

## A COMPARATIVE STUDY OF THE EFFECT OF SALE PROMOTION CELEBRITY/COMMON MAN ENDORSED IN AN ADVERTISEMENT

**Injella Singh**

*Research Scholar*

*Email: injella18gujral@gmail.com*

**Dr. Manoj Tailor**

*Associate Professor*

*Department of Art  
Banasthali Vidyapith*

### **Abstract**

*Endorsing a common man and not a celebrity was always in the air. Though the new developments like electronic media have come up then also advertisers are endorsing more and more of common people for the sale of the product. The celebrities from different fields like theatre, sports, music etc are endorsed to advertise a product as they are good persuaders and have a good name and fame because of their work or people like them because of their looks. The celebrities' image plays a vital role in creating a brand image, also affecting the brand. Many a times endorsing a celebrity for a special brand fails because we try to force the celebrity into a role in which he does not fit in not thinking about the consequences which becomes a hindrance to the creative concept of an advertisement.*

*Endorsing the same celebrity for a series of advertisements for a product seems quite boring after some time. Celebrity endorsements are expensive and it is difficult to coordinate with them and manages their terms and conditions. Whereas ordinary people are picked up from day-to-day life and easy to relate them to daily situations, less expensive in dealing with them and builds a long-lasting relationship. As celebrities are also human beings they tend to make mistakes that create problems for them as it affects their profession and status which is soon noticed and hyped up by the media and due to this the brand in which they are endorsed is also affected.*

### **Keywords**

*Sales Promotion, Common Man, Celebrity, Endorsement, Advertising Medium, Good Persuaders, Models.*

Reference to this paper should be made as follows:

**Received: 11.11.2022**

**Approved: 25.12.2022**

**Injella Singh,**

**Dr. Manoj Tailor,**

*A COMPARATIVE STUDY OF  
THE EFFECT OF SALE  
PROMOTION CELEBRITY/  
COMMON MAN ENDORSED IN  
AN ADVERTISEMENT*

*RJPSSs 2022, Vol. XLVIII,*

*No. 2, pp.155-160*

*Article No.19*

Similarity Check: 0%

**Online available at:**

*<https://anubooks.com/journal-volume/rjpss-vol-xlvi-no2>*

**DOI:** *<https://doi.org/10.31995/rjpss.2022v48i02.19>*

Advertising has the longest history taking us back to the history of mankind and human civilization. Advertising began the moment the man discovered the art of communication. It is probably as old as commerce or trade itself. Once a person specializes, he wants the business to flourish and succeed in the market, and then the advertising plays an important role. The first advertisement appeared approximately 3000 years B.C. as stenciled inscriptions on bricks made by the Babylonians. These bricks carried the name of the temples in which they were used and the kings who built them. Advertising helps everyone to exchange their goods for money. Bakers were employed and asked to stand outside the shop and announce to the passer-by what they sell. Signs were used and placed over shops to identify and symbolize what was sold within the shop. It was made of Terracotta and placed in the columns making up the shop fronts.

Shopkeepers and professionals would clean and paint the exterior walls and then make symbols of their trade to establish their occupation. Advertising in the middle ages was indicated by the use of a surname that showed a man's occupation. The use of signs is a visual expression that reflected tradesmen's function. The ruins of Pompeii revealed early advertising. Graffiti on the walls of houses and buildings was an evidence of earlier Sales Promotion. The walls were painted to announce or advertise any performance related to theatre, acting or sports. The news about a king or a businessman was spread by word of mouth which was the most effective medium of advertising.

In India advertising was done through announcements to inform the public about the arrival of a ship carrying goods from England. After the Second World War major changes came in and the government began to feel the need for publicity for creating goodwill amongst the people. From the Greek and Roman times through the Middle Ages advertising did not develop beyond the primitive stages of pictorial signboards and public criers. A goat was the sign of a dairy, and a mule driving a mill was the designation of a bakery. Advertising started with signs and symbols which were made in a very simple form so that they could be identified by everyone. All were handmade and showed the common man. Hand cards and then posters were the first to be introduced as a medium of advertising.

In the 19<sup>th</sup> century Thomas J. Barratt "father of modern advertisement" introduced or came up with the first Indian advertisement and to make it creative used slogans and images. In 1930 a celebrity was first endorsed in an advertisement for Lux soap and later a common face was introduced which was

of a cute girl and she became so famous that everyone acknowledged the advertisement of Lux soap by her.

