

A Study of Application of AIDA Model on Pakistani Advertisements

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Abstract

This qualitative study analyses an application of AIDA Model, used for persuasion in Pakistani advertisements which are produced in Pakistani culture to persuade the people of Pakistan. In the process of advertisement, the selection of suitable words and the ability of conciseness added with other persuasive devices are required to convey the message where the audience is not only the listeners but are the customers of their product. This paper aims at the discovery of the dynamic process in which the words are used not only to communicate but to influence the target audience. Five ads of different products were selected for analysis through random sampling approach. It was found that all the ads are made in consideration of different techniques, which include rhetorical devices, dramatic element, jingles and highly selected words with their highly intended meaning. It was found that all the ads strictly observe persuasive model, AIDA. It was concluded that emotional as well as logical appeals, both are important to construct quality ads.

Keywords: Advertisement, AIDA model, Selection of words, Rhetorical devices.

Introduction

This qualitative study aims to analyze the application of AIDA Model on Pakistani advertisement, along with other basic requirement for making ads. It is hard to deny that advertising is of vital implication in today's business world of competition. If we go to marketplace to purchase something, different varieties are accessible, and we cannot simply resolve about the assortment of some precise commodities. Ads provide us plenty of knowledge about different brands and their special features. More operational the ad is, more inspired we are to purchase something. In this regard, the advertising agencies implement a specific model used in persuasive techniques in making of ads. At the very first step, the ad must have a quality to appeal the audience, and the next stage is to maintain the effort of building an interest in the audience' mind, at the third step, the ad has to be strong enough to generate such a robust yearning in the heart of the consumer that he / she must not be able to repel the desire to buy the product, and the final step is that of the 'desired action', taken by the customer to purchase that very product.

In the past century, a lot of techniques have been devised for effectiveness of ads. There were different models to apply. According to Iwamoto (2023), the most favourite model used to apply in the ads, was termed as AIDA (Attention, Interest, Desire, Action)) Model, which was presented by Elmo Lewis in 1898, when he raised the slogan, “Attract attention, maintain interest and create a desire in consumers’ minds”. According to this model, the purpose of ad is to make the audience aware and then to motivate them to buy the product.

Furthermore, the language, used in the ads must be highly persuasive, because the quality of language used to make an ad has a direct relationship between the product and the consumer of that product. In lines with the similar notion, Polk (2018) that AIDA model can be successfully used in teaching to the students of business and marketing. Another important aspect is duration of time, which is strictly observed, because in the business field time can truly be called ‘money’. The advertising agencies have to consider the given duration while preparing the ad, as every next moment will be charged by the media, which is being used to execute the persuasive message. In this regard, the ads have to be short as well as effective. By looking with the lens of time, it is clear that a concise business message is given, which is to the point as well as exactly according to Gricean maxim of quantity, presented in 1975.

1.2 Objectives of the Study

The focus of this study is to analyze the application of AIDA model of advertising on Pakistani ads under the following objectives:

- find the specific devices, which provide structure to the formation of ads,
- use of persuasive devices, used in the ads to influence the viewers,
- appreciate the technique of selected words with a perspective to persuade the audience.

Review of Literature

2.1 Advertisement

Advertising is the market instrument, which is used by advertisers to control the behaviour of purchaser to influence him to purchase some commodity online and on print (Truong, et al, 2010). As a communicating property, within the market mix, its aim is to manoeuvre customer opinion towards a specific product or market, mass media, bill board, sky writing etc. It comprises reaction to the messages are described through the quality or volume of the advertising product (Morrison, et al, 2011). There is an establishment of a link between the sender and the receivers. This link is a form of communication and (Fan, et al, 2007) describes this as a gap between the sender and a receiver. Therefore, there must be an effective message and a suitable medium (Wang, et al, 2006).

