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21ST CENTURY ADS- ADDS MORE

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ABSTRACT

'Need' generates a 'need to innovate'. To match steps with the progressing time, smart generation and increasing competition, companies are changing their advertising strategies, to generate a unique brand positioning. This article explores how the advertising companies design ads keeping in mind the present lifestyle of the consumers and closely relating to their day to day life patterns. The advertisers splendidly know how to magnetize their TV audience to their ads and they keep on studying the changing preferences and mood shifts of the audience. They generate ads keeping in mind their target audience and those who could be their future customers. This article studies the creative ideas and innovative advertising strategies used in TV commercials these days. It talks about 15 such tricks and approaches used by advertisers to connect with the audience. It further reflects on the nuances of advertisements, provides examples and portrays an in-depth analysis of the tactics that are being adopted by the advertisers to pull the consumers to buy or at least feel connected with the ads and therefore the product. The main aim of the article is to touch the corners of TV advertising and prepare a platter of innovative advertising tactics used nowadays. To name some of the strategies discussed, 'To be continued... ads', 'Consumers as celebrities', 'Technology driven ads', 'Popular daily soap character ads', 'Kids façade ads, etc.

KEYWORDS

Advertising Strategies, Audience Connect, Creativity, Innovation, TV Advertisement.

INTRODUCTION

 every advertisement should be thought of as a contribution to the complex symbol which is the brand image."

David Ogilvy

Advertisements are integral part of marketing, which is the backbone of business. The main aim of an advertisement is to hook the audience and try to persuade them to become their potential customers or the ultimate consumers. Earlier advertising was more to do with informing the consumers about the product; it was used as a marketing tool to create awareness about the product and to make the product visible. Majority of viewers find these ads as dull and unexciting and the general perception is that, it is a 30-second commercial that consistently interrupts during TV shows. Today, to shatter this perception the advertisers have taken a 360 degree turn from where the concept of advertising actually began. The bottom line off-course remains the same 'to inform and persuade the audience' however; the challenge will be to change the audience perception of advertisements from an interrupting element to an interesting advertisement. The taste, lifestyle and preferences of the audience are changing constantly and therefore advertisers have to bring revolutionary concepts and techniques to keep a pace with the audience preferences and frame of mind.

A lot of companies are now making ads to portray themselves as one amongst the common people. They want to touch the audience in one or the other way and establish a connect with them. Earlier the focus of the advertisements was more on the informative pitch than persuasive. But today, the focus of the advertisement varies from just being an informative ad to more **persuasive** and **innovative**, touching random colors of a common man's life.

In order to understand some of the innovative and persuasive techniques used, let us analyze the following strategies adopted by the advertisers of 21st century.

1. Social Connect
2. Eco friendly ads (Green marketing)
3. Ads during TV shows (Covert advertising)
4. Animation ads
5. Incomplete ads
6. Emotional ads
7. Jingles/tunes
8. Variety of ads
9. Identity creation ads
10. Occasion based ads
11. Kids façade ads/ Ads using kids as model
12. Consumer- Celebrity ads
13. Popular daily soap character ads

1. SOCIAL CONNECT

Connecting with society here refers to advertising with a social message or a social appeal. Socially focused advertising is initiated nowadays where a social message is laced and is expressed along with the products in the commercials. The main aim of the companies behind these kinds of advertising is to share a sense of belongingness, enhance company's reputation, create a better audience connect and to craft a positive image of those who use these products.

Apart from specific Corporate Social Responsibility (CSR) initiatives, companies also make efforts through their advertisements to spread affirmative messages for the betterment of the society and to revive the human element. **Tata Tea's Jaago Re**, **Surf Excel's Daag acche hai**, **Rin's Aage badho**, are few examples where firms have initiated to roll out positive messages in the society by means of advertising (TV Commercials). There are other advertisements also which highlight the power of goodness and motivate people to become good human beings, such as **Nirma's 'Ambulance ad'**, **Kaun Banega Crorepati-5** promo commercial '*Koi bhi insaan chhota nahi hota*', **Officers Choice** ad with a message '*Jagaiye apne andar ka officer*'. These ads not only trigger a thought, but also get admired by its audience.

