

CREATING PRINT ADVERTISEMENTS WITH EMOTIONAL APPEALS: A STUDY OF EMOTION, CONSUMER PERCEPTION AND THE CREATIVE PROCESS IN THE INDIAN

Dr. Pravesh Kumar
Assistant Professor
Department of Applied Art,
Faculty of Visual Arts,
DLCSUPVA, Rohtak
Email: praveshchopra1@gmail.com

Abstract

*In the current consumer-centric market landscape, advertising is no longer merely a medium for conveying information about products or services; it has evolved into a powerful communication process that influences consumer psychology, emotions, sensibilities, and cultural values. Particularly in print advertising, capturing the consumer's attention and evoking the desired emotional response within the constraints of limited space, a static visual medium, and concise language presents a complex creative challenge. These advertisements present the product's physical and functional attributes alongside emotions such as love, compassion, humor, enthusiasm, valor, fear, surprise, and tranquility, utilizing both visual and linguistic elements. This research paper examines the process of creating emotionally evocative print advertisements and seeks to elucidate the interrelationships among emotion (*bhava*), aesthetic sentiment (*rasa*), consumer psychology, and visual communication. The study analyzes various stages of the process, including objective setting, research, budgeting, creative brief, concept development, rough layouts, graphic design, color schemes, symbol selection, logo design, copywriting, typography (headlines, sub-headlines, punchlines, body copy), photography and illustration, use of white space, proofing, pre-press, printing, post-press, media placement, and evaluation. Furthermore, it explores the connection between the *Rasa-Bhava* concept found in Indian aesthetics and modern advertising design.*

The study uses an Amul Desi Ghee advertisement for Raksha Bandhan as a case study, demonstrating how an enthusiastic emotional appeal is crafted through themes of family relationships, festivity, and sweetness. The findings reveal that emotional appeal transforms an advertisement from a source of product-centric information into a consumer-centric experience. The harmonious integration of appropriate

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Dr. Pravesh Kumar

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emotions, visual language, colors, symbols, words, and the brand message enhances the advertisement's acceptability, memorability, and overall effectiveness. Thus, emotional print advertisements play a significant role in brand image building, consumer relations, marketing, and sales promotion.

Keywords

Emotional appeal, consumer perception, Rasa-Bhava (aesthetic sentiment), visual communication, USP.

Advertising is a vital component of modern communication systems. Industrial growth, market competition, and the expanding range of consumer choices have transformed advertising from a mere process of providing product information into a multi-dimensional communication system. Today, consumers are presented with numerous alternatives for a single product. In such a scenario, simply highlighting product features is insufficient to influence the consumer; it becomes essential to connect the advertisement with the consumer's experiences, aspirations, lifestyle, social relationships, and emotional needs (Solomon, 2020). Print advertisements hold special significance in this context. Newspapers, magazines, posters, brochures, booklets, and other print media have long served as primary channels for advertising communication. In print advertisements, elements such as imagery, color, typography, headlines, body copy, symbols, logos, and white space work in unison. A balanced combination of these elements not only captures the consumer's attention but also evokes specific emotions within them.

Advertisements employing emotional appeals are grounded in the premise that consumers do not purchase products based solely on logic; emotions play a crucial role in the buying process. Sentiments such as family, love, security, respect, success, health, celebration, social prestige, and self-confidence can influence consumer decisions. Therefore, rather than presenting the product merely as a commodity, linking it to an experience or emotion can prove far more effective. This process is particularly significant in the Indian context, given that Indian society is shaped by diverse cultural traditions, festivals, familial bonds, and collective values. Cultural contexts—such as Raksha Bandhan, Diwali, Holi, weddings, motherhood, family relationships, and social celebrations—possess the potential to infuse advertisements with emotional resonance. Consequently, there is immense scope in Indian advertising to present emotional appeals by integrating them with cultural symbols. Emotional Appeals and Advertising

An emotional appeal refers to a communication strategy wherein an advertisement engages the consumer's emotions to establish a mental and emotional connection with a product, service, or brand. This approach prioritizes the potential experience associated with the product alongside its specific features. For instance, an advertisement for a food item might link the product to joyful moments spent

with family, rather than merely highlighting its taste or quality. Similarly, health-related products can be associated with safety and trust, beauty products with self-confidence, and festival-related products with family bonds and celebrations (Bhasin, 2021). The primary objective of emotional advertising is to evoke a specific emotion in the consumer's mind. This emotion could be love, humor, compassion, excitement, heroism, surprise, fear, or tranquility. The entire visual and linguistic structure of the advertisement is developed in alignment with that specific emotion.

