

## Effectiveness of use of Animation in Advertising: A Literature Review

D. Goel<sup>1\*</sup>, R. Upadhyay<sup>2</sup>

<sup>1\*</sup>Department of Commerce, Aryabhatta College (University of Delhi), New Delhi, India

<sup>2</sup>Department of Commerce, Aryabhatta College, University of Delhi, New Delhi, India

Corresponding Author: [deepinext@gmail.com](mailto:deepinext@gmail.com), Tel: 91 9911432868

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**Abstract-** Still pictures and objects are made moving through the use of technology known as animation. Cartoons are replacing human celebrities in the advertising. Though people are attracted to animated characters but they don't know what animation is and what are its kinds and advantages in advertising. Therefore, this study aims at fulfilling this gap by understanding the basic concepts related to animation and its use in advertising. An attempt has also been made to understand the effectiveness of use of animation in advertising. This is a review paper based upon existing literature in the related area. Concept of animation has been explained. Additional advantages provided by use of animation in advertising have also been discussed along with its effectiveness in terms of various factors like attention, recall, click through rate etc. This paper has been concluded with various managerial and research implications.

**JEL Classification-** M370, M390.

**Keywords-** Animation, animated advertising, computer animation, advantages of animation, styles of animation, Disney, Warner brothers, Japanese anime, effectiveness of animation.

### I. INTRODUCTION

Marketers and advertising agencies try to make their ads more appealing, attractive and distinctive. One of the techniques used to solve this requirement is the use of animation in the advertisements. Viewers of any age, whether children, teenagers or adults go crazy for animated characters. Animation gives free expression to imagination. It carries up spectator in an imaginary world dreamed by the artists. Well-designed characters like Vodafone ZooZoos have long lasting impact on memory and recall of viewers. Such advertisements help in breaking the clutter.

Animation and television have been linked from the beginning. As television continued to grow, so did the popularity of using animation as an advertising form. The list of advertisers who take advantage of animation to sell their products continue to expand as more and more companies jump in with television. As the years have gone by many advertisers prefer special effects which often utilize some form of animation and outrageous humour.

Another form that is World Wide Web is the killer application for the Internet. It has turned Internet into a colourful and animated cyber-landscape. The era of the static banner has ended. New technologies are being accepted as the advertising norm. Animation and interactivity has come just in time as click-through rates of banners has marred into the single digits [1]. Therefore,

animation has taken television and online advertising to a next level which is a boon for advertising.

Although much research has been done on the effectiveness of static visuals, little research has conducted on animation in advertising effects [2]. Sometimes it is confined only to children advertising [3]. Only limited work has focused on the effects of animated characters on adults and this represents a new area for the application of our understanding of source effects in advertising research [4]. Many of the published studies which assess animation are outdated, lack generalizing ability to advertising and do little to remedy the controversy surrounding animation [5]. Also the data available is fragmented and in grey form. Therefore, this paper aims at understanding the concept, uses and styles of animation along with its effectiveness for marketing purposes. This paper is believed to create a base for understanding the area to stimulate further research on this aspect of advertising.

This paper is divided into eight sections. First section explains the introduction about the topic, need and objectives, and research methodology used. Second section explains the meaning and concept of animation. Third section elaborates the basic process for designing an animation. Fourth section gives understanding about various styles of animation like Disney style, Warner brothers style etc. Fifth section explains the use of animation in advertising along with its benefits over

traditional static advertising. Sixth section reviews the effectiveness of use of animation in advertising on audience attention, recall, click through rate etc. Seventh section tells about status of animation in Indian advertising. Finally the last section is of conclusions where limitations and research and managerial implications have been discussed.

#### *A. Need and Objectives of the Study*

Animation is an interesting field of knowledge. It is widely used in advertising due to its appeal and capability to attract large audience. Though these days everybody is exposed to animation but the concept of animation, its types, styles and its use is not known to general masses. When we talk about academics, effectiveness of animation in advertising is not yet clearly known. Therefore, this study aims at understanding the meaning and styles of animation. Finding the uses of animation over static advertisements is other objective of the study. Finally, this study also looks into the issue of effectiveness of animation in advertising.