Apart from Corporates, Countries/States are also leveraging on the idea of social connect through advertisements to promote tourism, cultural awareness and good citizenship etc. Incredible India – *Sharm ka Taaj* campaign by Aamir Khan, Madhya Pradesh Tourism, Gujarat Tourism, etc. are some of the examples to depict the same.

2. ECO-FRIENDLY ADVERTISING (GREEN MARKETING)

Eco friendly advertising is similar to social connect advertising but here the emphasis is on a particular social cause which is 'environment'. Eco friendly advertising, referred here as green marketing illustrates the efforts done by companies to communicate the message of saving our mother earth and environment. According to AMA (American Marketing Association) - Green marketing means marketing of products that are presumed to be environmentally safe. It includes actions such as modification in product, advertisements, production process, and packaging (Pride and Ferrell, 1993). Green marketing is the process of selling services or products based on its ecological compensation. Industries are inflowing a new era of green marketing which will highlight less on companies' own ecological identification and more on encouraging the means in which products can assist customers decrease their carbon impact.

In the era of globalization, companies have taken such initiative to protect the environment by creative ideas and also by creating concept advertising messages. Below are few examples,

- Surf Excel:

Advertisement campaign *Do bucket pani rozana hai bachana* launched by surf excel quick wash in 2005. In the advertisement, Surf Excel claims, its 'Quick Wash Range' has the capacity to reduce water usage significantly. In India, a lot of water is consumed for rinsing as per the traditional habits of washing clothes. The ad conveys a message that by using surf excel, you can save two buckets of water and emphasizes on the fact that by saving two buckets per wash consumers can help reduce water wastage.

- Aircel's Save Tiger Campaign:

Aircel launched 'Save Our Tiger' campaign in association with World Wildlife Fund (WWF) where it intends to draw attention towards dwindling numbers of tigers across the planet and bring forward the seriousness of losing tigers from our planet. It indirectly appealed to save and close the gap in ecological cycle. Their ads include celebrities like Kiran Bedi, MS Dhoni, Suresh Raina and other celebrities conveying the message to save tigers and not only that, they also emphasize on words like bravery, collective efforts, never say die spirit to motivate its audience.

- Idea's Save Paper Campaign:

IDEA Cellular Ltd. Launched 'Save paper' campaign in Jan'2010. The TV commercial focused on how the mobile phone can be used as a resourceful device to read daily newspapers, make payments and transactions, generate e-bills, issue e-tickets and boarding passes etc. which leads to saving tones of paper every day and hence the environment.

- Nerolac's Eco-Clean:

Nerolac paints, in their recent commercial on new range of Nerolac Eco – clean paints displays that the product does not have any smell, is stain proof and above all it does not have any harmful fumes. It emphasizes on the fact that the paint has low Volatile Organic Compounds (VOCs) which helps in protecting against health problems and serious ailments.

There are many other companies who are involved in such kind of initiatives as a part of their Corporate Social Responsibility (CSR) but there are only few companies who are not only involved in such work but they also spread the message through their concept advertising.

3. ADS DURING TV SHOWS (COVERT ADVERTISING)

Covert advertising is coming up as a new trend in promoting services, TV programmes, and products during TV shows. It inserts a product or brand in entertainment and media (movies, game shows, reality shows etc) and brings into action the hidden strategies which turns common entertainment into a comprehensive advertisement. It increases brand value, brand visibility and hence brand image, making it more familiar and memorable to the target audience. The rationale behind introducing these ads is to battle ad-skipping.

The idea is noticeable in many films like, *Krrish*, *Koi Mil Gaya*, *Dhoom*, *Taal* etc via using different branded products. This initiative is now taken by TV shows where they advertise and emphasize on various products, movie stars, TV artists etc.

- Kaun Banega Crorepati - 2011:

In the well known TV show *Kaun Banega Crorepati-2011*, Mr. Amitabh Bachchan, read questions from a screen where 'Samsung Smart TV' is shown. A close-up of the **Axis bank's cheque** is shown when awarded to the contestants. Many Daily Soap and Bollywood celebrities came on the show to promote their programmes and movies, to name some of them: Ram Kapoor and Shakshi Tanwar came on the show to promote their serial *Bade Achhe Lagte Hai*, Vidya Balan for *Dirty Picture*, Anushka Sharma and Ranbir Singh for *Ladies vs Ricky Bahl*, Shahrukh Khan for *Ra.One* and many others.

