Visuals aesthetics enhance brand recall- A study on TV Advertisements of Chocolates among youth.

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ABSTRACT

This paper set out to examine the impact of visual aesthetics in television advertising with specific reference to parent and sub brands of chocolates. With the outcome of previous research studies undertaken by the researcher on the popular medium for advertising among the youth, Television medium proved have a great impact. The rationale behind the study is to find out whether aesthetics in advertising persuades consumers to patronise advertised products. The paper is anchored on the social judgement theory[2] and Kapperfer's Perceptual mapping theory[3]. The paper would give a conceptual clarification of TV advertising and aesthetics. A variety of constructs affecting Visual aesthetics could range from perceived usability, satisfaction, to pleasure. The researcher therefore identifies the visual aesthetic elements in television advertising to include: logo, visual, sound, music, character and colours used in TV advertisements for Chocolates and aims to study the awareness, perception and recall-ability through these aesthetic elements. These elements are very important in television advertising because they go a long way in persuading youth to patronise parent and sub brands of chocolates. The quantitative methodology is used to conduct a survey among 100 college students between age group of 18-21, to whom closed ended questionnaires were administered and interpretations were ratified with the interviews of the Client-head and Graphic Designer of O&M, Ad-agency, Chennai.

Keywords: TV Advertisements, Product-chocolate, Persuasion, Appeals and Aesthetics

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Introduction: A swoosh from an A to z in the case of Amazon, or a simple swoosh of a Nike, or of the three ascending trips of Adidas, or the rich golden arches of McDonalds, elegant fonts of Titan watches, Speed and style fonts of the brand Fasttrack, flowing font of coca-cola, rolling impact of the logo with red and blue pattern in a circle of that of a Pepsi…all speak only one word - the brand name.

Hearing the mention of chocolates all hands stretch out to grab them to get a taste of it. The visuals of the flowing molten cocoa, with butter, milk, sugar freezes the audience – kids, teens and adults in moments of crave for chocolates. Given a chance all of us have the favorite from the whole gamut of brands offered.

Could one forget the advertising visuals of men and women consuming chocolates spread all around the mouth and the face…or … the caramel stretching out to thinner line between the two bars of chocolate…or…kids liking their fingers from the melting cubes…or…kudos sliding through the chocolate river…??? These help people envision a brand and its message in their mind's eye — and remember it when it comes time to buy.

Care for some *Visuals* on chocolate?

A company could have the best product in the world that meets all of your requirements, but if the packaging/marketing/product is poorly designed would you give it a chance?Once an association is made with something and reinforced over time with other activities it is very hard to shake.

A brand that captures your mind gains behaviour.

A brand that captures your heart gains commitment.

- Scott Falgo[1]

What is important though is a simple image that makes one feel something. That's the logic of using visuals in advertising. And it works best for Chocolates on TV Commercials.

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Chocolates!!!

Mithai- the traditional Indian sweets are giving way to chocolates among upwardly mobile Indians. Chocolate sales have risen by 35% in 2015 to reach 56000 tonnes according to one estimate. However, irrespective of the figures trends on the grounds tell clearly that Mithai is losing flavour with the Indian consumer while chocolate is capturing consumer taste.

Across hundreds of mall sprouting across India, mithai shops are conspicuous by their absence in many of them. On the contrary the range and variety of chocolates available in malls seems to be growing by the day. Up to a few years ago, Nestle and Cadbury were the only brands available.

Cadbury Indian Ltd is a 93.5 per cent subsidiary of Cadbury Schweppes Plc, UK, a global major in the chocolate and sugar confectionery industry. CIL was set up as a trading concern in 1947 and subsequently began its operations with the small scale processing of imported chocolates and food drinks. CIL is currently the largest player in the chocolate industry in India with a 70 per cent market share. The company is also a key player in the malted foods, cocoa powder, drinking chocolate, malt extract food and sugar confectionery segment Established brands include Dairy Milk, Perk, Crackle, 5 Star, Éclairs, Gems, Fructis, Bournvita etc.

Nestle India Ltd a 59.8 per cent subsidiary of Nestle SA, Switzerland, is a leading manufacturer of food products in India. Its products include soluble coffee, coffee blends and teas, condensed milk, noodles (81 per cent market share), infant milk powders (75 per cent market share) and cereals (80 per cent market share). Nestle has also established its presence in chocolates with Nestle cubes, Milkybar, Bar-one, Munch, Kit-Kat, Galaxy, Alphinoetc, confectioneries and other processed foods. Soluble beverages and milk products are the major contributors to Nestle's total sales. Some of Nestle's popular brands are Nescafe, Milkmaid, Maggi and Cerelac.

While the two leading brands are doing better than before, new brands such as Dukes, Nutrine and Candico are present in several malls.

Chocolate was essentially seen as a western concept of food by the Indian market. The companies therefore had to get the consumers to overcome the stigma attached.

The challenge faced by the chocolate brands was to:

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□   Get people accustomed to chocolates – previously seen as a western concept

□   Do so by reaching out to the masses here the peoples mindset is as diverse as the country itself

Brands such as Cadburys had to justify the entry of chocolates as a product in the market. In the sense that first the concept of chocolates needed to be penetrated as a leisure food in the consumer's perception.

Indian chocolate market is almost totally depended on purchases of kids. In recent times, the chocolate majors, Cadburys and Nestle took major initiatives to bring in grown-ups into this market.

In the context of Fast Moving Consumer Goods, products like chocolates offer a variety of items in the same product line. This means creating a competition within themselves or dividing their consumers.

While Cadbury is trying to sell indulgence to adults, Kit Kat is selling 'ritualistic' break to teenagers/ young adults. This is reflected in the changing advertising patterns across different channels.