The Role of Rasa and Bhava in Advertising

The concept of Rasa (aesthetic essence/sentiment) is paramount in Indian aesthetics. Bharata Muni's Natya Shastra explains the artistic experience through the interplay of Bhava (emotion/state of mind) and Rasa. While modern advertising may not explicitly adopt this theory, its utility in terms of emotional communication is significant. In advertising, the Sthayi Bhava (dominant or enduring emotion) can be considered the central emotional goal. Visuals, people, situations, colors, objects, and cultural symbols function as Vibhavas (determinants or stimuli), while facial expressions, body language, speech, gestures, and visual presentation serve as Anubhavas (consequents or physical manifestations) that express the emotion. A harmonious combination of these elements helps evoke the desired experience in the viewer. For instance, soft colors, aesthetic shapes, and romantic imagery can be effective for the Shringar (romantic/aesthetic) sentiment. Bright colors, playful shapes, and entertaining language can be used for humor. Bold colors, dynamic composition, and powerful typography can be impactful for the Veer (heroic) sentiment. White, light blue, or grey tones and simple compositions are suitable for the Shant (peaceful/tranquil) sentiment.

Thus, the concept of Rasa-Bhava can elevate advertising beyond mere decorative design, transforming it into a form of experience-based communication.

The Process of Creating Emotional Advertisements

Creating a print advertisement with an emotional appeal is a systematic process. Its key stages are:

Objective→Research Process→Budgeting→Creative Brief→Graphic and Layout Design→Proofing and Revision→Print Formatting and Production→Publication and Media Placement→Evaluation and Feedback.

Objective

The objective establishes the fundamental direction of the advertising campaign. The objective of advertising can be to increase brand awareness, boost sales, alter consumer perception, foster brand loyalty, or draw attention to a specific

product. Objectives can generally be categorized as informative, persuasive, or reminder-oriented. Informative objectives provide details about a new product or its new features. Persuasive objectives influence consumers to adopt a particular brand. Reminder objectives keep an established brand fresh in the consumer's memory. In emotional advertising, the objective should be selected based on the product's life cycle, the target consumer, and market conditions.

Research Process

Advertising research involves studying consumer needs, desires, purchasing behavior, interests, and emotional responses. Additionally, it is essential to study competing brands, market trends, and cultural contexts. Research can be either primary or secondary. Primary research employs methods such as interviews, questionnaires, observations, and focus group discussions. Secondary research utilizes available reports, market surveys, published data, websites, and other sources. Research holds particular importance in the Indian context due to the country's vast linguistic, cultural, and social diversity. Therefore, regional sensitivities and cultural nuances must be considered when presenting an emotional message.

Budget Determination

The advertising budget determines the total amount to be spent on a campaign and how funds will be allocated across creative development, research, production, and media. Key methods for determining the budget include the percentage-of-sales method, the competition-based method, the objective-and-task method, and the affordability method. For emotional advertising, the budget should not be limited merely to visual production; adequate resources must also be allocated for research, testing, proofing, and media placement.

Creative Brief

The creative brief serves as the foundational creative document for an advertising campaign. It encompasses information such as the campaign objective, target audience, brand positioning, key message, communication style, expected consumer response, key benefits, media channels, timeline, and budget. In emotional advertising, an additional significance of the creative brief lies in the need to clearly articulate the central sentiment. If the objective of the advertisement is to evoke excitement, then the imagery, colors, language, and typography must be developed to align with that specific emotion.

Idea Development

Idea development is the stage where the central concept of the advertisement is formulated based on the creative brief. During this process, copywriters, art

directors, graphic designers, and strategists collaborate to determine what needs to be conveyed and how best to express it. An effective idea resonates with the consumer's needs, emotions, and experiences. The clearer, more original, and more aligned with the brand's objectives the idea is, the more effective the advertisement is likely to be.

Rough Layout

A rough layout is a blueprint of the advertisement's initial visual appearance. It determines the placement of the headline, images, logo, body copy, and other elements. Pencil sketches or digital media may be used at this stage. Preliminary decisions regarding balance, visual flow, proportion, spacing, and typography are made during the rough layout phase. Its objective is to determine the sequence in which the viewer's eye will navigate the advertisement.

Graphic and Layout Design

In the graphic design phase, all visual elements of the advertisement are finalized. Images, logos, colors, typography, body copy, and white space are arranged to ensure the core message is clear and impactful. In emotional advertising, the layout itself can dictate the direction of the emotion conveyed. A dynamic composition can express excitement or heroism; a balanced composition, tranquility; and a soft composition, love or compassion (Sandhu, 2016).