Cadbury apart from being a sponsor weaved its punchline in the show amazingly. Cadbury's punchline – *Shubharambh* was used by Mr. Amitabh Bachchan as *Khel Ka Shubharambh* (let's begin KBC) before starting the quiz. There is another punchline of Cadbury *Kuchh meetha ho jaye* which was displayed on the screen, when a contestant used to win a handsome amount on the show.

- Masterchef India - 2011:

The products of **India Gate Basmati Rice** and the core sponsor of the show **Amul** were used and highlighted in *Masterchef India-2011*. All contestants used these as core products in making their recipes in the show. **Kenwood** kitchen appliances and **Pigeon** kitchen utensils were used to promote these brands. Place promotion is also done by taking contestants outdoor and shooting the programme in hotels and other venues such as **Suryagarh Palace** at Jaisalmer, **Hotel Renaissance** – Mumbai, **Jumbo Floating Restaurant** at Hong Kong etc.

Apart from the products, ads of other TV shows and movies are also highlighted in the shows. Salman Khan in the daily soap '*Na Ana Is Des Meri Lado*' to promote his movie *Bodyguard*, Ajay Devgan in '*Tarak Mehta Ka Ulta Chashma*' to promote his movie *Singham*, Himesh Reshamiya in '*Comedy Circus*' for *Damadam*, etc. These days we see a lot of celebrities coming in other shows to promote their movie, serials, TV shows etc.

Ads in 'breaks', during a TV show or a movie were eminent but what has changed is the strategy to use them in the shows and movies and create a visual in the minds of the viewers and to conquer ad skipping.

4. ANIMATED/MASCOTS ADVERTISING

Animation in an advertisement gives novelty to the commercial. It has immense power to infuse humor, convey a story and create an identity of its own. If woven correctly with the brand, can create an identity of the brand in its consumer's mind and would encourage the consumer to experience the product. The animated pictures and mascots frame an everlasting image which is easy to differentiate and recall.

These animations can be made live by transforming a 2-D picture in 3-D or by creating real human like identities by making them talk, walk and entertain the mass.

Amul is said to be a pioneer in successfully crafting and using the theme of animated advertising with an 'Utterly Butterly Girl'. Creating these Mascots is not only cost effective but is appreciated and enjoyed by children and youth. It also matches with the product and the brand Amul having milk items as their core product and children as their main target group.

Vodafone implemented an innovative idea of using 'Zoozoo' (real yet animated look alikes) and succeeded to push the brand value by their campaign during IPL 2009. **Bisleri** used a monster and baby monster in its new Arabic theme ad. The ad starts with 2-D animated video converting in the real life characters as sailors facing an attack of an animated monster and baby monster. Squirrels were used as characters in the animated ad *Kit –Kat Break Banta Hai*. **Hippo Round-Round** used animated hippopotamus as the main character in their ads. An animated mama Kangaroo and baby Kangaroo were used in **Nestea** ads.

Many other companies followed the same strategy such as **7 up's** 'Fido Dido', **Asian Paints's** 'Gattu', **Hutch's** 'Puppy', **Kellogg's** 'Monkey and Tiger', **Pampers** 'Pampa', **McDonald's** 'Ronald Mcdonald' etc.

5. INCOMPLETE ADS

Keeping in mind the aim of persuasive advertising, agencies are creating ads in-parts to generate the curiosity and interest, to watch further parts of the commercial. When people see the first version of the ad, it has a glimpse of characters, incomplete message, a question, mainly a curio element to create inquisitiveness in its audience. It creates eagerness in the mind of viewers to wait for the other versions of the ad and also to think about it more often.

- Zoozoo:

Vodafone Zoozoo commercials 'UFO or Alien?', 'Dream or Reality?', 'Fact or Fiction?', 'Bird or Plane?' the 'Coming soon...' teasers were used by the company to infuse curiosity and eagerness.

- Nescafe:

Nescafe also used this strategy and made series of Nescafe ads featuring Deepika Padukone and Purab as new neighbors. The beginning parts of the ad had the surprise element- Purab who discovers that his new neighbor is none other than the stunning Bollywood actress Deepika Padukone wants to break the ice and talk to her and while he is having Nescafe and preparing himself, the commercial ends with a caption 'The Action Continues...'. Now this tempts the audience to wait for, and watch the series.