#### *B. Research Methodology*

This is a review paper based upon secondary sources of data like journals, articles and internet blogs. Literature is collected online from the e-library of Aryabhatta College, University of Delhi. This work is based upon my understanding and authentic works of various authors have been quoted wherever required.

## **II. MEANING OF ANIMATION**

It is very difficult to limit animation in one definition as it is ever evolving with the evolution in technology. Even previous researches have encountered with the problem of definition of animation. It has become difficult to distinguish between animation and other types of similar imagery because it is a form of art that has evolved so much in the past [3]. Still, researchers have made an attempt to understand what animation is.

The term ‘animation’ comes from Latin word ‘animate’, which means to bring life to or to invoke life. It is the process of bringing an illusion of movement brought by sequencing either 2D drawings or computer generated images or 3D objects like clay or plasticine [6]. Therefore, animation is defined as the sequencing of series of static images to create the illusion of movement. Most people believe that actual drawings or creation of the individual images is the animation, but according to the author it is the arrangement of those static images that conveys the motion [7]. It is played in rapid succession such that it gives sense of motion to the human eye [2].

Therefore, animation can be defined as lots of pictures, images (2D), objects and puppets made up of clay, rubber, plasticine, wool etc., giving 3D effects, arranged in a

sequence and then moved at very fast speed like 10 images/frames per second to give illusion of movement.

## **III. PROCESS OF ANIMATION**

In this section we will try to study process of creating an animation. Animation need not to be a full 2-3 hrs movie, rather it can be a clipping of few seconds consisting of just 50 frames. Four major steps to make an animation are explained as below:

#### *A. Development of Ideas and Story*

Animation is based upon an idea. In the line of idea, the characters and stories are further explored and expanded upon. This means the characteristics of each character and details of the story. Then a script is developed and then a storyboard is designed where thumbnails of major scenes are sketched with captions to elaborate on it. This is the most significant stage of creating a successful animation, because it is here where all the timing and plot of the story is created. With an impeccable timing, better the animation is presented, and it also determines the standard of the animation.

#### *B. Sketching and Drawing*

In the second stage, the key frames of the animation will be drawn by a chief animator. Key frames are significant scenes in the story that shows the essential actions that lead to the development of the story. These key frames are used by the assistants or junior animators as a base to fill in the scenes in between so that motions would flow smoothly. This process, usually done by assistants or junior animators is commonly known as inbetweening or tweening. These days, this tweening can be done easily by computer soft-wares. The main animators take care of the different characters, whereas, the special effect animators take care of the non character-based frames, background, shadows, and happenings. The pictures will be taken through a pencil test where drawings are animated without any frills and only then it is inked and coloured on. At last, the different sheets of cels will now be cleaned and polished to prepare for screening.

#### *C. Combining it all Together*

At the third stage, all the cels and pieces of art are compiled together and screened. Screening can be done by using a camera and screen the fast flipping of pages. Another method is by scanning the different pages and then put them together to form the movie. But during these modern days, it is more common and practical to use the latter method. The sound and music of the animation is also recorded to match the pictures perfectly. Here the timing and accuracy of sound and music is very important as it determines whether the animation will capture the audience's attention or loose it completely. High skill and level is required to tune the music and pictures together.

#### *D. Final Editing*

At the final stage, the film is edited carefully and final touches are made to make sure it has the maximum effect and quality. Editing of a film is usually a length and elaborates process. Editing involves the coming together of different minds and opinions of the directors. These opinions will decide on how to cut short the film to fit into the required length of movie. It also decides which parts of

the movie will prove to be useful and which parts would be better without. Finally, after all the hard work and struggling, the seemingly short animated film is ready to be viewed by the audience. The diagrammatic representation of this process of animation designing can be seen in Figure 1.