The ads are one way communication. Communication is a process of transmitting a thought or a message to another group of people, so that it can be easily understood and implemented upon (Varnali, 2014). In business communication, there is a set of 7Cs, seven different devices starting with an alphabet ‘C’. These are to be clear, coherent, concise, concrete, courteous, complete and comprehensive in use of language. In the language of ads, all these elements are observed. These seven characteristics stand as basic rules in effective business

communication. A language philosopher H.P. Grice in his book “Logic and Conversation” (1975), presented certain strategies which were termed as Cooperative Principle, further divided into four maxims; maxim of quality, maxim of quantity, maxim of relevance and maxim of manner. These are ideal rules for communication and must be strictly observed in language of business. Grady (2005) quotes Paul Grice, who wrote, “Make your conversational contribution such as is required, at the stage which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.”

2.2 AIDA Model

AIDA is an ellipsis, which states the process of getting engaged the consumer in the ad by using different effective techniques. This term refers to American advertising as well as to the sales pioneer, E St. Elmo Lewis in about 1906. In the present age, this model has attracted many other related disciplines such as marketing, media and commerce, etc. (Can, 2020). In the world of business to arouse a desire to purchase a product is of fundamental importance. In use of persuasive language in business, AIDA model is applied. According to Ullal (2018), in this model ‘A’ stands for ‘Attention’ which means that use of such words, which can attract the attention of the audience. The next letter ‘I’ refers to ‘Interest’ which is the very next target of the advertising agencies, as to use such words or images, which can arouse interest in the audience’ mind to look at the ad attentively. Interest of the audience can be won by creating some suspense or by making some striking announcement. The third element in this formula is that of a ‘Desire’ to get or buy that product, as it must seem to the audience that this product will change their life and status altogether. The last tenet in this connection is ‘Action’ or in more suitable words, ‘the desired action’ by the audience; to be ready to buy the product after being fully convinced by the message given in the ad.



(<https://www.google.com.pk/search?q=aida+model&tbm=isch&imgil=XukCUAKU75CwvM.....>)

2.3 Persuasive Devices

In advertisements, the main function of language is to persuade the audience. The advertising agencies apply different techniques, like a very careful selection of words, cultural consideration to appeal the audience and attractive images (Courtland, 2018). In addition to that they use logos, ethos and pathos to persuade their audience. In different ads, they try to convince the audience by giving some logical arguments to show that the product is very useful for their health. They repeat the words again and again to convince them logically. In an ad of cooking oil they use these words, 'kunke dil ka muamla hai' which means that it is a matter of their healthy heart. In the same manner, in an ad of soap, its quality to work actively against germs is stressed by presenting logical remarks. Use of ethos means to convince the audience by showing some favourite personalities of the target audience living in that society in order to motivate them that these successful, wise and intelligent people do use our product. They are happy, satisfied and healthy by using our product. In such ads, renowned people from different spheres of life are selected to perform in the ad and are shown to the audience. When the audience see their favourite people using that very product, they get motivated and determined to buy the product. The third one is pathos, as the name shows it is a technique to motivate the audience with some emotional appeal. There is an effort to make the audience sad (mostly) by referring to some incident happened in past or by constructing some pathetic scenes, or by using other emotional techniques, favour of the audience is tried to win for using the product.

Use of jingles

It is also another persuasive device, very commonly used by advertisers of Pakistan. This is regarded an effective tool of ads. It is used to allure the audience, and another thing is that it is easily learned by the people. No doubt after some time, the words in the jingle become a 'household phrase'. "It is a traditional approach to use music and jingles in ads of the products to change the attitude about the product. In rappers of overall métiers, jingles are recognized to consume the aptitude to yield very profound consequence on the consumers, or, as indicated by (Taylor, 2015), the song 'sticks to the mind like a twang,' in a way that a prevalent song cannot over an extended term as it is not entirely related to the product. Used appropriately, jingles may not only used to give information, but also efficiently strengthen a point of transformation and / or shape relations with the product (Keller, 2013). Jingles also have sturdy prospective to be congenial and can be operative in arousing pictorial imagery in viewers' minds (Keller, 2013). Additionally, jingles can be validly endangered.