- Maggi:

Maggi also weaved the idea in its new commercial 'Maggi- Guess the Taste?' Maggi's packet had a big Question mark "?" and 'Guess the Taste' caption written on it instead of the flavors. The commercial left people guessing different flavors like *Dhaniya, Mint, Chilli, Haldi, Sarson* and other Indian flavors. This created a desire in the consumers to taste the Maggi at least once to guess the taste.

This kind of advertising is becoming more popular these days. They not only create curiosity but also give audience a variety to watch.

6. EMOTIONAL ADS

Decades before, advertisements were focused mainly to inform people about products and services. Rational thinking and objective information are the cognitive elements which influence heavily on the buying pattern of the customer. At the same time, emotions too play a powerful role. In today's increasingly competitive advertising environment, emotional appeal is being used as a very strong technique in advertising communications. Aim of emotional ad is to touch the heart of audience and to connect with their emotional cords. Emotional advertising finds ways to take advantage of achieving higher volume of sales by considering the feelings and needs of customers. Advertising agencies have to identify the need of people and the driving force that thrust them to fulfill their needs. Emotional ads have appeals that have power to attract the attention of viewers, arouse their hidden desires or feelings and direct them to pay for the products or service. Ads of following emotions are crafted to lure the viewers.

Love, Beauty, Romance: Various ads depicting these emotions include: Close-up's *Pass Aao* ad, Katrina Kaif endorsing *Slice's Aamsutra*, Cadbury's *Shubharambh-Bus Stop* ad, Amitabh Bachchan's *Tanishq's True Diamond*, Anushka Sharma and Rannvijay's ad of Reliance Unlimited Talk and Reliance call connect, Deepika Padukone's new *Fiama Di Wills Soap Ad*, *Parachute Body lotion* etc.

Anger, Fury: Anger occurs when a person is aggravated or spoiled by somebody or some incident. Anger is used in advertisements to persuade a strong sentiment to change something, and the product that is advertised is offered as the remedy. A good example can be Sharman Joshi's new 7 up commercial where the drink is highlighted as a remedy to anger. Other such examples are: *Odonil's Khushboo aisi jo mood badal de*, *Kellogg's All Bran* etc.

Compassion, Mercy, Kindness, Sympathy: These emotions turn-on when we see an advertisement depicting situations or incidents of real life. They touch the heart of audience by gaining their sympathy and raising their concern. To quote some of the examples, National Aids Control Organization (NACO) Blood donation ads *Kar ke dekho aacha lagta ha*, *UNICEF's Polio Campaign* etc.

Disgust: Advertisements that use this emotion emphasize on a feeling of abhorrence or difficulty and then offer a solution to the same. The best example can be of Contraceptive pills, others may include Idea 3g ad campaign about *India over population*, *Axe- Dark temptation*, *Wild Stone- Durga Puja* commercial and many such ads nowadays.

Fear: People always want to avoid fear. Using this emotion, advertisements attempt to put a brand image focusing on 'hope' against 'fear'. Saffola oil 'to prevent from heart attack', LIC, ICICI, are some of the brands who intertwine the element of fear in their advertisements and offer their products as a solution.

Heroism, Bravery: Such ads emphasize on pride, success and other identity elements which help the brand in creating a bond with the audience and craft a heroic image of those who use these products. Various brands that are leveraging on these emotions include *Mountain Dew- Dar ke aage jeet hai*, *Officer's choice - Jagaiyee Apne Andar Ka Officer*, *Dixcy Scott innerwear The Ultimate Winner*, *New Dollar Club Big Boss* etc.

Wonder, Surprise: Some instances in life bring a wonder or surprise element with them. Advertisers nit these sentiments in their commercials to astonish the viewers. To cite some examples, *Tide's white plus*, *Cadbury Dairy milk shots' Beta man mein laddu futa*, *Havells' Shock laga*, *Cadbury's Oreo -Khane ka secrete*, etc.

Peace, Harmony: Focusing on peace of mind and comfort. Sleep well mattress, Airlines'ad, Malaysia tourism's ad, Pampers diapers and *Aman Ki Asha* - an Indo-Pak Peace Project, initiated by Times of India and Jang group etc. are few examples.