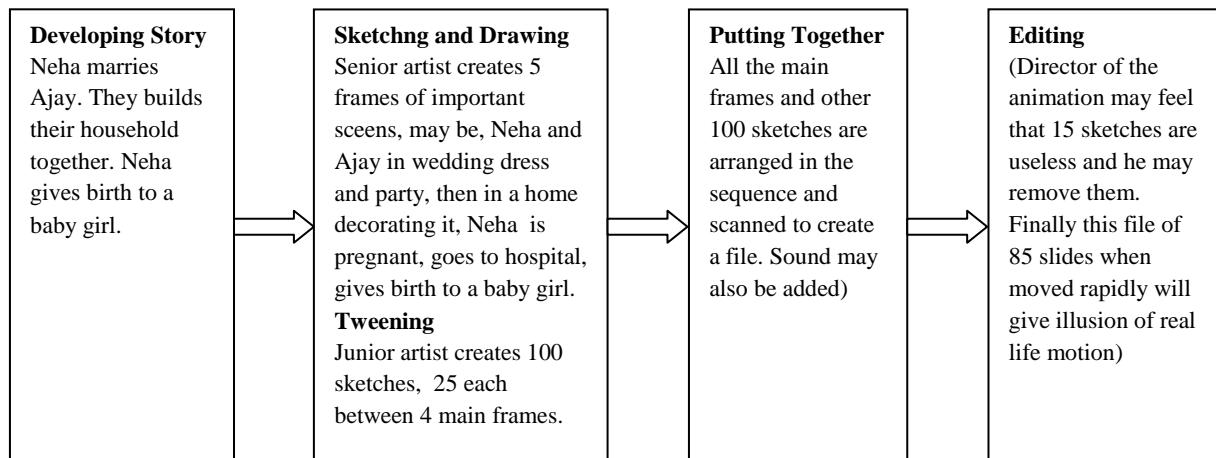


Figure 1: The Process of Designing Animation.

#### IV. STYLES OF ANIMATION

Animation has been passing through a lot of phases where different animators produce their unique kind of animation by using their own creativity and talent. Hence there are uncountable styles of animation and the most popular styles are discussed as below:

##### A. Walt Disney Style

When one thought about animation, it is undeniable that we would also think of Walt Disney, some claimed him to be the father of cartoons. It could hardly be said to be an underserved title, as Walt Disney's 43 years in the film industry, had changed the way people looked at animation, and it could be said that he is responsible in making cartoons as popular as it is now.

Walt Disney Company started as the Disney Bros. Studios in 1923, when Walt Disney and his elder brother, Roy Disney, set it up to be the first step to create a milestone in the history of animation. Later it was known as the Walt Disney Productions, then Michael Eisner renamed it as the Walt Disney Company in 1986. Walt Disney Company first made its success with the creation of Mickey Mouse in Steamboat Willie in Nov 1928. Then it created waves with its first full-length animation, Snow White and the Seven Dwarves (1937). It produced the animation Beauty and the Beast in 1991, and became the first animated film to become a nominee for Academy Awards as Best Picture.

Through the years, Walt Disney Company had maintained its policies and unique way of presenting its animation. It

believes in realistic kind of animation where there are emotions and morals. Most of his works consist of fairy tales. Disney lives by the idea of making an audience cry, then lifting them up and administering a hug to the soul. Take the meadow scene in Bambi(1942), the stampede scene in The Lion King(1993) or the opening scene of Tarzan(1999); both deal with the death or deaths of "good" characters (Bambi's mother, Mufasa, and both Tarzan's parents and a baby gorilla die implied gruesome deaths). Disney has successfully dealt with such heavy issues as the loss of a parent[Snow White and the Seven Dwarves(1939), The Lion King(1993), Tarzan(1999), Bambi(1942), Cinderella(1950)], sexual desire[Aladdin(1992)], slavery[Snow White(1937), Cinderella(1950), A Bug's Life(1998)], environmental deterioration[The Lion King(1993), Tarzan(1999), Bambi(1942)], child and animal abuse[The Great Mouse Detective(1986), Snow White(1937), A Bug's Life(1998)], racial and/or sexual discrimination[Tarzan(1999), Aladdin(1992), A Bug's Life(1998), Hercules(1997), The Hunchback of Notre Dame(1996), The Little Mermaid(1989), Mulan(1998), Pocahontas(1995), Beauty and the Beast(1991), Lady and the Tramp(1955)], and even the idea of Hell[Fantasia(1940), Sleeping Beauty(1959), Hercules(1997)].

