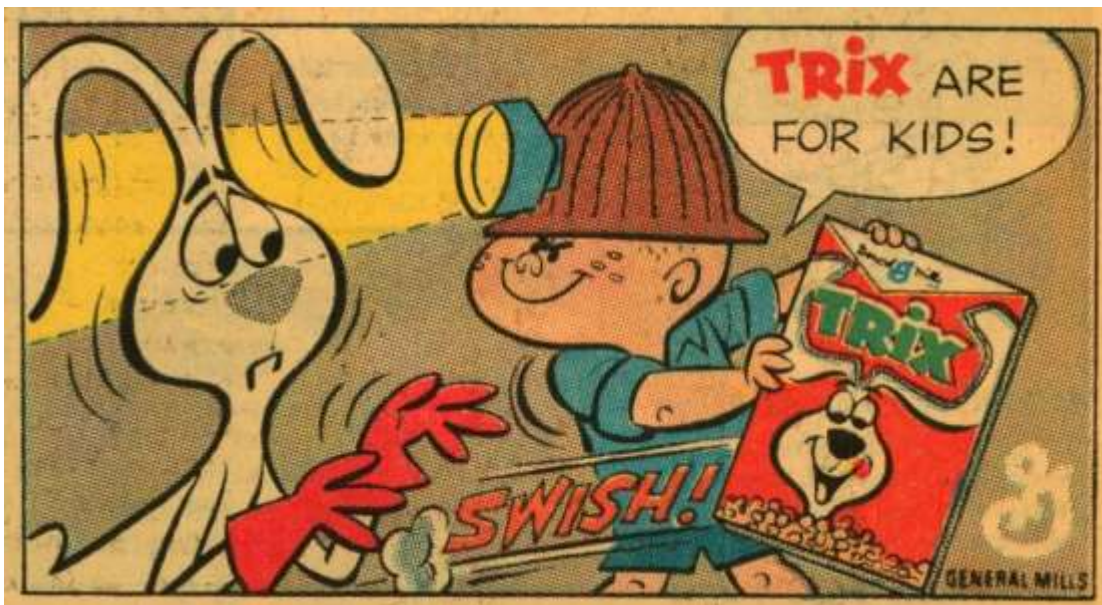


COCO COLA ADS



MASCOT

A mascot is any person, animal, or object thought to bring luck, or anything used to represent a group with a common public identity, such as a school, professional sports team, society, military unit, or brand name. Mascots are also used as fictional, representative spokespeople for consumer products, such as the rabbit used in advertising and marketing for the General Mills brand of breakfast cereal, Trix.



History of mascot

It was originally sporting organisations that first thought of using animals as a form of mascot to bring entertainment and excitement for their spectators. Before mascots were fictional icons or people in suits. Animals were mostly used in order to bring a somewhat different feel to the game and to strike fear upon the rivalry teams.

As the new era was changing and time goes on, the evolution also continued to change: from predatory animals, to two-dimensional fantasy mascots, to finally what we know

today, three-dimensional mascots. The event that prompted these changes was the invention of the Muppets in the late 1960s. The puppets offered something different to what everyone was used too. It allowed to people to not only have visual enjoyment but also allowed them to interact physically with the mascots.

Marketers quickly released the great potential in three-dimensional mascot and took on board the Muppet-like idea. This change encouraged other companies to start creating their own mascots, resulting in mascots being a necessity amongst not only the sporting industry but for other organisations.



Animation of mascots

In 19th century animation movies had a very good impact on the ordinance. By seeing this advertising companies started using animation in advertisement .The companies used their mascot in their animated ads to promote their product. The ad showed the mascot holding the product and asking the people to buying it. Sometimes the product itself was animated it had eyes, hands and legs and it moved . It also asked people to it. It attracted the costumers , as it became a part of their imagination world. people found it amazing and funning and it also helped them to remember brand name, which helped the company's production growth.





Popular mascots

Ronald McDonald -McDonald

Mickey mouse- Walt Disney

Fido Dido- 7up

Nirma girl- Washing power Nirma

ZooZoo- Vodafone

Maharaja air India- Air india

Michelin man- Michelin

Who critical can be to design a mascot of a product or company

it is very important for a company to have a mascot which is design in such a way that it represents the company's motive and brand image. Company have to keep in mind that ,mascot should be designed in a way that could attract the target ordinance.

EX.

7up targets young generation. so, mascot of 7up is a teen boy named "Fido Dido", who is shown very cool and relaxing.



• Top 10 food Mascots :

M&M 'S :_M&M spokes candies



PILLSBURY : Poppin's fresh



KELLOGG'S FROSTED FLAKES : Tong the tiger



PRINGLES : Julius pringles



CHEETOS : Chester cheetah



AMUL : Amul girl



7UP : Fido dido



MC DONALD : Ronald MC Donald



SUNFEAST : Sunny



TRIX CEREAL : Trix rabbit



MAC D



Use of animation **in advertisement**

Why animation ads effect the people and make them buy the products ?