Selection of Words

In persuasive language, every word, phrase and sentence is selected carefully, because in business communication, an effective language is must. If we refer to Chomsky (1992), we see that there is a special association between ideas and words. It means that there is a need of the most suitable words, which can convey the idea to the receiver successfully. Another condition is duration of time. An ad of a long duration will lose its charm. Not only the advertisers use smart language, but it has become a trend to make specific slogans for their products. In an ad of 'Dairy Milk', the attached slogan is highly culture ridden; 'kuch meetha ho jai', which means,

'anything sweet do you want? In the same manner, another product of Dalda Baspati, the slogan is, 'Swad jo hamesha rahay yad', which means, 'the taste you always remember'. In this regard the ad of 'Soda White' toothpaste claims 'For ultimate whiteness'.

Methodology

The focus of the study is analysis of Pakistani ads, which are played on Pakistan Television Network. The ads were played and then very carefully observed by the researcher. The famous model used in persuasive type of business communication; AIDA, was applied along with use of rhetorical devices and selection of words to make an analysis of the ads. The applied model for analysis of the ads is given below:

Attention

Interest

Desire

Action

Selection of Words

Use of Rhetoric Devices

Duration of the ad

Use of a Jingle

Data Analysis

Before making analysis of the selected ads, it must be mentioned that an overall success of an ad depends upon the fact of acceptance and then purchase of the product after making the audience are strongly motivated and determined to use the product. Story telling style through a commercial emotionally appeals the audience to take interest in it.

Ad # 1: The very first ad in the list is of Nido milk; a product of Nestle.

Attention

When the ad opens, we see a bright child, absorbed in his studies, doing his homework and his mother standing beside him with a glass full of 'Nido' milk, which the child drinks happily.

Interest

The interest of the viewers develops, when in the next scene, the mother asks about the test, the child holds his mother's hand and makes a star on it and shows a star on his test. Both of them are extremely happy, when in the background ten qualities of Nido milk are described. Taking a 'star' is the great accomplishment, and it is associated with Nido milk by saying, 'kunke star to lena hi hai' means when the children drink this milk, they get stars in their tests.

Desire

The ad succeeds in arousing a desire primarily in mothers, and after them in children to buy this milk, because they are under influence of the ad and are thinking about their own goals in life, in which they are determined to take 'star', which is must with the product.

Action

The desirable action will be to buy this product. A lot of people will of course not be ready to make a compromise with their success in life.

Selection of Words

We see that the words have been used after a very careful selection, which is of course of according to effective business communication. A direct message is conveyed towards the end of the ad, which is “Nestle; Good, Food, Good Life”.

Use of Rhetoric Devices

Two out of the three rhetoric devices are seen at work in this ad. The relationship between a mother and a child cannot be denied by anyone. The viewers specially mothers among them think that it is a mother who can think of nourishment as well as development of a child more than anyone else. The description in the background of the ad that describes ten important qualities of ‘Nido Fortified Milk’ is logically given.

Duration of the ad

The duration of the ad is 00:49 seconds, which is exactly according to the spirit of business communication.

Use of a jingle

Although there is background music played throughout the ad, yet jingle is not there in it.

Ad # 2: The second ad is of Sprite; a wonderful ad from every aspect.

Attention

More said is less of this ad, since the words cannot describe the beauty of this ad. The viewers cannot hold them escaping this ad; a real source of enjoyment is there in this ad. The scene of the ad presents a setting of an open air restaurant under a tree, where a young couple is sitting around a table. The girl orders for a plate of “chaat” with more spice added to it, the boy orders for a chilled Sprite to be drunk with “spicy chaat”. The background music gets attention of the audience all at once.

Interest

The interest of the audience develops by being fully absorbed in ad, where full “masti / fun” is at its peak. From the starting point and till the last moment, the ad successfully engages the audience to it.