##### B. Warner Brothers Style

The Warner brothers, Harry, Albert, Sam and Jack, lived a diverted lifestyle. Their parents were constantly on the move. When the Warner brothers came together to start a business in animation, they had first opened the Nickelodeon. Then by 1980, they had started to supply movies to theatres. They then managed to set up a studio

in 1923 named the Warner Bros. By 1930, the Warner Bros introduced to the public the animated series of Looney Tunes. And featured the Merry Melodies in the next year. Bugs Bunny was then born in 1940, and became one of the first cartoon stars in history. By the 1950s, Warner Bros had made a powerful presence in the entertainment industry, and had maintained to give relief and laughter to its audience. Though the Warner Bros Company suffered during the second World War, it finally began to regain its glory in the 1990s when it produces television shows.

The comedy of Warner Bros was based on the crazy slapstick vaudeville comedy music hall but taken to new heights because of the limitless possibilities of working with animation. Acts like the Marx Brothers, Three Stooges and the likes of Harold Lloyd or Buster Keaton. Warner brothers consistently used violence based humour in their cartoons (tom & jerry, road runner etc). They did not have the same moral messages as Disney, but that is because their cartoons were based on a different type of humour.

The Warner Brothers Company, with characters such as Bugs Bunny, Pepe LePew, and Tweety Bird, are more interested in the comic beats and sight gags akin to the early comics of the twenties. Their characters are often based on predator versus prey humour; Bugs and Elmer Fudd, Tweety and Sylvester, Foghorn and the Chicken Hawk. Disney started out in the same vein with Mickey and Peg-Leg Pete, although their relationship was more true to a villain and hero theme than hunter and prey. Warner Brothers characters don't deal with problems like child abuse, discrimination, parent loss as done by Disney. It is rather difficult to see Bugs Bunny coping with a drug habit. However, this doesn't mean that Warner Bros. doesn't touch serious matters at all. Disney and Warner Bros are two sides of the same coin. If Disney wants to make you cry out of emotions, Warner's wants to make you laugh.

### C. Japanese Style

Japanese animation, or commonly known as anime, is a wide and unique field with its own distinct characteristics that deserves attention as a subject on its own. Anime does not target a specific age group, instead, it targets at a large variety of audience. It ranges from the more serious adult scenes to the absolutely adorable pictures; from street fighting to romance; and from wild fantasies to normal conflicts in life. The only limitations to the stories are the creativity of anime artists themselves, which from what we can see seems to be abundant.

Normally, mangas (Japanese Comics) are created first, and only when it is deemed as a potential anime that it is made into one. But there are cases where proposals or plans are drafted and then the making of anime starts. One of the most popular anime created this way is Neon Genesis Evangelion. Done by a famous artist group, Gainax, it is

famous for its extensive planning done to come out with a detailed, even illustrated, proposal. Its proposal on the stunning science fiction anime consists not only of the story line and its aim, it also comprises of the personality and details of each main character in the series. Months before the release of the anime, even before it was finished, words got out that about it and the public waited in anticipation for the release of one of the greatest anime of the 1990s.

The way the anime characters were drawn had changed since Dr. Seuss had initiated its boom. In the 1960s and 1970s, the characters in anime had a distinct roundish look that gives them a sense of childishness (Figure 2.). As anime developed into the new century, it had changed into the more modern looking characters with pointed face and lanky bodies, as it now aims to create beauty rather than cuteness from pictures (Figure 3.). As the world of anime grew, the standard of anime drawings also increased, as the public demand and expectations run high.

A distinct characteristic, which separates Japanese Animation with its counterparts (cartoons) in the United States, is that it implements studio directing in the development of anime. This shows the effort the producers put into making a good anime series, which gives us a whole new approach to animation, and we now start to find out how much the development of animation deserves the public's respect and attention.