When we are kids , we have our own imaginary world .where impossible is possible, we imagine flying bunnies, buildings of food, Fontanne of chocolate, where all animals and birds are our friends. But when we are growing up we start realise that, what we imagined as a kid that can't be real in actual life. so, we start ignoring it and start focusing on our busy life.

but, when animation movies came people showed too much interest in them and when companies used animation in their advertisement to sale their product. their sale increased rapidly. then only one exaction comes in mind why people show interest in animation when it just came in the market. The reason was , animation had something similar to peoples past life.

Animation was similar to the imagination we had when we were kids. So, whenever some one saw animation movie or animation advertisement, it gave life to their imagination world.

So, when companies use animation in their advertisement to sell their product, the product automatically became part of costumers imaginary world. When make them to by the product. so, no matter how old we get but still we will have our imaginary world and animation will keep it alive.

Sci-fi and Animation movies



Animation advertisement



COCO COLA AD



DAILY JUICE

Animation and advertisement department

Use of animation in advertisement by the companies is increasing day by day past since 5 to 6 year in a very rapid speed. which also helped the companies to increase their business, because in the present time there are 70% of people are animation lover.

Over the last 2 year animation has become a very important part of advertising department. we can see animation in all types of ads. 90% of advertisement have a part of animation in it, because all the hyperbola concept in the ad is done with the help of animation now a days.

Animation has helped the imagination of a concept artist of an ad to go beyond boundary. and that has improved the level of ideas and concept in advertising.

Why animation is chosen as a preferred medium for doing advertising ?

- Animation helps to create hyperbolic parts of things easily

- Some companies use their product as a character in their ads, so to give it the

movement they use animation. In other words, to get the acting out from non-living objects which is not possible in real life.

- Ideas which are very imaginative, dreamy and complex that can't be depicted in real life can be easily depicted in animation medium.

- In some ads, product details are impossible to capture in camera, like wrist watch ads where the watch is shown in super close-up. That part of the ad is created by use of animation.

- Now a day people see humorous animation characters, so it is a unique way to attract used by the companies to attract their audience. By making a humorous animated character to see their product and deliver their message, because they know that their audience will grab the message fast.

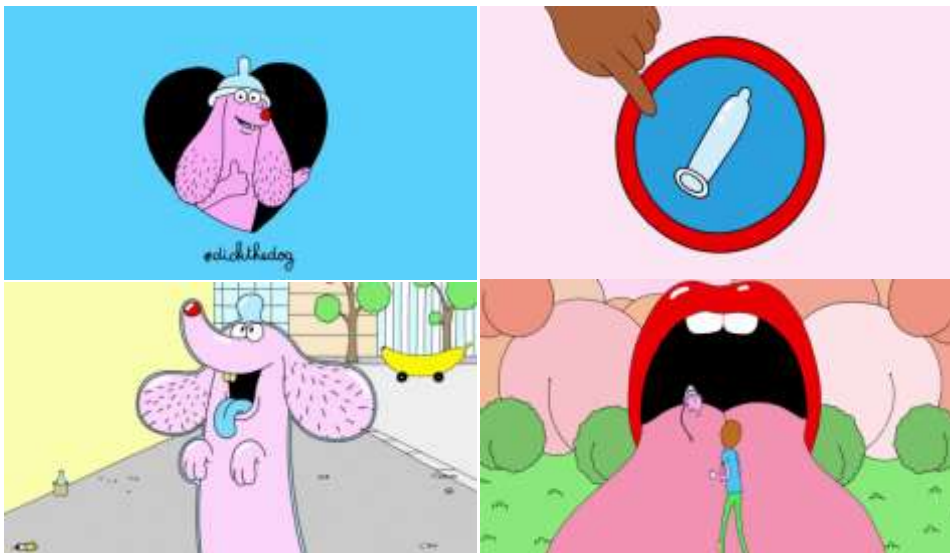
- Budget friendly : often animation ads are cheaper than normal ads. because in creating an animation ad company don't need to wait their money for creating different types of sets and actors. It is actually cheaper to create an animation commercial than it would cost to create a live production. If you want your advert to be memorable you would probably need a recognizable face to go with the product. Hiring a celebrity will cost you a lot of money not even talking about the salaries of the entire team. Even casting for your commercial is an expense you can spare by creating your character online.

- Time saving : animation ads can created within a studio. which saves time. Even though the shooting of the commercial will only take a few days that is only the beginning. Post-production takes a lot of time and another set of hands to help with the editing and voice over, you name it. 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.

- Create a character, The character that you are creating in your animation film or commercial will be the face of your brand. This character will become recognisable and people will link it with your brand. You don't have to worry about that actor or actress not being available for your next television commercial, your character creation will be available for you to use until the end of time.

- Adult or restrictive, inappropriate content as be addressed most impeccably and harmless way. Means some companies manufacture adults related products. But in some society it is very difficult to advertise their product directly ,like product like condom. and they make indirect concept ads. which only adults can understand. to make this ads companies take help of animation.