Laughter, Comedy, Humor: Creating fun and entertainment is another best strategy to catch the attention of viewers. It incites laughter and provides fun to spectators. It stops switchover to other channels. *Camlin white board marker*, *Fevicol*, *Mentos*, *Center-fresh*, *Orbit's white chewing gum*, *Motorola Yuva* etc are best ads having comedy appeals. One of the most memorable advertisements which adopt humor in a light-hearted way is *Happydent chewing gum*, which shows the shiny bright teeth, used as a source of light in a variety of situations.

7. JINGLES/TUNES

Jingle is a musical tune with or without slogans, used in advertising. Music is far memorable than any other commercial element. People cannot remember spoken words of a commercial but can sing the jingle (Tom Altstiel, Jean Grow, 2006) Our mind has the enduring impressions of lasting jingles. Ad agencies try to connect the tune with the brand which helps in getting more business, as customer recalls the brand name just by a jingle. Nowadays these jingles also get spread as ringtones. Some famous Indian ad-jingles are *Airtel Kyunki har ek dost zaroori hota hai...*, *Docomo do do do...*, *Heromoto corp hum me hai hero...*, *Amul The taste of India*, *Frooti Mango frooti fresh and juicy*, *Boroplus Saefed teeka*, *We are Black Berry boys* by **Black Berry**, and many other such remarkable tunes.

8. VARIETY OF ADS

Some companies try to create commercials which bring novelty factors for its viewers, each time they watch the ad of the same brand. They create different themes around the product and try to emphasize on the unique qualities or features of their product in a series of ads. Viewers enjoy these ads as they are not repetitive but have a different concept or flavor. The ad series made by Pepsi, 'Change the game' campaign during World Cup'11 is the best example of such advertisement series. With this innovative campaign, **Pepsi** had given cricket a new dimension and changed everything that is unorthodox about the sport; whether it is *Virender Sehwag's Upper Cut*, *Mahendra Singh Dhoni's Helicopter Shot*, *Harbhajan Singh's Doosra*, *Tillakaratne Dilshan's Pallu Scoop*, *Kevin Pietersen's Palti Hit* and *Billy Bowden's Tedi Ungali*. The first commercial of M.S.Dhoni's *Helicopter shot* triggered excitement to see the other ads of the same series.

Other such examples include **Vodafone's** Zoozoo during IPL'11, **Mc Donalds'** series of ads for the 'I am loving it' campaign. **Tata sky's** *Poochhne mein kya jata hai*, *Anushka Sharma and Rannvijay ad of Reliance Unlimetd Talk and Reliance call connect*, **Cadbury ads**, etc.

9. IDENTITY CREATION

Some advertisements generate specific personality for its product. Personality characteristics are conveyed by advertisers through their choice of actors, stunts or by emphasizing on the qualities of the product. Trustworthiness, credibility, and expertness are all traits that seem to influence positively, the scores of evaluative measures of advertisements (Ohanian 1990).

Mountain dew and Thumps-up depict fearless/daring/brave personality traits to achieve anything far above the ground. **Tata safari, Mahindra Scorpio** depicts ruggedness. So a person matching with such personality is likely to match with the product and prefers to buy those products most. Selection of the brand ambassador also plays a significant role in creating specific identity.

Some other brands and their matching personality traits:

Ads/brands	Personality/ Identity
Tata - Tea (Jago - Re)	Strong (raising voice against corruption)
Titan-Raga	Lifestyle
Bajaj Pulsar, Toshiba Power TV	Power/Passion
Parker Pen	Professional, official
Dove, Pears	Soft/ Gentle
Tata Nano	People's Car

10. OCCASION BASED ADS

Trend of making ads based on occasions or events help a lot of companies to lure the customers especially for specific time period. Specific occasions create a need for customers to go out and shop. At a point of time such ads work to persuade them to purchase those products. At the time of world cup 2011, ads of Pepsi and Lays were tailor made and became very popular. These products are consumed more at the time of watching cricket match, movies and similar occasions.

Cadbury always comes up with some unique messages whether it is exam results *Pappu paas ho gaya* or Diwali celebrations *Is diwali aap kisko khush karenge* or *Pyar ka shagun* on Rakshabandhan and many other such ads to suit the occasions and mingle with the tradition and culture.

Many other companies such as **Tribhuvandas Zaveri**, **Tanishq**, **Pepsi**, **Coke** etc prepare ads according to the theme of festivals and occasions like Wedding, Diwali, New Year, World cup, etc. Dialogues and themes of such ads are woven around the festivals and specific events and the main aim is to catch and bond with the festive moods of its audience.