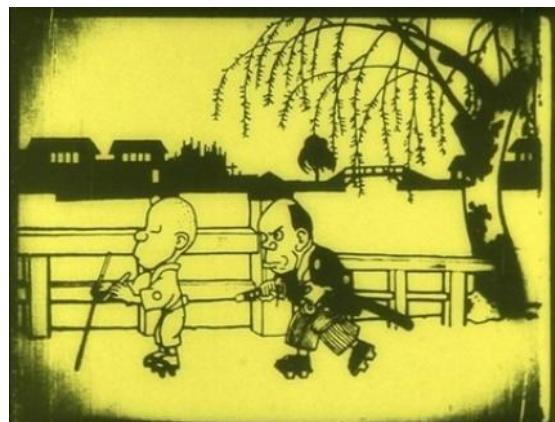


Figure 2: Earlier Kind of Round Figures.

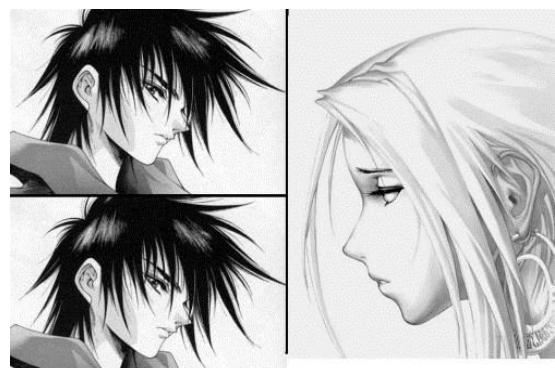


Figure 3: New Kind of Angular Figures.

## V. ANIMATION IN ADVERTISING

Advertising plays a great role in attracting people. Animation is one of the ways to make advertisements more interesting and effective. Animation is no longer confined to children only, rather has become popular among adults also.

Animated images are still being an unexplored universe. It gives free expression to imagination. It carries up spectator in an imaginary world dreamed by the artists. Advertising is one of the favourite fields of animated images. Advertisers and consumers are very attracted by animated images [8]. Due to its ability to show nearly anything (people flying, animals talking, inanimate objects dancing around), it's eye catching appeal, relative low cost and deep talent pool, animation soon became the preferred way to advertise on television.

Companies look into animation as an alternative to television and commercial production because the budget required for animation is much more cost effective than that of live video productions. Also, animation does not need all the additional equipment and manpower. Hence, marketers can save substantial sums of money by not having to pay for production teams, equipment hiring and shoot insurance. There is also additional money saved due to the costs related to time. Andy Arkin, producer of many animated commercials noted that for many years the prevailing attitude is if you didn't have enough money, you go with animation [3].

It is to be noted that for the purpose of research this paper also includes rich and multimedia advertisements under the purview of animation as these rich and multimedia advertisements also use one or the other kind of animation to operate. Therefore, this paper considers not only animated TV commercials but also online web banners and digital signage using various animated soft-wares.

Animation has become popular on internet as well. Simply adding animated web banners on website makes it more interactive and attractive for the visitors [9]. Animation is so important these days that some researchers are trying to develop a prototype for advertising professionals to create automatic animation to move creative words of ad message [9]. The use of rich media in online advertising helps in breaking through the clutter on internet. Rich media commercials use multimedia (e.g. motion, sound, animation, interaction) and sophisticated technology that exploit sensory traits such as video, audio, and animation [10].

Within any medium, there is a connection among the human mind, the technology, and the environment that serves to immerse users [11]. On the Internet, consumers are able to experience psychological states because the medium creates a sense of presence that results in

augmented learning, altered behaviours, and a perceived sense of control [11].

The brand associations in rich multi-media is perceived more strongly than when the brand logo and slogan are exposed in a traditional medium. The advantage of using a new and unexploited medium is that it reduces competition with other advertisers, and also the medium becomes a more distinctive source of communication [12]. In discussing television's aesthetic development in a digital age, [9] refers to Web animation as "TV-wannabes." May be he suggests that many people producing these Flash animated cartoons are replicating a television [9].