EX: **DICK , THE DOG** [MTV]



TYPES OF ANIMATION ADS

Alpenliebe 2 choco eclaires

company wanted to show beauty and the beast concept in their advertisement, but in their own way. so, they planned use a celebrity [kreena kapoor] as beauty and a white Chinese bear as a beast. but they wanted a bear who can act and talk like human, which is not possible in real life. so, they animated a bear who can act and talk like humans.

concept of ad

- A white Chinese bear is shown sitting on a boat
- A girl [Kreena kapoor] comes and sits in the boat with him
- The bear paddles the boat in river and he seems shy too
- The girl offers him eclairs
- He eats eclairs and his colour changes white to brown
- his shyness goes away and then bear and the girl sing and dance

Ad punch lines

ye ek layer nahi, cocolaty doh layer hye

Love and share, Alpenliebe two choco eclairs

Part with animation :

- Bear and surrounding element are made with use of 3D animation.







The animal depicted here is a computer generated image of the likes

















PERFETTI
Mascotte



LOVE AND SHARE

NEW
Mascotte
ZHOCO
Eclairs



PERFETTI
Mascotte

Amaron battery

In this advertisement company used stop motion animation. Their motive was to attract all types of audience, so, they used a humorous story line and cartoon like figures.

Other reason was that was cheap in production and easy to implement.

Concept of ad

- A police man named "Pandu" is sleeping on his duty
- Thief "Mangal singh" breaks the jail and escapes on his horse
- Pandu chases him on his jeep continues for 120000 km and catches him

Ads punch line

Amaron ki guaranty, 48 month warranty

LASTS LONG, REALLY LONG

Part with animation:

- total ad with made with use of claymation animation.



















Buick (Behind the Beauty)

Buick is a car manufacturing company. The company focuses on the quality, high classes and beauty. In this ad they wanted to show beautiful girls' beauty combining to the car by their concept advertisement. So, to implement this idea they used animation as a media because it cannot happen in real life.

Concept of ad

- Beautiful girl is shown doing ice skating and she is turning into beautiful particles
- That particles are becoming a beautiful car

Ad punch line

BEAUTY LIKE DESIGN

BEAUTY IN MOTION

BEAUTY WITH A UNDERLINE PURPOSE

Part with animation:

- Car and micro particles were made with use of VFX animation.









LACROSSE • REGAL • ENCLAVE



BUICK.CA

OFFICIAL VEHICLE OF THE 2010 WINTER GAMES



*Buick is a brand of General Motors of Canada, the Official Vehicle Partner of the Vancouver 2010 Olympic and Paralympic Winter Games. TM © 2009, VANOC. Used under license.

NESTLE Butterfinger

The keyword of the company's product was 'bold'. so, they wanted to show boldness in the advertisement of the product(chocolate bar). The idea they came up with was, a bullrider is sitting on a bull and they are in inside a plane and when the is in the sky the rider jumps out of the plane on a bull and then there was the important part which implements the word 'bold',the rider eats the bar in air while riding a bull.

The problem was that this idea could not be implement in real life.beacuseit was not possible for a bullrider to do this stunt. so, the company usedvfx animation madia a madia for advertisement.

Concept of ad

- A bullrider is bold
- Bullrider on plan...bolder than bold
- If he jumps from that plane that's bolder then bolder then bold
- And if he jumps while eating a butterfinger bar..crispty, crunchety, peanut-buttery, glory that's bolder then bolder then bolder then bold
- And if he eat,s it even when his mother tell's not to that's bolder than bolder then bolder then bold

Ad punch line : " Bolder than Bold"

Part with animation :

- Bull ,plane,and sky was made with help of VFX animation.











STARS
ENTERTAINMENT

STARS
ENTERTAINMENT

BOLDER THAN BOLD

Crispety, Crunchety, Peanut-Buttery!



Nestlé®
Butterfinger®

#BolderThanBold

✓ **No Artificial
Flavors or Colors**

Colors
from
Natural
Sources

Cedbury dairy milk (interstellar party)

concept of the advertisement was that a rocket leave cedbury dairy milk on a alien planet and aliens loved eating the chocolate bar. The concept was unique ,but the problem was to implement it .and in real life it is possible. because we haven't found any alien yet .

And second thing was that company wants cartoon cute characters . so, they choosed 3d animation media for thier ad.

- A rocket of earth flys out of a alien planet leaving cedbury dairy milk behind
- One sad alien eats dairy milk and his head start to glow, he become happy and starts dancing
- Other aliens also eat cedbury and start dancing and singing

song

' Every body's coming to the interstellar party'

' Every body's happy in my super super party'

' We really really like it in your interstellar party'

Part with animation :

- Total ad with designed in 3D animation.









KIA nero

KIA is a car manufacture company , that produce eco friendly car. in this advertisement aware eco system problems and tell customers that their product helps saving eco system. Concept of this ad is that , a woman named Malisa is a eco system lover and savior. She try to save eco system when ever she gets a chance .In this ad she is shown saving wales, trees , icebergs,rhinos. but it doesn't help much, because she always got in problems like,

- wales throws her away

- she falls in a valley

-she gets hit by rhino

-she falls inside the iceberg

,but in real life these incidents can

Part with animation :

- Car, trees, rhino, ice berg, whale, jungle area, water body were designed in VFX animation.















