Changing Trend of Product Advertising: A Study on Cadbury Dairy Milk

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ABSTRACT

Advertisers always want to promote their products in such a way so that customers will be getting attracted to them and finally buy the product. To meet this goal, advertisers make product advertising expensing their best. Not only the best creative talent is used, but also the best means of every ad layout component is followed. Therefore, to meet the growing market demand and competition with other manufacturers, an advertiser has to keep its advertising changing in a regular pace. Otherwise, it is very much impossible to sustain in the market. This is applicable on all kinds of products as a whole. This research paper focuses on the changing trend of a confectionary product, which already has a renowned market base across the globe. While interpreting the changing trend of advertising of that particular product, the study seeks to find out the relationship that the product wants to build up with the consumers or customers of that product in a broader term. The more the relationship develops, the better the product will gain in the market. The study also focuses on the effects of advertisements on the buying behavior of the people.

Keywords: Advertising, Product, Dairy Milk, Cadbury, Silk, Bubbly.

Introduction

Advertising is an audio, visual or both form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. (J. Stanton, 1984). Sponsors of advertising are often businesses who wish to promote their products or services. Advertising is differentiated from public relations. 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 (J. Stanton, 1984). Advertising is communicated through various mass media like newspapers, magazines, television, radio, outdoor advertising or direct mail; or new media which includes search engines like Google, Yahoo, and also blogs, websites or text messages. The actual presentation of the message in a medium is referred to as an advertisement or ‘ad’ (Bovee et al, 1992).

Advertising is a paid form of communication. Still there are some forms of advertising like public service announcements (PSA) which use donated space and time. The sponsor’s identity is very much explicit in advertising. Advertising of any product aims to persuade or influence the consumer to do something with that particular product. Though in few cases, advertising aims only to inform the consumer and to keep them aware about the product or service, in most cases, it is a strategic communication driven by objectives (Wells et al, 2011).

In any advertising, there must be proper advertising strategy, creative idea, creative execution and creative uses of media. The creative idea part is the ad’s central part which grabs the attention of the mass and sticks in to their memory. Not only the idea, ad needs a creative execution of that strategic planning. It includes the details like photography, writing, acting, setting, printing, and the way the product is depicted and must reflect the highest production values. (Wells et al, 2011).

When we are classifying the advertising, the first and foremost type that comes to our thought is the product advertising. It includes everything – right from shoes, chocolates, beverages, food products, grocery, car, bikes, household goods, etc. Through the product advertising, the manufacturer or the advertiser wants to communicate directly with the end users i.e. the customers or consumers who are separate from the distributors or retailers. Though the product cannot reach directly from the manufacturer to the consumer, but it creates a link through advertising of the product. Some companies spend millions of rupees after advertising their products. (Jethwaney, Jain.2006)

To woo the customers, advertisers focus mainly on brand differentiation and their USPs. It is told that a business’s good name often is its brand name. The word ‘brand’ is derived from the old Norse word ‘Brandr’ which means ‘to burn’. It is an identity of the product amid a gathering. From the customer’s point of view, a brand or a mark means that he / she is buying what he / she wants to buy from a plethora of products. A brand, therefore, is a sign of identity, the mark or

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label which differentiates one product from another. A brand is also a symbol encompassing the key features of a product such as its physical features, its price and its image. The most basic form of brand differentiation is achieved through what is popularly known as the brand’s unique selling proposition. (USP). This can be built around the product’s features, like its functions, quality, durability, reality, design or style. This is known as generic differentiation. (Jethwaney, Jain, 2006)

Review of Literature

Logambal, R. (2016) in his research paper Emerging Trends in Advertising states that there have been huge changes in the Indian advertising through the passage of time. It started with the hawkers calling out their wares at the beginning of the city and market conception. Ads were appeared first time in India in Hicky’s Bengal Gazette, the first Indian weekly newspaper. He mentioned that advertisements in earlier days meant to inform the people, and the early newspapers and periodicals carried the news of birth, death, arrival of ships from England, sale of household goods, etc. Gradually things changed and modern day advertising flourished. As per the author, two main incidents were responsible for the growth of Indian advertising i.e. the Swadeshi movement and the installation of first rotary linotype machine by The Statesman in Calcutta in 1907. Advertising flourished in Indian markets rapidly after the country attained the Independence. From print medium, the Indian advertising spreads into new arena – broadcast, outdoor, covert and public service, etc. The present trend of advertising in India engulfs the social media also besides other types of media.