Symbol and Visual Selection

Symbols enhance the power of emotional advertising. Cultural symbols, objects, colors, facial expressions, and visual cues can trigger a consumer's past experiences. In Indian advertising, symbols such as the *Rakhi*, *Diya* (lamp), sweets, family, mother, temple, flowers, and festivals can evoke specific cultural sentiments. Therefore, the selection of a symbol should be based not merely on aesthetics but on its cultural significance and the target audience's understanding.

Logo

The logo serves as the brand's visual identity. Its placement and size within the advertisement are determined to aid brand recall without obstructing the main message. In emotional advertising, the logo acts as the final link between the brand and the emotional experience.

Copywriting

Copywriting is the primary medium of linguistic communication in advertising. Headlines, taglines, body copy, and calls-to-action are its key components. Emotional copy connects with the consumer's experiences and emotions. To achieve this, the language used should be simple, concise, impactful,

and aligned with the cultural understanding of the target audience (Morvitz et al., 2012). Effective copy links product attributes to emotional experiences and establishes a dialogue between the brand and the consumer.

Typography

Typography is the art and technique of the visual presentation of characters. Font type, size, weight, spacing, alignment, and color influence the emotional atmosphere of an advertisement. Bold lettering can signal strength or determination, while soft or script styles can evoke a sense of beauty, love, or luxury. Therefore, typography should be viewed not merely in terms of readability but also in terms of emotional communication (Twist, R., 2005).

Headline, Sub-headline, and Punchline

The headline is the advertisement's initial verbal hook. Its purpose is to capture attention and guide the consumer toward the advertisement's central idea. The sub-headline clarifies the main concept, while the punchline or tagline presents the brand's core idea or promise in a concise and memorable way. An effective headline and punchline play a crucial role in making the advertisement memorable.

Body Copy

Body copy elaborates on the benefits, features, quality, and utility of the product or service. In emotional advertising, it is essential to balance the body copy with the emotional message rather than making it overly informational.

Photos and Illustrations

Photographs and illustrations develop the visual language of the advertisement. Photography is useful for depicting actual products, people, families, environments, or events, whereas illustrations can be effective for conveying imaginative or symbolic messages. Visual content can evoke emotions in the consumer's mind even before words do. Therefore, the choice of photos, illustrations, facial expressions, lighting, and composition should align with the advertisement's central theme.

Color Scheme

Colors are a crucial component of an advertisement's emotional impact. Different colors can evoke distinct psychological and cultural meanings in the consumer's mind. Colors such as yellow, orange, or red can be used to convey excitement; white, light blue, or gray for tranquility; pink and soft hues for love; and deep red or blue for power. However, since color symbolism is not universal, it is essential to consider the target audience and cultural context.

White Space

White space is not merely an inactive area within an advertisement but an active design element. It highlights the core message, provides visual balance, and offers the reader's eye a place to rest. An advertisement cluttered with too many elements can confuse the consumer, whereas ample white space renders the advertisement clear, professional, and impactful.

Illustrative Analysis of the Amul Raksha Bandhan Advertisement

The Amul Desi Ghee advertisement for Raksha Bandhan serves as a significant example for understanding the practical application of emotional appeal. This advertisement was published in **Dainik Bhaskar** (Panipat edition) on July 26, 2020, on the advertising page (page 3). Raksha Bandhan is a major festival in Indian culture associated with the bond between siblings. The advertisement establishes an emotional connection by linking this cultural occasion with the product. The central theme of the advertisement revolves around enthusiasm and familial joy. The message conveys that to preserve the sweetness of family relationships; the festival should be celebrated with sweets made from Amul Desi Ghee. Here, the product is presented not merely as ghee, but as a medium for the sweetness of family bonds. The cultural symbol of Raksha Bandhan, the visual of sweets, and the depiction of family relationships serve as the emotional elements of the advertisement. By linking the product's usage to the festive experience, the brand seeks to establish itself in the consumer's emotional memory.



This example illustrates how the functional attributes of a product and the emotional experience can be harmonized in emotional advertising. On one hand, there is the product benefit of Amul Desi Ghee, and on the other, the sweetness of family ties and the festive spirit; the combination of the two creates the advertisement's emotional impact.

Proofing and Revision

Proofing is a crucial quality control process in advertisement creation. It involves checking language, spelling, grammar, image quality, color, logos, typography, and layout. Even a minor spelling error or an incorrect logo can affect the brand's credibility. Therefore, a review of the final design by the copy editor, art director, designer, and advertiser is essential.