Niro Touring EPA fuel economy estimate 45 city/40 hwy/43 combined. Actual mileage will vary. Optional features shown. Comparison based on 2016 and available 2017 crossovers as of January 2017, excluding electric and plug-in hybrid vehicles. Do not attempt.



43 MPG COMBINED
NIRO
A SMARTER KIND OF CROSSOVER

Niro Touring EPA fuel economy estimate 45 city/40 hwy/43 combined. Actual mileage will vary. Optional features shown. Comparison based on 2016 and available 2017 crossovers as of January 2017, excluding electric and plug-in hybrid vehicles. Do not attempt.

Lamborghini aventador

This car manufacture company wanted to launch new model of lamborghini named Aventador. In the ad they wanted to show beauty but with speed , strength , wildness of the car to the whole new level.

concept of the ad was that the road is destroying ,but the car is getting because of it speed and smooth drive.

Then there a dust storm and the car passes through the storm because of its strength.

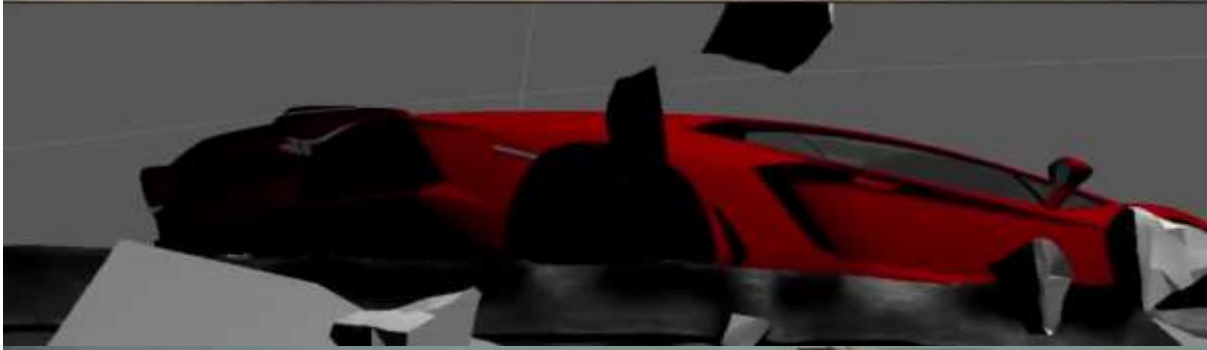
But this concept is impossible to do in real life because earth quake is a natural happening and some angle can't be taken with camera like super close up shot, when car is moving in full speed, so, to create that effects the company use VFX animation.

Aventador : A relentless force

Part with animation :

- Total ad was designed in VFX and motion capture animation.









AVENTADOR

A RELENTLESS FORCE.



Symphony collers (The coolest one)

Company wanted to explain the line 'coolest one' in their ad.They use #d animation

to attract audiance and they wanted to show some humor.they coud have used

2D animation .but, people now a days are more attracted to 3d animation.

so, the conceptof the ad is:

Sun is driving his car in the clouds.He turns on the radio, every channel of radio is

playingthe song of Chanda(moon).Sun get enrgy and he turns bigger and hotter.his heat

burns every thing and and every thing (trees, people, houses, sky) colour changes to

orange. But, one house is still cool and blue.

Inside the nouse every one is happy and playing because they have symphony cooler which is keeping every one cool.

(Aj sun kio baat par garam ho jaye kya pata....par apke pas hye sympony cooler ka barosa)

Part with animation :

- total ad is made in 3D cartoon animation.







QUESTIONARRE

Survey 'Role of Animation in Advertising'

The survey comprises a questionnaire containing questions related to the use of animation in advertisements as per your opinion and observations, and it's required to answer them all. I request you to kindly take out five minutes of your time and give valuable responses as per the questionnaire.

- **Have you encountered any animation advertisement recently? Mark only one oval.**
Yes
No
Maybe

- **Do you agree that animation in advertisements is useful in selling the kid's products only?**
Strongly disagree
Disagree
Neutral
Agree Strongly
agree

- **Do your kids or the kids in your family ever force you to buy the products that they have seen in advertisements with animation?**
Yes
No
Maybe

- **Are you able to remember/recall animation ads for a long time?**
Yes
No
Maybe

- **Does animation helps in achieving hyperbola i.e. exaggeration in advertisements?**
 Yes
 No
 Maybe

- **According to you, will animation ads have a bright future in the marketing ?**
 Yes
 No
 Maybe

- **How would you rate the appeal factor in advertisement which are executed in animation medium?**
 Very engaging
 Pleasant
 Normal
 Not engaging at all

- **According to your observation, who among the following have most interest in watching animation based advertisement ?**
 Kids
 Adults
 Teens
 Aged

