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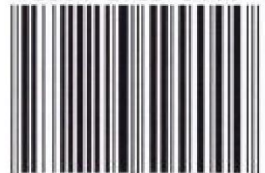
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USAGE OF ANIMATIONS AS ADVERTISING TOOLS

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ANIMATION AND ADVERTISING

The latest technology application and current trend of marketing have influenced the usage of animation in the product advertising (Callcott & Lee, 2013). The word 'animation' comes from the Latin word 'animate' and means to bring life to or to invoke life. It is the process of creating the illusion of movement brought by sequencing either 2D drawings or computer generated images or 3D objects such as clay or plasticine (Chitchyan, 2011) Therefore, animation is defined as a series sequence of static images to create the illusion of movement. Most people believe the creation of real pictures or individual images is an animation, but according to the author it is the disposition of static images that conveys the movement (Thant, 2008). The animation gives free expression to the imagination (Goel & Upadhyay, 2017).

The advertising aims to affect the buying behavior of consumers or clients with a persuasive selling message about products or services (Thant, 2008). The advertising is also defined as a marketing concept which aims to affect the buying behavior of customers. Consumer behavior is to indicate the process and activity by which individuals select, purchase, evaluate and consume the product or service to satisfy the need or want. According to Hassan (2015), advertising is a medium projected to power an audience, such as viewers, readers or listeners to purchase or catch some deeds in the lead for products, services or information.

Marketers and advertising agencies attempt to make their advertisements more appealing, attractive and distinctive through the application of animation in the advertisements. Advertising plays an excellent role in attracting people. Animation is one of the methods for creating interesting and effective advertisements not only appealing to the children but popular amongst the adults too. The advertising practitioners conclude the animation in the entertainment industry and traditional creative advertising design tools are visual arts. The animation-based business such as nonhuman characters to advertise product, brand and company; animation allows advertisements to grow through the production of an interactive content on multiple platforms such as Internet, mobile phone technology and television (Jin, 2011).

ADVANTAGE OF ANIMATION IN ADVERTISING

There are some advantages to using animation in advertising. Firstly, animated characters can be timeless. This is because the shooting of an advertisement, the post-production process of that commercial is a time-consuming process, and these can be avoided if animated characters are utilized in the commercials. Besides, there are no limitations when dealing with animation. It is the freedom to imagine or feel through the animated characters and also no limits for its looks and traits as it is solely based on the creator's decision and individual design.

Another advantage of the usage of animation in advertising is any idea can be brought to life at a very reasonable cost in terms of production methods (Goel & Upadhyay, 2017). This is because the production cost of animated advertisement is low as compared to the normal

advertisements where the company needs to pay a huge amount of money for hiring the models as well as the production team for shooting the commercial ads (Someday, 2016).

The animation ads are extremely effective and successful in marketing products to the children. They relate well to cartoons and easily catch the attention, suits with their imagery perspective. A good example is Kellogg's Coco Pops advertisement which depicts an imaginary island inhabited by eccentric animals. Generations of children have found this to be extremely appealing (Goel & Upadhyay, 2017). Owing to the different appearance of the characters in the advertising, the animated ads often catch the audience's attention more quickly than the real advertisement (Manaf & Alallan, 2017).

ANIMATION EFFECTIVENESS IN ADVERTISING

Since animation is an emerging and crucial medium in advertising, it is required to assess its impact on factors like attention, recognition, attitude towards the advertisements and more. Most researchers claim that animation can inspire customers to take action and improve the awareness and recall of brands.

One of the important aspects of advertising effectiveness is the capability of receiving customers' attention. The animated commercials always grab the attention of the audience quickly than the actual commercial due to the different look of the characters in the commercial. These animated characters make it possible to communicate better with the targeted audiences. The animated banner advertisements are more unique and differ from the static advertisements. It is fair to conclude that animated banner advertisements might have greater potential for publicity than static advertisements. This implies that, as compared to the static version of the same image, an animation image would be viewed as reflecting motions, thus inducing greater interest in the online advertisement environment (Yoo et al., 2013). The findings of a study support the theory that animated banner advertisements cause stronger advertising effects than static ads. In other words, animated banner advertisement has a greater potential to draw publicity than static ads (Yoo et al., 2013).

Memory plays an important role in directing the advertisement perception process of a person. Animation may tend to enhance recognition of banners. Animated banner advertisements have shown in short processing times and greater instant recall than static banner ads. When the attribute of the animated spokes-character is highly correlated to the brand, it becomes easier for consumers to remember the brand and give favorable responses and therefore, animated advertising characters stay in consumers' minds. Spokes-characters contributed significantly to high levels of product and character recognition (Goel & Upadhyay, 2017).

Diao and Shyam (2004), examine how pop-up windows and online animated advertisements can influence memory and favorable responses for those who work online. Each website contains banner advertisements, and it is either animated or static and a pop up that falls under the same criteria. The response of participants is recorded through a post exposure paper and a paper-based questionnaire. They report that pop up advertisements bring out orienting responses, and compared to banner advertisements, the pop-up advertisements resulted in lower ad recognition but higher recall (Diao & Shyam , 2004).

Animated photos contain more ad elements that are recognizable. These cause better dynamic imagery than static pictures. This further impacts the attitude forming of individuals. Distinctive advertising, for instance photos and motion, causes more vivid imagery that in turn creates more favorable attitudes towards the commercials and the brand. A single exposure without a click through to a banner commercial produces desirable perceptions (Goel & Upadhyay, 2017).

CONCLUSION

Animated advertisements have become a technique in which companies can express their creativity and take their advertising to the next level. Determining the effectiveness of animation as advertising tools is crucial to achieve a better performance. Animation has an important role in TV commercials as well as Web banners and posters. They have positive impacts on memory, attention, and attitude.

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