Fatima, Samar and Lodhi, Samreen (2015) in their research paper Impact of Advertisements on Buying Behaviours of the Consumers: Study of Cosmetic industry in Karachi City stated that advertisements are useful in bringing awareness among the people. But there is no relationship between advertisements and consumer perceptions. Advertisements sometimes fail to create a perception among the consumer mind as a whole. They mentioned that perception of a product grows among consumer after using the product or sometimes getting informed from others like peers, friends, relatives, etc. Therefore, while concluding the researchers mentioned that companies should use informative and attractive content in the advertising to make the people aware about their product. But the companies should not only rely on making advertisements but they should try other promotional options also to promote their product. At the end, the researchers contended that cosmetic industries can easily change the buying behavior of the consumers by creating awareness and building strong perception among them through advertising.

About the company:

The name of the Cadbury is deeply associated to Indian society. In many occasions and celebrations, Indians use to have this product not only as a food, but also as a gift. Though the product is primarily aimed to entertain children as chocolates are very much liked by the children, the youth and aged people are also not the exception. Equally all the products of Cadbury are enjoyed by all sections of the society.

The 193 year old Cadbury or formerly Cadbury’s is a renowned British multinational confectionary company. In 1824, a Briton namely John Cadbury who used to sell tea, coffee and drinking chocolate, set up this Cadbury business in Birmingham, England with his brother Benjamin. It was followed by his sons namely Richard and George. The Dairy Milk chocolate, a brand of Cadbury was introduced in 1905. Dairy Milk contains a high volume of milk as one of its constituents. The company’s most demanded product Dairy Milk helped the house to earn lots of laurels across the world. It was granted the first Royal Warrant from Queen Victoria in 1854. In 2010, the company was completely owned by the Mondelez International (Kraft foods), based in the United States of America. It is the second largest confectionary after Wrigley’s. Cadbury introduced a number of products since its inception. Around 33 different confectionary brands were made by Cadbury and all of them are equally respectable in terms of their selling and demand in the markets across the globe. Cadbury enjoys a considerable market in the countries like UK, USA, India, Australia and New Zealand, Ireland, Malta and Canada. Its products range from confectionaries like biscuits, cocoas, chocolates, chocolate butter, etc. On July 19, 1948, Cadbury started its business in India. Its headquarters in India is located at Mumbai. (Wiki, 2017).

Theoretical framework

William Stephenson’s Play theory is the background of this study. The Play theory of communication speaks that people use the media for their satisfaction and also how media brings changes in people’s lives according to its content. Work favours pain and play brings the pleasure. Play is self-contained and people do it to get pleasure. At the same time, work has to be done to increase productivity. People often are
influenced by the media content either in a positive or negative way. The advertisements in media persuade the people as people themselves are trying to match their emotions with the characters or incidents shown in the advertisements. In Play theory, it is told that people use media for getting entertainment rather than getting information and education.

**Objective of the study**

This research study seeks to find out the changing trends of advertisement of a particular product to woo the consumers towards the product. How the advertiser gradually develops the product advertisement and how does he promote the brand through advertising – are the objectives of this study.

**Research methodology**

This research is a descriptive study of the product namely Cadbury Dairy Milk. Around 20 samples of Cadbury Dairy Milk advertisements were observed in YouTube and various television channels to know about the changing patterns and trends of the advertisements of the afore mentioned product.

**Research Tool**

YouTube, a social networking site and various Indian television channels.

**Timing**

The advertisements were observed in different television channels during the break off period between news, talk shows and various television serials. While searching in YouTube, keyword like ‘Dairy Milk’, ‘Cadbury’, ‘Silk’ were typed in the search option box and then the advertisements were observed. Weblinks of the advertisements have been given below.

**Data type**

The data is completely secondary in nature as advertisements have been created by advertisers earlier and then the same have been broadcast.

**Audio visual advertisements of Cadbury Dairy Milk: A study**

Cadbury’s Dairy Milk brand introduced many romantic advertisements to its Indian consumers through the passage of time. One of the famous advertisements it made during the nineties was the scene of a cricket match where the batsman was hitting the over boundary to score the century and a lady, who was having a Cadbury Dairy Milk right then, first found praying to the Almighty so that the batsman’s final effort could not be drained by the fielder waiting at the boundary line. Once the fielder remained unsuccessful in the fielding line and it turned out as an over boundary, the woman was found running to the ground ignoring the police men and hugged the batsman. The background song accompanying this advertisement was ‘Kuch khas hai, hum sabhi main, kuch baat hai, hum sabhi mein, baat hai, khas hai, kuch swaad hai, swaad hai, kya swaad hai zindagi mein. The slogan was ‘Cadbury’s Dairy Milk, Asli Swaad Zindagi ka’. (Real taste of life is in Cadbury’s Dairy Milk.)