- **Which style would you prefer/like to see in advertisement having animation inputs?**
 Traditional
 2D animation
 VFX (High end)
 3D animation
 Stop motion animation
 Clay mation

- **Which characteristics of animated advertisements appeal you most?**
 Characters
 Humour
 Special effects
 Look and feel
 Creativity
 Originality in Message

- **Which kind of approach would you prefer in advertisements that you see all day?**
Ads with good animation
Ads with Celebrities
Message is the important

- **How many companies do you think use animation in their ads now a days ?**
80%
50%
30%
5%

- **How many ads that have animation, you can recall?**
1-2
3-4
More then 5

- **Can you tell what is the name of this character ?**



Zaza
Jahza
Zozo
Joso

- **Gender**
Male
Female
Prefer not to say
Other

- **Age group**

- Between 15- 25 years

- Between 25- 35 years

- Between 35- 45years

- More than 45

- **Occupation**

- Student

- Faculty/ Staff member at LPU

- Private Job (any)

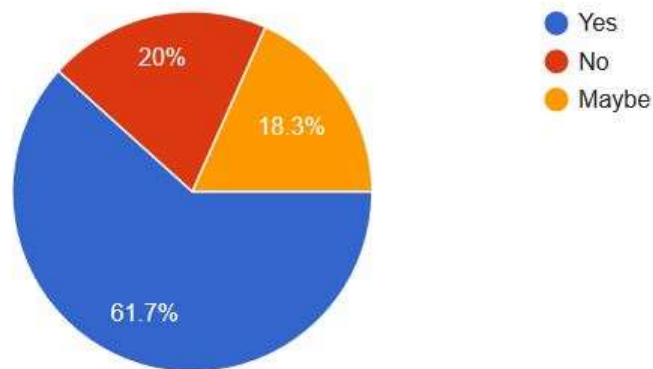
- Government Job

ANALYSIS OF SURVEY

(Survey 'Role of Animation in Advertising')

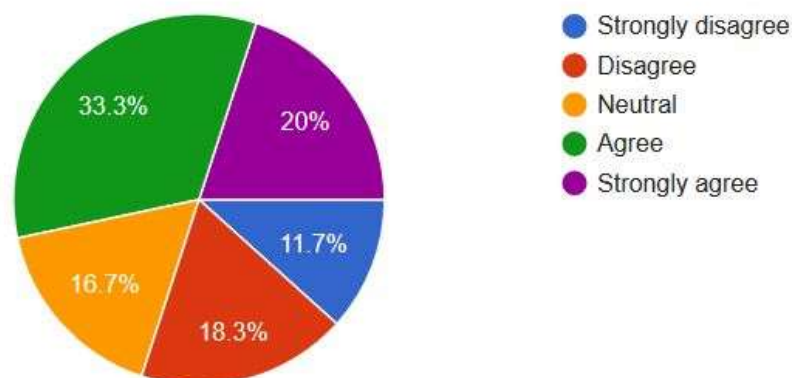
Have you encountered any animation advertisement recently?

(60 responses)



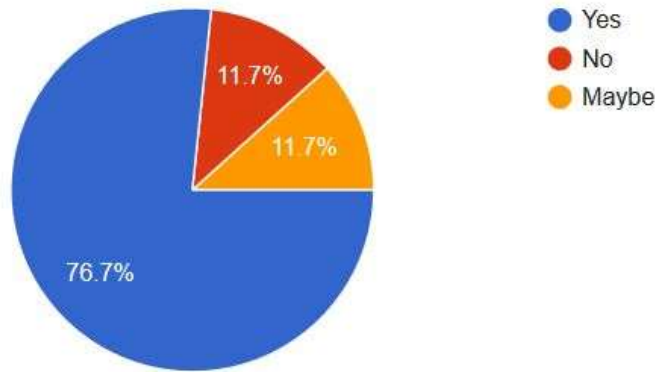
Do you agree that animation in advertisements is useful in selling the kid's products only?

(60 responses)



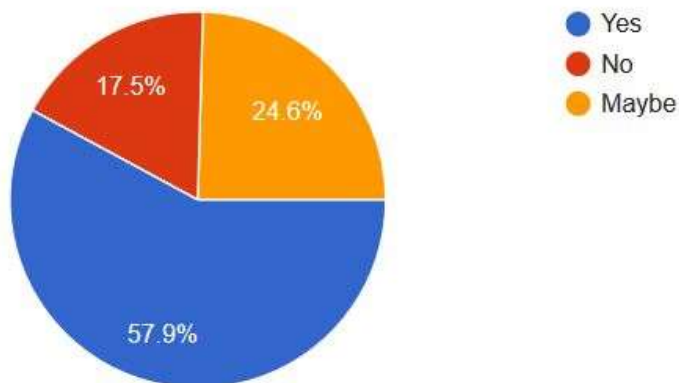
Do your kids or the kids in your family ever force you to buy the products that they have seen in advertisements with animation?