Animation is a very creative medium. The concepts that cannot be expressed in words or with illustrations can be portrayed successfully through animation. It makes it easy for the consumer to grasp the idea or concept. Animation in marketing and advertising is a communications medium of its own kind. It not only has some of the same characteristics of other visual mediums such as video, it also possesses unique characteristics that no other marketing medium can provide. When we combine the advantages animation, it becomes evidently clear why animation has become a practical and affordable alternative to video productions.

According to [13], there are many cases where animation will accomplish things better or cheaper than live photography. These are enumerated as below:

- 1) Show how a mechanical device works: like (a) the Honda Civic's new kind of combustion system, (b) the structure of a tire, (c) the action of a jet-spray tooth cleaner, (a) a self-cleaning oven.
- 2) Show the anatomy of a product: (a) the assembly of a chocolate bar, (b) the ingredients in a can of soup. (c) the action of a fertilizer, (d) the vegetable juices in a vegetable drink.
- 3) Show abstract ideas: (a) the Green Giant symbol of fertility, (b) detergency, (c) protection.
- 4) Show how a product works: (a) a razor blade cutting close, (b) drain cleaner, (c) lawn mower, (d) tire tread, (e) reflex camera, (f) fluoride in toothpaste, (g) microwave oven.
- 5) Show things too big or too small to photograph: (a) animated maps, (b) action of nerve vapour on flies, (c) action of a dog's flea collar.

Some added benefits of animation as below:

1. Animated characters can be timeless.
2. There are no limitations when dealing with animation. It can achieve the most fantastic special effects and be construed in the most intangible environments without the stress of logistics and possibilities. Whatever the imagination can muster animation can achieve.
3. Any idea can be brought to life at a very reasonable cost in terms of production methods.
4. Animation is extremely effective when marketing a product aimed at children. They relate well to cartoon-

like imagery therefore commercials that utilise animation grab their attention easily. A good example is the Kellogg's Coco Pops adverts. They depict an imaginary island inhabited by eccentric animals. Generations of children have found this to be extremely appealing.

## **VI. EFFECTIVENESS OF USE OF ANIMATION IN ADVERTISING IN TERMS OF VARIUS FACTORS**

Use of animation when properly designed and positioned is an important instructional variable for complementing web-based instruction [2]. Empirical evidence suggests that both the persona and even the mere presence of an animated assistant play a large role in effectiveness and user anxiety [14]. As we have seen that as animation is emerging as important medium in advertising, it is required to assess its impact on factors like attention, recognition, attitude towards the ad etc.

### *A. Attention*

One of the important aspects of advertising effectiveness is capability of getting attention. Traditionally, one of the common means of attracting an individual's attention is by creating a distinctive or unusual ad execution [14]. Proponents of animation have found it effective in building awareness and attention [5]. It has been observed that humans involuntarily orient their attention toward moving objects regardless of importance [14].

According to dual coding theory, learning is most likely to occur when corresponding visual and verbal information is presented at the same time, activating both channels. It promotes attention to, integration of, and memory for information [6]. Rich media ads can capture more consumer attention than static banners, enhance interactivity, and allow online users to participate in e-commerce transactions without leaving the site hosting the ad. Further, research results proved Flash is a salient feature that attracts attention when applied to a task-relevant search. A Flash target item is more salient when other items closely surround it than if the items are located further [10].

Since animated banner ads are regarded as more distinctive and unusual than static ads, it is reasonable to suggest that animated banner ads may have better attention-getting potential than static ads. This suggests that an image with animation will be perceived as representing motion, relative to the static version of the same image, thus inducing greater attention in the online advertising environment [15]. The results of a study offer support for the notion that animated banner ads prompt better advertising effects than do static ads. In other words, animated banner advertising has better attention-grabbing capabilities than do static ads [14].