Onida Devil showcased human emotion 'Neighbour's envy, owner's pride. In 1988, the 'Hamara Bajaj' campaign establishes a strong emotional connection with the customers. Magazines with their bold and colored visuals showcased Lakme, Cherry Blossoms, Maggie, and Ambuja Cement. In 1990 satellite TV was introduced with Hindi and English advertisements. During this time many social campaigns like Pulse Polio, tuberculosis asthma, and cancer were also showcased. Animated characters were introduced in Vodafone advertisements by which social media became a big platform for creating awareness.

During the 17<sup>th</sup> century, the newspaper started appearing in various parts of the world due to which advertising began to develop. The production of written messages on paper by mechanical means and then production is known as printing. Printing originated in China and printing devices that were used were clay plates and wood blocks. John Gutenberg discovered the art of printing in Mainz, Germany. The printed posters, handbills, signs, pamphlets, books and newspapers gave advertising a brand new dimension. The newspaper became the primary medium for advertising by local concerns in the 18<sup>th</sup> century. In the late 19<sup>th</sup> century two significant changes occurred in advertising. Mass circulation magazines and the invention of the bicycle brought forth a new kind of promotion.

Prior to World War 1 Billboards were sanctioned and the development of television was a major national medium and the most significant development in modern times which added new dimensions to the advertising message and could reach even people who could not read. The extensive need for advertising came in that period when localized markets were replaced by extended domestic National and International markets. Other factors which influenced advertising were the growth of newspapers, magazines, and the invention of Radio and Television. By the mid-nineteenth century, came the modern advertising agency system. The advertising of automobiles and packed food items on large scale led to the growth of advertising agencies by the end of 1920. Photography showed its magic when British photographers came to India to record the historical monuments and the varied landscape of the country. Due to this models or celebrities were high lightened giving them a base and a platform however from the very beginning of the advertising till day common man or ordinary people have taken a step higher than those of celebrities. Advertising in early times was done just by announcing and reminding

people what was for sale but the power of convincing and persuading was lacking as it is an important factor that is done today.

Every organization engaged in providing good services to the customer, they follow almost every aspect of marketing practices for promoting their products, convincing and attracting the consumer to purchase. For the promotion of the product, an advertisement increases the attention to the product to make sure of expended association with consumers for the recall of their goods in the customer's mind.

Today advertisers are dumping the attractive faces of models. They are picking up and endorsing people who can actually act naturally and bring life to character that is differentiated between "Real" characters and models. Now actors are defined as ones who can act naturally. Where are the good lookers? They are all around but not scoring the big hits. The celebrated fashion models for example are just selling glamorous products, while ordinary faces sell any product. Today the scene is different, clients don't want supermodels. They want a common man performing with whom they can relate themselves and the people who are not conscious of their own appeal. Today advertisers have become more subtle, natural and effective.

Though many agencies endorsed celebrities and influential people in the advertisement campaigns but then and till now it's seen that the role of a common man or the common man endorsed in a product is more beneficial as they attract more to new consumers as they relate themselves more along with the concept of the advertisement. Advertisers select common faces and people who would actually act naturally and bring life to the character. It is not only necessary that if a brand has a celebrity showcased in it only then it would give impact to the consumers or the sale of product or service would be better.



**Fevicol** advertisement which is still so fresh and has left a strong impact on every individual even today is that of a bus overloaded with common people especially villagers in the desert of Rajasthan. All the passengers were glued to the bus which had fevicol written on it. This shows that the brand fevicol – the ultimate adhesive is so effective and strong that the passengers hanging and loaded onto the bus don't fall.

The **Fevikwik** commercial which shows two persons who have come for fishing. One sits patiently waiting to catch a fish and the other one casually wears a "Dhoti" and is super excited and confident to catch hold of a fish. He pulls out a fishing rod and applies some glue on to different parts of a the rod and sings something very loudly which disturbs the men waiting patiently put the fishing rod inside the water and surely caught a few fish surprising the other man who kept waiting to catch a fish.



**Bajaj's** campaign hit the market in 1989. Hamara Bajaj's ad campaign had so much of Indian touch in it that it touched the hearts of every Indian and made a league in the scooters category.



### **References**

1. Tyagi, C.L., Kumar, Arun. (2004). "Advertising Management". Atlantic Publishers and Distributors.
2. Burke, John D., (1973). "Advertising in the Market Place". Mc Graw – Hill, Inc.. United States of America.
3. Edited by. Gerard, J. Tellis., Tim, Ambler. (2007). "The Sage Handbook of Advertising". Sage Publications: Los Angles, London, New Delhi, Singapore.
4. Chunawalla, Sethia. (2003). "Foundation of Advertising Theory and Practice". Himalaya Publishing House.
5. Courtland, L. Bov'ee., William, F. Arens. (1994). "Contemporary Advertising". Mc Graw – Hill Education.