Print Formatting and Production

Before print production, the digital design is prepared in a technical format suitable for printing. The pre-press process involves checking color models, resolution, bleed, margins, fonts, and file formats. Techniques such as offset, digital, or other suitable printing methods are selected based on budget, quantity, time constraints, and quality requirements. Subsequently, post-press processes such as trimming, folding, lamination, and cutting are carried out.

Publication and Media Placement

An appropriate medium is selected to deliver the finished advertisement to the target consumer. The selection of newspapers, magazines, posters, brochures, and other print media is made based on the product, the objective, and the consumer's media habits.

Media placement involves studying not just the medium itself, but also the location, timing, frequency, and potential audience size. Placing the right advertisement in the wrong medium or location can diminish its effectiveness; therefore, alignment between the emotional message and the target audience is essential.

Evaluation and Feedback

Evaluation is the final stage of the advertising process. Its purpose is to determine the extent to which the advertisement achieved its set objectives. Advertising effectiveness can be gauged through metrics such as brand recall, consumer response, sales, awareness, engagement, and other available indicators. In the case of emotional advertising, it is particularly important to observe how the consumer perceived the intended emotion. If the goal was to generate excitement, the evaluation should assess whether the audience actually experienced excitement, joy, or a positive connection. Thus, feedback serves as a foundation for improvements in future advertising campaigns.

Consumer Perception and Advertising Effectiveness

The success of an advertisement depends not only on its creation but also on how the consumer perceives it. During the process of perception, the consumer

interprets the advertisement's visuals, words, colors, symbols, and message based on their prior knowledge, experience, and cultural context. The first stage of this process is capturing attention. Subsequently, the consumer grasps the core message, interprets its meaning, and relates it to their own needs. If the message is clear and relevant, interest is generated. This can lead to an emotional or logical response, which may ultimately translate into a purchase impulse or brand recall. In this regard, a proper balance between visual and linguistic elements is crucial. If the imagery is overly complex or the copy is too lengthy, the consumer's attention may drift away from the main message. Conversely, clear headlines, appropriate imagery, balanced colors, adequate white space, and an impactful punchline can facilitate rapid comprehension of the message. Emotional Appeal, Brand Image, and Purchase Motivation

A key benefit of emotional advertising is linking the brand to the consumer's memory. Consumers do not remember a brand solely based on its name or product features; the emotions associated with it also become part of that memory. If a brand is consistently presented in association with concepts like family, security, happiness, love, or success, an emotional identity for the brand can develop over time. This emotional identity can influence the consumer's brand preference.

Conclusion

Creating print advertisements that rely on emotional appeal is a multifaceted process involving the coordination of art, design, language, psychology, marketing, and cultural understanding. Such advertisements do not merely provide product information; they strive to connect the consumer with an experience, a relationship, or a specific emotion.

The study demonstrates that the success of an advertisement depends on the coordination of its various stages. From setting objectives to research, budgeting, the creative brief, concept development, layout, graphic design, color, symbolism, copy, typography, proofing, production, media placement, and evaluation—each stage plays a distinct role. A weakness in any single stage can diminish the overall impact of the advertisement. In the Indian context, cultural symbols and traditional values hold special significance for emotional advertising. Advertisements can be made more meaningful by linking festivals like Raksha Bandhan to family bonds and product utility. Amul's Raksha Bandhan advertisement serves as a prime example, effectively connecting the product with the sweetness of family ties and the festive spirit. The Indian concept of *Rasa-Bhava* (aesthetic emotion) offers a useful theoretical framework for understanding the emotional design of advertisements. By integrating concepts such as *Sthayi Bhava* (enduring emotion), *Vibhava*

(determinants/stimuli), and *Anubhava* (consequents/reactions) with modern visual communication—including color, symbols, language, and imagery—advertisements can be made more impactful. However, modern advertising should not merely replicate classical aesthetics; rather, its principles should be creatively adapted to suit the needs of contemporary consumers and media platforms.

Ultimately, a print advertisement driven by emotional appeal is most effective when it establishes a meaningful connection between the product's utility and the consumer's emotional experience. A successful advertisement does not simply state what the product is; it conveys the significance the product holds in the consumer's life. Consequently, emotional advertising plays a pivotal role in fostering brand recall, consumer engagement, brand image, and the motivation to purchase. A balanced combination of the right emotion, appropriate visual language, effective copy, and strategic media selection can transform an advertisement from a mundane commercial message into a powerful form of human communication.

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