Another advertisement appeared with the same background song. The advertisement depicted a relaxing scene in a farmland where the hero tried his best to get the attention of his beloved by making certain charismatic works as she was quite busy in reading a book. He was found travelling in a bicycle around the farm land sitting in a reverse order and finally fell down in front of a cow inside the farm land breaking the fence. The scene turned the heroine of the advertisement happy and she started laughing. Through such a comedy message, indeed, Cadbury Dairy Milk tried its best to attract the consumers. The slogan and background song remained the same like the previous one.

With the same ‘Kyaa swaad hai zindegi mein’, another advertisement appeared where a girl was found liberating the pigeons from a cage after she had forced his boyfriend to buy them from a bird seller. The girl was found in a mood of excessive joy after liberating the pigeons. Her boyfriend was surprised by such act, even the seller also. Through this advertisement, the essence of getting liberated was emphasized.

One advertisement of Dairy Milk appeared where a teenaged and modish college guy was found asking a teenaged college girl to give him a bite of a Cadbury Dairy Milk, as the latter was having the same right then. As soon as the girl asked him whether she knew him or not, the boy answered that before starting any good work, one should have a bite of sweet as his mother advised him so. Listening this, the girl asked the boy what kind of good work the boy would likely to start. The boy replied smartly that he wanted to give a lift to the girl up to her home. A very serene atmosphere along with the message of making friendship between teenagers is getting intensified in this advertisement which is very common in this teenage period of life. The advertisement contains a sweet romantic note of music that is found apt for the entire presentation. The slogan was ‘Shubh Arambh, kuch meetha ho jaye’ (Before a good beginning, let’s have some sweet).
One more advertisement appeared where a youth was found standing in the balcony of a multistoried building and was about have a Cadbury Dairy Milk bite. As soon as he was going to give a bite, he found that a girl (of his age probably) from another balcony of a multistoried building was asking him to send the same to her. He sent across the Cadbury Dairy Milk tying the same with a gas balloon, but some aged lady received it. Again he sent one more Cadbury Dairy Milk stored in his room tying with another gas balloon, but it was received by someone else, not the girl. The youth got excited and sent a number of Cadbury Dairy Milk chocolates tying them up with many gas balloons. Unfortunately all the Cadbury chocolates were received by different people working or standing in different balconies of that multi-storied building. When the girl was about to return to her room disheartened, she suddenly found one Cadbury Dairy Milk chocolate, tied with a gas balloon was appearing to her floor. The girl gladly received the same and the boy was found in an ecstatic mood of joy. The advertisement ended with the visuals of an aged man sitting and reading a newspaper in a solitary park when a Cadbury Dairy Milk chocolate tied with a gas balloon dropped on his head. The slogan was ‘Share the Happiness’.

One advertisement of the same brand appeared with a visual where a pregnant woman was acting in front of the mirror thinking how to inform her husband about the good news of her pregnancy. She was uttering several sentences like ‘main tumhare bachche ka ma banne wali hu’ (I am going to be the mother of your baby), ‘Sunny, I am pregnant’, or ‘Sunny mujhe kuch khatta khane ka dil kar raha hai’ (Sunny, I wish to have some sour). Suddenly she found her husband was asking her from behind that what she was saying. Once she said that she wished to have some food with a sour taste, the husband brought a Cadbury Dairy Milk and asked her to have some sweet first. Both of them then hugged each other with a slogan in the background ‘Nayi zindagi ka shubh arambh, kuch meetha ho jaye’ (let’s have some sweet before a new chapter begins in life).

During 2015, a nice Cadbury Dairy Milk advertisement appeared with a strong message of breaking the traditional ‘Sas-bahu’ (Mother-in-law and wife) relationship in domestic Indian life. The ‘bahu’ (wife) of the house was found standing in a balcony while observing a ‘baraat’ (Bridegroom) procession where everyone was dancing with the super Hindi blockbuster song ‘Saat samunder par mein tere pichhe pichhe aa gayi.’ The ‘bahu’ was also found stepping with the musical note. But as soon as her mother-in-law appeared, she stopped stepping and asked her mother-in-law to have some Cadbury Dairy Milk bite what she was having then. Her mother-in-law accepted the same and was also found stepping with the music. After few seconds, both of them were found in the streets dancing with the ‘baraat’ people.