It was concluded that most game portals show animated banners of different product categories [16]. Moving

banners are the ultimate eyeball-catching advertising models [1]. It has been observed that humans involuntarily orient their attention toward moving objects regardless of importance [14]. Animated advertisements promote high attention, recognition, association, and liking [17]. It has been noted that the visual stimulus of animation motion characteristic creates the positive effect regarding the promotion of focusing attention [18]. Animation is among the most prominent attention-getting devices used in Web advertising. A growing body of experimental research documents the psychological superiority of animated Web ads over static ones [19]. In a presentation, it was found that individuals were more attentive to presentations that included color and to animated slides than to non-animated slides or transparencies [20]. Quite simply, it appears that animated characters appear to be great attention-getting devices in advertisements [4].

### *B. Memory, Recall and Recognition*

Memory plays a critical role in guiding an individual's advertising perception process. Studies examining both visual and verbal stimuli suggest that distinctive stimuli are more likely to be remembered. More recall occurs as the access to the features that are distinctive in the stimulus increases [15]. Animated banner ads resulted in shorter response times and generated higher immediate recall than static banner ads [7]. 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 favourable response and therefore, animated advertising characters stay in consumers' minds [6]. Spokes-characters contributed significantly to high levels of product and character recognition [4]. Animation may tend to enhance recognition of banners. Further manipulations of style and type of animation may show stronger support for recognition of advertising banners [21].

### *C. Click-Through Rate*

Click-through refers to the process of clicking through a banner advertisement to the advertiser's destination. Animation has positive effect on click through rate [15]. A study by ZDNet, (1996) reported that animated ads had a 15% higher click-through rate than static ads. In some cases a 40% higher rate was found. It has been suggested that people tend to notice ads if they are animated in an effective way [21]. Animated ads also have the potential to yield a higher CTR than static ads and employing motion and interactivity can capture more consumer attention than static ads, result in shorter consumer response times, and garner more click-through rate than static ads [10 and 19]. One of the studies showed contradictory results. Animation and interactivity were not related to a higher click-through rate [23].

### *D. Attitude*

Animated images contain more identifiable ad elements than static images which provokes stronger visual imagery processing. This further affects individuals' attitude

formation. Distinctive advertising cues such as pictures and motion trigger more vivid imagery that, in turn, generates more favourable attitudes toward the ad and the brand. A single exposure to a banner ad without click-through generates favourable attitudes [15]. Computer based instruction enhances learning and fosters positive attitudes toward instruction with college students [2]. Many empirical studies in consumer information processing have found a positive relationship between involvement with a task or object and attitudes toward this task or object [20].

It is expected that high levels of interactivity and vividness would increase participants' experience of actually being there, leading to stronger attitudes toward the web site, and increase in the consistency between attitudes and behaviours. Participants who see the websites high in vividness develop attitudes that endured over time [23]. Animated ads have been found to elicit more positive attitudes toward both the ads and the Web site [19]. 3-D advertising results in better knowledge and more positive brand attitude than 2-D advertising for a material product (jacket) [11].

#### E. Others

Heo and Sander discovered that emotional responses to web advertising regarding motion in an ad could serve as a perceptual cue, which can dictate cognitive and emotional experiences during the processing of online ads [10]. Exploratory research indicates that consumers like spokes-characters and have even expressed their trust and respect for them [24]. Users visit websites not only for information, but also for entertainment [25]. Animated ads have been found to elicit higher arousal [19].

## VII. INDIAN SCENARIO

Research on animation and animation advertising in India is in the stage of infancy. Though numerous examples of animation commercials both in TV and Web can be seen but research has not been done. Various children ads like Mentos, Big Bubble, Chocos, Gems, Stationary, and Biscuits have used animation and children have liked them. Moreover, animation can be seen in other ads also like Central Bank of India, Bajaj Allianc Insurance, Docomo, Fanta, Sprite etc. Vodafone Zoozoos are like fantasy of everyone. Most of them keeps zoothoo toys and wear T-shirts. But it is not certain whether it has any impact on sales of Vodafone or not. India's first digital poster for movie 'TALAASH' (Figure 4.) has also been released, again showing the impact of technology on advertising. So there is dire need of research in India on this important and unexplored area.

