

Marketing and Social Awakening

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I. INTRODUCTION

Advertisement acts a medium of communication for the Marketers to create awareness and promote product in the society. In initial days the messages were focussing more on the product and its functional aspect. But today advertisers not only concentrate on product and brand but they connect the individuals by focussing on various social messages whereby the product is positioned and at the same time they are able to bring out social awakening a great extent. The product and social messages are linked in such a way that not only product is focused but the social awareness dominants the content of the advertisement. The content and visualisation aspect of the advertisement play a significant role to influence and transform the attitude of the individuals in various walks of life. This article throws light on the role of advertisements in positioning of the product and social awakening

Research problem:- What is role of advertisement in addressing the challenges faced by women in relation with the product

Research objective:- To focus on the relationship between the social awareness with respect of women empowerment and functional aspect of the product through advertisement.

Research design- Content analysis with specific reference to message by describing the actor's role in the advertisements. Five advertisements has been taken as the unit of analysis to bring out the relationship between the product and the message creating social awakening.

Advertisement No.1.

Product- HAMAM SOAP

Message: Fighting for Women's Safety

Tagline: Go Safe Outside!!

Company: Hamam, Hindustan Unilever Limited



Women has undergone different types of exploitation for years together. Being a patriarchal society, women are always treated as submissive, docile, irrational, dependent etc. In order to enhance women and to bring out a transformation in the attitude of women, Hamam soap played a significant role in their advertisement. The product tag "Go Safe outside" enable and empower the young women to feel safe and confident when they go outside. In their advertisement they have focussed the importance of 'silambam' a martial art form as an ideal weapon to equip all the women to defend themselves from any kind of exploitation.

In the advertisement they have not only brought the social wakening to empower women, to become self-confident to face the challenges, the product also has been positioned in such a way that Hamam soap is a safety product which protects from various kinds of diseases. The role played by the daughter joining the martial art to learn defence techniques encouraged by her mother. The role of mother daughter complement each other for the empowerment.

Advertisement No.2

Product- TATA TEA

Message:Pre-activism

Tag Line:Alarm Bajane Se Pehle !!

Company: TATA TEA, Tata Global Beverages



Tata tea pre-activism has been conceptualized to address the issues and sensitise the public. This ad concentrates in creating awareness on symptoms that lead to destruction, than mobilising the masses after destruction. Keep oneself awake before adverse effect happens in the society. The ad narrates action to be taken before the farmer suicide occurs. The bride should be taken care before it collapses, player aspiration need to identified before he losses the game, like that before rape happens the women needed to be safeguard through empowerment. The concept of “Prevention is better than cure” is highly portrayed in the advertisement.

Tea is beverage is positioned as a stimulant be active, like that the women should equip and be active to fight against exploitation.

Questioning what steps need to be taken before the problem occurs. The problems need to be solved before it happens instead after the problem has taken place. On the various issues related to agriculture, sport, construction of bridges.

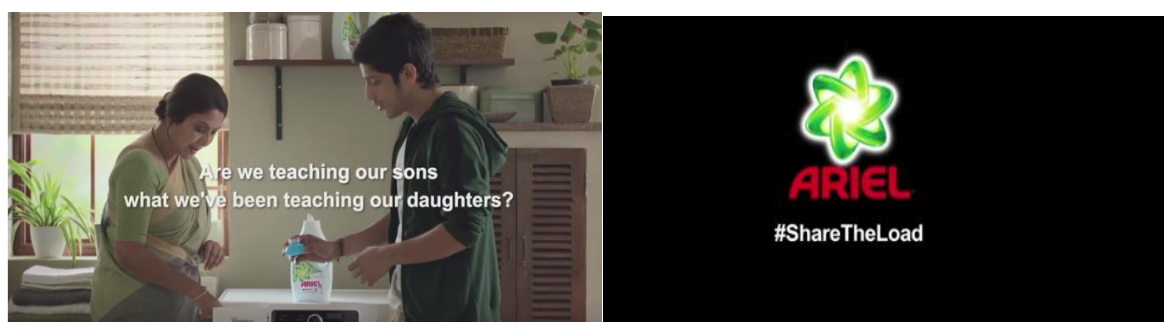
Advertisement No.3

Product- ARIEL

Message:“Are we teaching our sons what we have been teaching our daughters?”

Tagline: Share the Load!!

Company: ARIEL, Procter & Gamble



In this advertisement, the main focus is on gender socialisation. In India, socialisation for the girls and boys are defined as per the customs and culture. This ad tries to break traditional outlook of the socialisation process and bring a new perspective to treat both boys and girls equal.

As a new age women, her role has undergone a drastic change. Generally the women take the role as mother, wife and daughter to perform various activities and functions related to household. In the advertisement, the message clearly defines that there are no specific work to be performed only by sons or daughters. Sharing of the household work is equally important for both male and female which needs to inculcate right from their childhood. Here the lead role of mother play a vital role in socialising the child on the basis of gender equality.

The product is positioned as removing the stains, and it connects with the socialisation process to remove inequality. Here the dirt is the stain which is removed by Ariel, whereas the gender socialisation removes the stain of social inequality.

Advertisement No.4

Product- Raymonds

'The Complete Man'

Company: Raymonds Textiles



Gender equality is emphasised on basis of sharing the responsibility and considering marriage as a partnership and not a duty. The role played by the husband and wife brings out the aspect of sharing and caring for each other. Moreover, in this ad it also defines the attitude of husband towards the wife by taking care of child when the wife has to fulfil the assignment at her professional level

The product positioned as something different and unique comparatively with other garments, as so the message of women empowerment has been focussed in a unique, as when the man wear the Raymond indicates as a complete man. In family if the men also shares the responsibilities he becomes a complete man.

The role of husband in the ad support and supplements the women to project herself as professional and as mother. At same time the husband is projected as professional and as caring father. Gender equality is stressed in the advertisement.

II. CONCLUSION

Women faces various types of challenges in the dynamic society. Advertisers play a vital role in not only positioning the product and the brand, but they also connect the social issues with the product. In this aspect, the recall of the brand and the product is relevant to the social issues. The message in the advertisement brings the social reality and tries to create awareness of social enhancement and awakening to establish self-identity in the society.

REFERENCES

- [1]. www.youtube.com – Source of Advertisement Videos

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