In 2009, Cadbury introduced its new Dairy Milk Silk brand across the world. In 2014, the Dairy Milk Bubbly brand was introduced. The Dairy Milk Silk brand was introduced with a romantic musical song, which was later used in Bubbly’s ad also. The song is as follows:

“Kiss me, close your eyes / miss me, close your eyes, / kiss me, / I can read your lips, / on your fingertips, / I can feel your smile, / come on my lips, / and happiness in your eyes. / kiss me, / close your eyes…” (ViewsnReviews, 2012). 14 advertisements of Cadbury dairy milk silk and Bubbly were observed in both YouTube and television channels.

Cadbury Dairy Milk’s Silk and Bubbly brands made massive hits in the Indian market with the above mentioned background song. The advertisements made on these two brands covered basically romantic scenes between Indian youths. The constituents of the advertisement range from bed room to public places, from teenagers to youth and mid aged people, from busy traffic streets to lonely staircases of multi-storied apartments, etc. Even use of traditional media like puppetry was also found in this advertisement. The advertisements made with this special song carried a sense of appealing for making love, or of making a proposal for the same. The three USPs of the Cadbury Dairy Milk’s Silk brand were softer, smoother and silkier than its previously introduced brands. The craze for Silky brand of Dairy Milk reached to a great extent which is reflected in its varied advertisements. A group of Indian traditional dancers were found in one of the Dairy Milk advertisements busy in having Silk Dairy Milk product before they were about to enter the stage for their performance. The Silk brand of Cadbury Dairy Milk has some other slogans also like ‘Discover the joy, Cadbury Dairy Milk Silk / Have you felt silk lightly’.  

Khane ke bad mithe me kuch mitha ho jaye.

This was one of the most remarkable advertisements of Cadbury Dairy Milk when it was shown that people of Indian origin selected this brand as sweets after having their dinner or lunch. It appeared as if Cadbury Dairy Milk
replaced the traditional Indian sweet dishes like gulab jamoon or kalakand after a sumptuous lunch or dinner.

With ‘Shubh Aarambh’ slogan, a very sensitive advertisement of Dairy Milk was made which depicted of an elopement scene. As soon as the girl entered the private car of her hubby at late night, he asked her to look behind where the girl found her father sitting and asking her to have few Cadbury Dairy Milk chocolate bites as she was about to commence a new stage of her life. The father’s emotional appeal to her daughter was nicely ended with a sweet note.

Findings and conclusion:

With the passage of time, it is evident that Cadbury has been keeping innovative changes and regularly upgrading its advertisements related to its various products. Human mind is very much forgetful. Unless something new is represented in front of them, people tend to forget or lose interest on the existing product. In such a competitive age, when every manufacturer is busy in attracting the consumers / customers / general mass in different ways as per their best, the Dairy Milk brand of Cadbury is also not an exception. It is a proven fact that to attract the customers, advertisers must try their best to present their products in such a way which will place them as a new identity compared to the previous one. In Cadbury Dairy Milk product advertising, the same is witnessed. The company has tried its best to change the ad copy every time, in terms of words and expression. In audio visual advertisements, it is very much necessary to leave an impact in the audience mind within a very short period of time as the audio visual advertisements last for few seconds only. In this case, the ad of Cadbury Dairy Milk obviously leaves a lasting impression in the minds of audience through its different types of attractive and conspicuous presentations.

In Indian perspective, Cadbury has rightly maintained its standard and followed all the guidelines as mentioned by the ASCI. It has never made any vulgar appeal in any of its products advertisements including Dairy Milk. Besides while making advertisements, this globally renowned confectionary company has touched the Indian hearts as per its traditional and cultural beliefs and meanings as well. The same has been found when the advertisements depict the rich emotional bonding during marriage ceremony, anniversary or any other domestic functions practiced in the Indian society. The study did not focus on celebrity advertisements to promote the particular brand in the Indian market, though celebrities were used to do so. The study emphasizes on the reflection of common incidents which have been used to promote the product. And it is found that the efforts have been successful enough. The latest record says that Cadbury holds over 70% market share in chocolate industry in India. Cadbury Dairy Milk’s ads include all strata of people right from children to teenagers to aged which underline the very message of making itself as a confectionary product for all sections in particular and as a whole too.

References:


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