11. KIDS FACADE ADS/ ADS USING KIDS AS MODELS

Cute kids can grab anyone's attention. They are usually taken as models for products like Fisher Price (Toys), Complan, Bournvita, Horlics, (Healthdrinks), Pampers, Huggies etc. where the target audience for the product is also kids. Nowadays kids are also used as models in the commercials irrespective of the product or the product type, just to charm the audience and catch their attention.

It creates a positive psychological effect on people when they see innocent kids in the commercials.

To quote some of the examples, **Surf Excel's** *Daag acche hain* ad series, **McDonald's** Girlfriend – Boyfriend ad, **Flipkart.com** 'No Kidding No Worries' ad where children speak in the voice of mature people, **LIC's** *Jeevan Saral 'Gola'* ad and *Jeevan Tarang 'candy'* ad, **Signature blankets** 'I am so happy' ad, and many other such cute ads.

12. CONSUMERS - CELEBRITIES ADS

Taking celebrities in ad films to hook the audience is common. Now days, to capture its young and intelligent audience, the advertisers are looking forward to real life consumers as models for their ads instead of casting reel life celebrities. Advertisers are giving chance to common people to become models and thereby celebrities. Savreen Gadhoke in her article "C'mon let's get ad-real..." explains how celebrities are taking role of common man by participating in different TV reality shows such as *Pati patni aur woh*, *Swaymvar*, *Maa exchange* etc. and the real consumers have become new celebrities of the ad world. Some of the ads where we can see the real consumers as celebrities are shared below:

- Nestle Maggi:

Nestle launched '*Me and Meri Maggi*' campaign where consumers were invited to share their memorable experiences involving Maggi noodles, and some selected entries amongst them were featured on Maggi's packet and also in its TV commercials.

- Hero MotoCorp:

Hero MotoCorp has come up with a new ad campaign '*Hum me hai hero*'. People are invited to sing the title track '*Hum me hai hero*', shoot their video and upload it on heromotocorp.com. These videos then become a part of their latest TV commercials.

13. POPULAR DAILY SOAP CHARACTER ADS

Daily soaps quickly and easily become a part of our lives. Hooking on this idea, these days a new trend of advertising reel life characters is emerging up. Famous daily soap actors perform in the ads with their reel identities (character name and appearance are kept the same as in the show). These ads not only benefit the advertisers to grab the audience attention but also help in increasing the popularity programme. Some of the similar ads are captured below:

- Red Lable tea:

A famous daily soap *Yeh Rishta Kya Kehlata Hai* starrer Hina Khan and Sonali Verma are featured in the ad of Red Lable tea. Keeping the identity of *Bahu-Akshara* (Hina Khan) and *Saas- Gayatri* (Sonali Verma) same as in the serial. Not only this, the background also gives a feel that the ad is picturized on the sets of *Yeh Rishta Kya Kehlata Hai*

- Deluxe paint:

Lead actors of the serial *Iss Pyaar Ko Kya Naam Doon - Arnav* (Barun Sobti) and *Khushi* (Sanya Irani) are seen in the ad of Deluxe paint sharing the onscreen chemistry. In another ad of Deluxe paint we can also see *Akshara* (Hina Khan) and *Naitik* (Karan Mehra), lead actors of *Yeh Rishta Kya Kehlata Hai*.

CONCLUSION

Scenario of advertisement has changed, and is constantly changing in the recent era. Individual's perspective towards advertisements is also changing, they hardly get time to enjoy TV programs in their fast paced life and even when they watch their favorite programs, there are so many ads in-between. Therefore, the task of an advertiser becomes even tougher and they have to constantly think and devise new innovative concepts to bring creativity and uniqueness in their ads, to glue the audience. Ad agencies have to consistently think out of the box and present exclusive content to lure public to see the ads and can reduce the tendency to toggle another program when ads come between their favorite TV shows.

The main aim of advertisers will remain the same i.e. to persuade and inform their viewers about the product but the different tactics involved to persuade the viewers will change. The upcoming trend of designing TV commercials is mounting towards thinking out of the box, pitching inquisitiveness in the mind of viewers, bizarre creation, and exclusive thought generation, and the success of an ad will depend on capturing the audience frame of mind at the right time.

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