Desire

When there are scenes of having ‘chicken seekh kababs and taka tak’, being enjoyed ‘with Sprite ka tarka’, who is there not to be motivated? The target audience here is youth. After viewing this ad, they make plans to have some picnic, party or outing to satisfy their desire, which is aroused due to this ad.

Action

People motivated to buy Sprite as a result of the ad, then contribute in adding to profit to this product.

Selection of Words

A beautiful jingle is played, which presents a combination of spicy food with chilled Sprite.

Use of Rhetoric Devices

The elements of pathos can be observed, since there is an emotional appeal to the audience. These are the feelings of excitement, happiness and enjoyment in the youth. The audience can feel the touch of thrill.

Duration of the ad

The duration of time of this ad is 00:50 seconds, very suitable and is according to techniques of persuasive language in the world of business.

Use of a Jingle

In this ad, jingle is played in fast music. The repetition of the lines of the jingle, 'Mirchi masalay ka nehla, us pe laga Sprite ka tarka, bhula de ga pyar pehla pehla' means season your spice with a hit of Sprite, and you will even forget your first love. Throughout the ad, the audience specially the youth is lulled by this music, and if it is so, the ad is successful. Moreover, in addition to the jingle, some background sounds of 'taka tak; a dish' add to the audience' thirst for Sprite.

Ad # 3: The third ad is of Ufone; a sim card, used in cell phones.

Attention

In this element a dramatic element is important to discuss. When the ad opens, we find a man sitting in a sad mood, with a wallet in his hand and looking at a picture of the girl, whom he has left. In the background, there is a question, which gives information about the ad as well as gives the reason, the man is sad for. The question is, "kis ne keha tha ke purani ko chor ker nai char char le aao? It means, Who told you to leave your old wife and marry to four women?" Now he has four new wives, but he is not happy with them, since they do not treat him gently. The advertiser has used the symbolic element. The wives are symbols of "mobile sim cards". The man has a lot of problems with the new four sim cards, but with the old one, he had no problem. The old sim card was that of 'Ufone'. Another important thing in this action is use of element of humour, which is rightly used to get attention of the viewers.

Interest

The interest of the audience develops to see the climax in this dramatic situation. There is a turning point, when we see this man regretting by saying, 'kash purani wali ko na chora hota, means I should not have left the old one'.

Desire

A desire to use 'Ufone' sim card is aroused in the hearts of the audience, when it is made clear that if anyone re activates the Ufone sim, thousand free calls and 'sms' will be given free.

Action

When it has been logically proved that 'Ufone' sim is better than the other sim cards, as well as a lot of benefits are attached to it, the viewer is motivated to use this sim.

Selection of Words

Not only the selection of words is suitable, but the ironic style that is used also gives a realistic touch to the ad. The slogan, typical to this product is also used, which says, "Ufone tum hi to ho".

Use of Rhetoric Devices

The audience is tried to be pursued with the help of logical devices. Many benefits are promised to them by re activation of the sim.

Duration of the ad

In 00:55 seconds, the advertiser has set the whole play in the ad, in addition to the benefits associated with it.

Use of a Jingle

There is no jingle, but the slogan, 'tum hi to ho, means Ufone, it's only you' is played in the ad.

Ad # 4: The fourth ad is of Surf Excel.

Attention

This ad opens with a dramatic situation, where two children lost their mother at some public place. The girl, who is younger to her brother starts crying. The boy thinks of an idea and puts off his shirt of white colour, writes a word 'ammi, means mother' and lifts his sister up to be able to see their mother.

Interest

The interest of the consumers develops, when they see that the trick has worked successfully. All of them become happy. The message is that we should not be worried about stains, because we have 'Surf Excel'; an effective detergent to wash all types of marks and stains. In the background, it is said, 'agar dagh lagne se kuch acha hota hai to dagh achay hai, which means stains are good, if they solve some problem'.