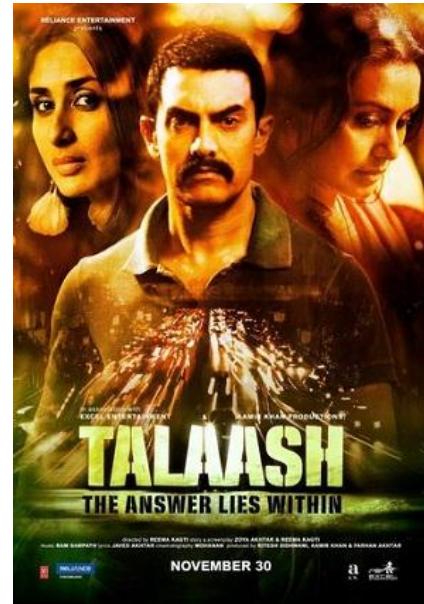


Figure 4: First Digital Poster of India for Movie Talaash.

## VIII. CONCLUSIONS

This section starts with general discussion about the findings and then various limitations and issues have been discussed. Finally various managerial and research implications have been as discussed.

### A. Discussion

This study provides basic insights into animation in advertising. Animation is just a sequence of images played at a very fast rate. As it is also an art so it is ever evolving. Animation plays important role in advertising whether it is India or rest of the world. Whether it is Vodafone ZooZoos or Docomo's animation, whether children chewing gum ad or Volkswagens Beetle, every other company wants to impress public by animation.

Animation has important role in TV commercials as well as Web banners and posters. They have positive impacts on recall, recognition, memory, attention etc. This justifies the attempt to further explore this area. Though a good animation faces some challenges also like it needs expertise and skills, its importance and effectiveness can't be underestimated. Animation advertising is vast area and it requires empirical studies even in India.

### B. Limitations and Issues

First and most important limitation of this study is that this is not an empirical study. It is a conceptual work based upon researches of other researchers. Main issue I faced was ever evolving nature of the animation and related concepts. Time constraint is another factor which limited my study to certain extent. Another problem is nonexistence of literature on this aspect in India so I had to confine my study to U.S and Europe only. But this study provides a foundation work by peeping into the basic aspects like what is animation. It has its special relevance

in Indian context where no research has been done on this topic. It opens up the doors for future research in this very interesting but still unexplored area of animation and advertising.

### C. Implications

This research suggests advertising agencies to further analyze the role of animation and related technologies in advertising. As past research shows the role of animation on attention, attitude towards the ads and brand awareness, advertising needs to be further developed. Moreover animation is cost effective so it may be a good option. But as role of animation on sales is not yet clear so animation should not be opted for increase in sales. Further, this research motivates the scholars to look at this new aspect of advertising. Many researches on advertising have been done but this aspect has still remained untouched. This paper shows ample scope for new findings. There should be some empirical work showing impact of animated advertising on consumer buying behaviour and sales.

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#### AUTHORS' PROFILE

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Ms. Deepti Goel, M.Com, M.Phil, JRF, Ph.D. research scholar. She is currently working as Assistant Professor in commerce department of Aryabhatta College, University of Delhi. She has around 8 years of teaching experience. She has completed her M.Com from Panjab University, Chandigarh and her M.Phil from Department of Commerce, Delhi School of Economics, University of Delhi, from where she is also pursuing her PhD. She has cleared NET JRF thrice. Her research interests are primarily related to marketing and advertising areas like animation in advertising, digital signage, viral marketing, celebrity advertising etc. She has got published various papers and chapters in reputed international refereed journals and books by national and international publishers.



Dr. Ruchi Upadhyay, M.com, MBA, C.S., Net, PhD. She is currently working as Assistant professor in Aryabhatta College in commerce department. She is having 8 years of teaching experience. She has published many books and journals with national and international publishers. She has done MCOM from Bundelkhand University, MBA from IGNOU and C.S from ICSI.

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