(60 responses)



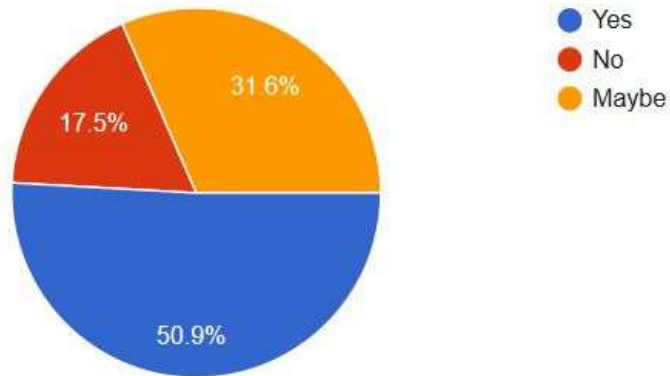
Are you able to remember/recall animation ads for a long time?

(57 responses)



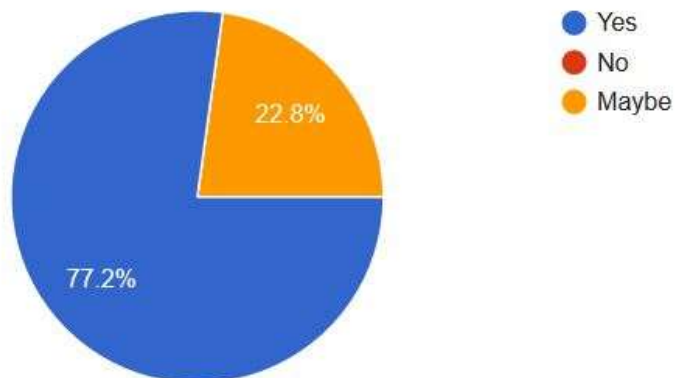
Does animation helps in achieving hyperbola i.e. exaggeration in advertisements?

(57 responses)



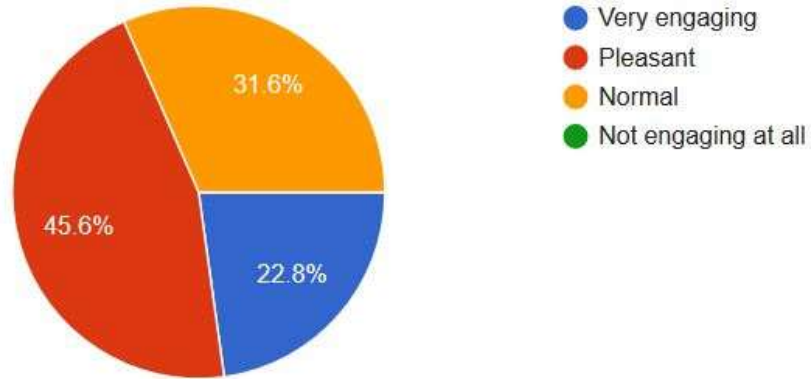
According to you, will animation ads have a bright future in the marketing ?

(57 responses)



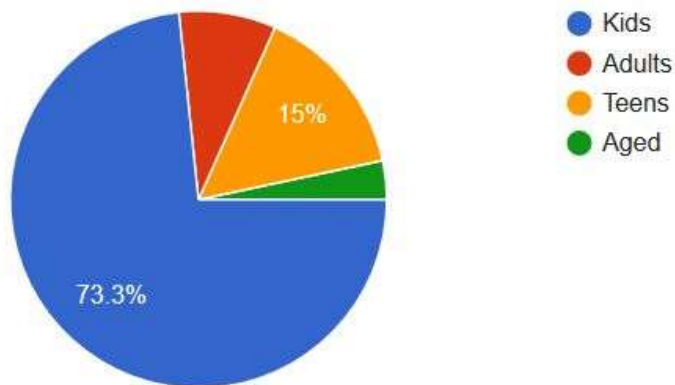
How would you rate the appeal factor in advertisement which are executed in animation medium?

(57 responses)



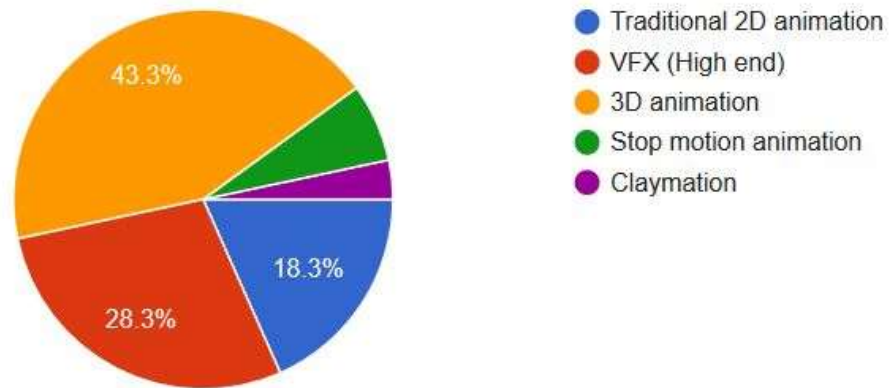
According to your observation, who among the following have most interest in watching animation based advertisement