Desire

A desire to buy the product is aroused, when the viewers see the effectiveness of the washing powder. The very hard stains as that of chocolate can be easily washed and it can be done only by using this very product.

Action

Influenced by the slogan, 'dagh to achay hotay hain', people readily buy the product.

Selection of Words

The words are persuasive and carefully selected. The slogan attached to this product has become familiar to almost everyone living in Pakistan, although the term "dagh means stains" have many different negative connotations in Pakistan at socio-cultural level. The ad proclaims that the detergent washes away all the stains.

Use of Rhetoric Devices

In this ad, logos and pathos are the best at work. There is an emotional appeal to the audience, who see these three characters, knit together in relationship of innocent love. The logical appeal is found in the background, where it has been shown that there is no need to be worried about attains any more, and in fact the stains are good. The users of this product are very confident and have a deep trust in the product.

Duration of the ad

Duration of the ad is 00:40 seconds. In this very short time, the short drama has been played successfully with a desirable effect.

Use of a Jingle

There is no jingle, but very soft music is heard throughout the ad, which has a pleasant effect on the audience. The scene is of wedding, where young girls are dancing in amusement.

Ad # 5: The fifth ad was of an eatable; 'Gala Bicult'.

Attention

The ad starts with a very decorated and colourful scene, where we find a Pakistani film actress, Noor dancing in a group. The dance shows as if it is being performed in some function of wedding.

Interest

The interest of the audience is tried to be maintained by showing the pictures of the ingredients, used in the ad. These ingredients are milk, wheat and eggs. All of the ingredients are enlisted with the help of a jingle while dancing joyously.

Desire

The advertiser has used many devices, as there is singing, dancing and the acts of gymnastic. There is presentation of the picture of a pack of; Gala biscuits' on the screen of television.

Action

There is repetition of words in the jingle, 'mere des ka biscuit gala, which means that gala is a biscuit of my country'. This shows an attempt to influence the viewers to think that in Pakistan there is only one brand on biscuits, which is above all, and is the best.

Selection of Words

The selection of words is not very effective. The jingle says all the qualities of the biscuit and of the ingredients, used in it. The slogan of the product is 'mere des ka biscuit'.

Use of Rhetoric Devices

In case of rhetorical devices, we find that the ad has no emotional as well as logical appeal to the audience. They have been persuaded with the character of a beautiful Pakistani actress, Noor. So ethos have been used. Besides the slogan, no effective words for this ad have been used.

Duration of the ad

The duration of the ad is 01:02 minutes, which is suitable. Throughout the ad the viewers enjoy singing and dancing.

Use of a jingle

A beautiful jingle is played throughout the ad to influence the minds of the audience, who after that unconsciously sing this song.

Conclusion

Advertising has become a need of the world of business, in which many new investors are stepping forward. The first and foremost objective of the people is to earn more and more profit. Ads serve as a tool to introduce new products to the consumers. All the ads speak of the best quality and services to motivate the people to use their product. The viewers have to see hundreds of ads on daily basis on television within a very short span of time. If an ad is boring, dull and very long, it will fail absolutely to get the attention of the viewer. The purpose of an

advertising agency is not only to persuade the people, but equally important is to show that other brands are inferior to them. This aspect is noted in the ad of Ufone, where one can feel that the sim card of Ufone is better than the other four sims, which the person is using and regretting, as he has left the Ufone sim. It is the cultural norm in our society to say the right thing at the right time. The ads which are played in Pakistan must be according to the cultural associations of the people so that they may be easily persuaded by the people, they see in the ads. Moreover, advertisement is based on persuasive language, technically planned, constructed and organised according to AIDA Model. Generally speaking, ads rely more heavily on logical appeals more than on emotional appeals, since the main idea is to spend money on a more useful product. But it must not be assumed that the ads are purely logical and lack the element of emotions. A good ad is that, which is designed on the framework of AIDA Model with addition of other devices like rhetoric devices, highly suitable words, use of a beautiful jingle and appropriate duration of time.

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