(60 responses)



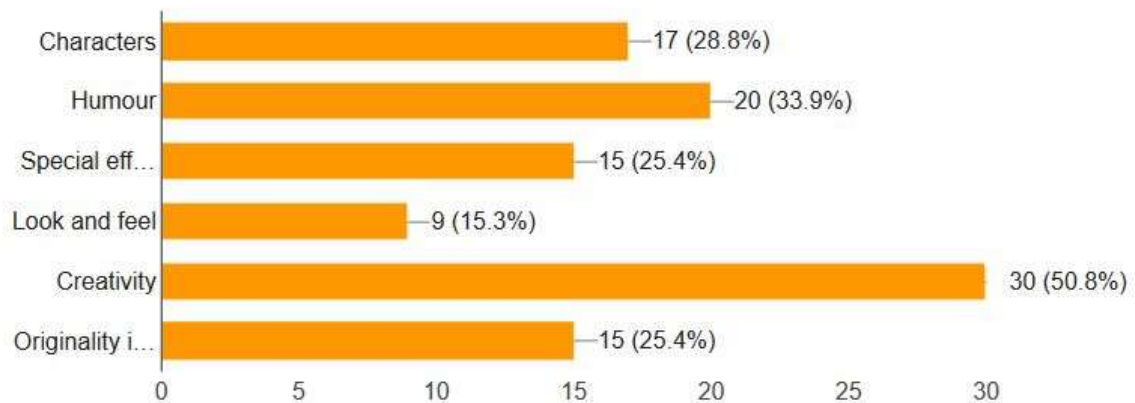
Which style would you prefer/like to see in advertisement having animation inputs?

(60 responses)



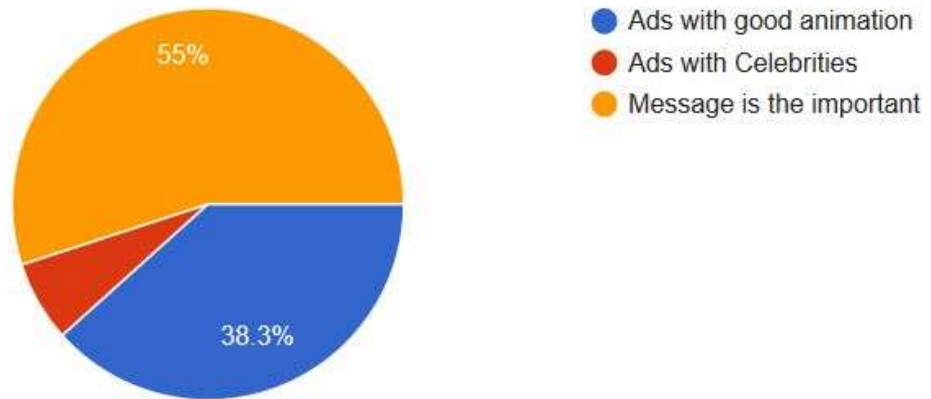
Which characteristics of animated advertisements appeal you most?

(59 responses)



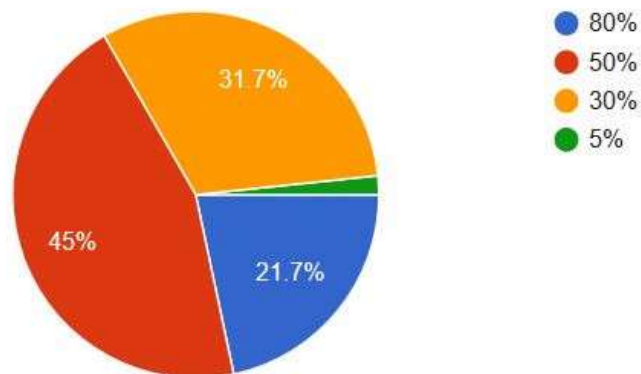
Which kind of approach would you prefer in advertisements that you see all day?

(60 responses)

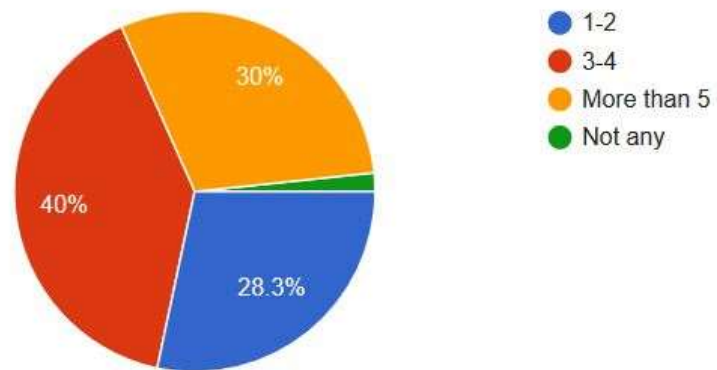


How many companies do you think use animation in their ads now a days ?

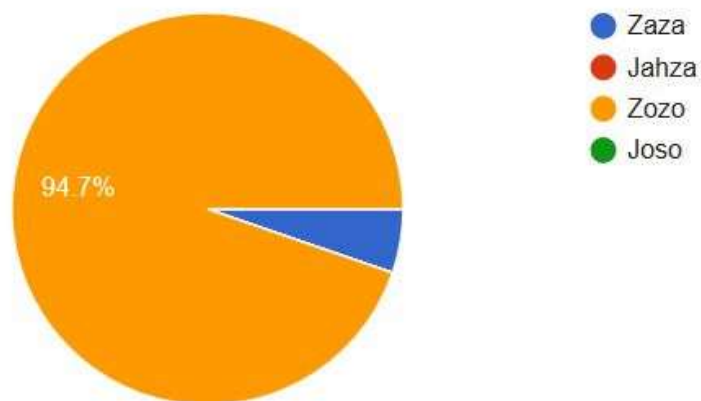
(60 responses)



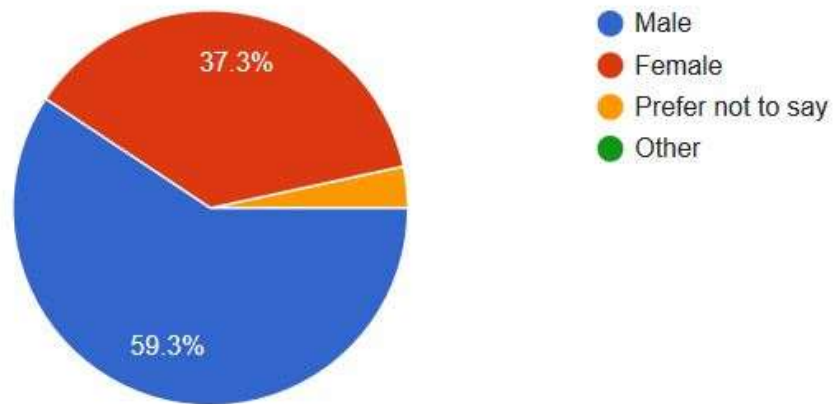
How many ads that have animation, you can recall? (60 responses)



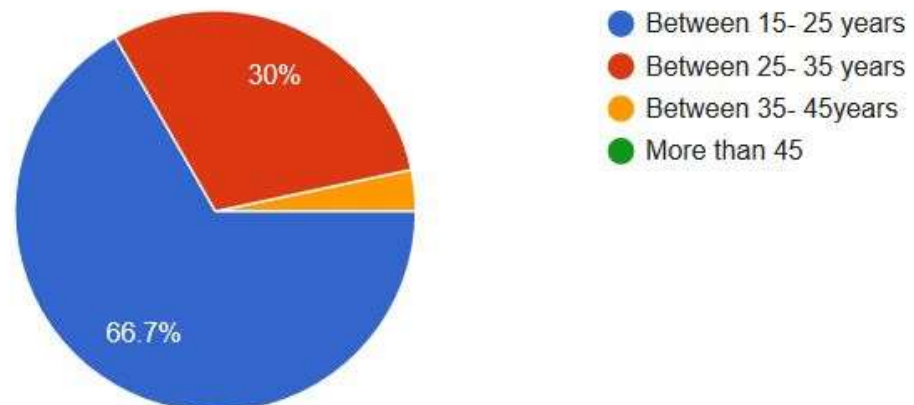
Can you tell what is the name of this character ? (57 responses)



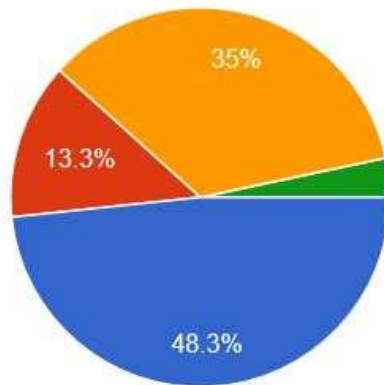
Gender (59 responses)



Age group (60 responses)



Occupation (60 responses)



- Student
- Faculty/ Staff member at LPU
- Private Job (any)
- Government Job

Conclusion

This survey was conducted within The aim behind my research is to examine how much people are aware and have knowledge about animation advertisement.

Though the survey it was clear that in the present scenario that 77.2% of people thing animation ads will have brighter future in the marketing.

research also shows in the present days kid are more attract to the animation ads as so, 76.7% people accepted that their kids force them to buy the product that they have seen in advertisement with animation.

Although animation ads are loved by the people, but still 55% of them say that message is the important, mean people still give more importance to the matter, then beauty of advertisement.

If we see the engagement of people animation ads. 94% of people were able to tell the right name of character "zozo" means they give attention to the animation ads.

We came to a conclusion that people specially the ones who are college student are both loving and understanding the concept of animation advertisement.

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¹ **WWW.ADVERTISING**

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www.animatormag.com/archive/issue-13/issue-13 page-24

¹ **ANIMATED TELEVISION COMMERCIALS: 1940-1965 ON OVERVIEW**