Advertising is paid communication through medium in which the sponsor is identified and the message is controlled. Variations include publicity, public relations, product placement, sponsorship, underwriting, and sales promotion. Every major medium is used to deliver these messages, including: television, radio, movies, magazines, newspapers, the Internet, and billboards. Advertisements can also be seen on the seats of grocery carts, on the walls of an airport walkway, on the sides of buses, heard in telephone hold messages and in-store PA systems. Advertisements are usually placed anywhere an audience can easily and/or frequently access visuals and/or audio, especially on clothing. Advertising clients are predominantly, but not exclusively, for-profit corporations seeking to increase demand for their products or services.

Conveying the brand position

The advertising positioning exercise is but the first step in the evolution of the brand communications plan taken in its entirety. Advertising and Public relations are a subset of promotion mix which is one of the 4ps in the marketing mix i.e product, price, place and promotion. As a promotional strategy, advertising serve as a major tool in creating product

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awareness and condition the mind of a potential consumer to take eventual purchase decision. In lieu of this, the overall task is to work out an all-encompassing game plan for the brand to help cover all relevant "marketing points" via various forms of communications in a cohesive manner entailing media relations, direct contact programs, consumer pull oriented events and promotions, online marketing as well as consumer loyalty processes and mechanisms.

In the book Managing Indian brands: marketing concepts and strategies by S. Ramesh Kumar [4]quotes,

"When we see an upwardly mobile youngster riding a brand of bike..

The user of a brand of men's inner wear projecting a macho image..

The smoker of a brand of cigarette socializing with a trendy group..

An adult enjoying a brand of chocolate..

These do not just merely show crazy ad creativity and fantasies. They depict the position that that particular product stands for in the market and in the consumer's perception. This shows the qualitative dimensions of the product in its quest to create an unshakeable and irreplaceable image in the minds of the consumer".

The increase in the choices offered by companies in the market, to kindle that sweet tooth of the ever dear consumer, branding and positioning it as the best has become more mandatory.

Branding is all about gaming in the consumers mind. As Ries and Trout's words say- "marketing is a battle of perceptions".

Brand management is not only a simple one line epithet about a brand. It is rather includes many different ways of positioning the varied image, value and utility of the brand in the minds of the consumer. Positioning is how a product appears in relation to other products in the market.

In today's context, a brand very rarely states its proposition (benefits) in a 'direct manner'. There is a 'juxtapositioning' of dramatic elements. In the sense that these elements create make believe situations and consumer imagery. Marketers use advertisements to show these elements in a way to point to the consumer's perception and value about the brand. Ads provide the means in depicting the story woven around the respective brand: Lifebuoy for

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hygiene, Cadbury's is for adults, Titan reflects fashion and sentiments; Maruthi is for the family, etc.

The advertisement print or a commercial represents the image, character and personality of a brand. "Therefore ads need to be clear, lucid, easy to remember, distinct from the competition and should not be generic to the category. The place met should be so that it stays as the customer's Top Of The Mind Brand (TOMB)", says Mr. Krishnamurthy, Accounts Director, Ogilvy and Mather, Chennai.[5]

A study among 100 college students of age group 18-21, reveals that 55% prefer Cadbury's as against Nestle brand which is 30%. About 15% of the respondents prefer other brands such as Hersheys, Lindt, M&M and Snickers.

Advertising and consumer decision making

Ads are the depiction by the marketer to its target consumer about the product. In other words an advertisement of a brand shows what the marketer wants the consumer to see, that would create the brand image and thus build up the brand personality of the product.

Advertising by creating or reinforcing the brand position enhances brand value or equity, which in turn can be leverage through brand extension. While advertising to the niche as the target marketing is a small segment of consumers, marketing communication are less costly and more effective. The messages could be focused on selective media vehicles.

Mass media is not the only solution to brand building. The opportunity is immense in managing different kinds of media. Brands can be effectively built in these media too. It is an opportunity to create customer bonding and can create more impact than any other form of mass communication. There is a need for non- linear thinking to effectively synergize marketing communication.

There was a time, not so long ago, when most people's awareness of behind-the-scenes parent brands such as Associated British Foods, Diageo, P&G, Unilever and the like, was pretty limited. So why are umbrella brands increasingly seeking to create a profile for themselves now? And what's the best way to manage an umbrella brand model in today's economic climate?

What's the chief visual component of a company's overall brand identity?

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A brand is the promise or expectation associated with the product or service in a customer's mind. An effective brand helps the product to get noticed, liked and remembered. Brand implementation means the continuous and consistent application of the brand's image in all business units, communication channels and media.

This refers to marketing and branding as a unified whole. In that respect, brand implementation is a continuous process, which requires controlling the brand's image and presence despite changes in markets and company structure. In marketing, brand implementation refers to the physical representation and consistent application of brand identity across visual and verbal media.

A logo is the point of entry to the brand – Milton Glaser, Designer, O&M ad agency, Chennai.[6]"It's a visual identity of a brand. It's an identity built on a set of colors, fonts and imagery to symbolize a brand, that may also project a company's products, services, values and characteristics such as creativite, fun, trust, nature or eco- friendly, …", he said when interviewed by the researcher.

According to Alford[7], a research scholar, Harvard Business School, "People wanted to know more about where their products were coming from, he says. Not just literally, but emotionally. What kind of companies were they? What were their values? A simple endorsement stamp at the end of an ad was no longer enough. Corporations realised that if they were not communicating about themselves, others would be." "Indeed, the second great change was a new generation of senior marketers and CEOs who embodied corporate confidence. They wanted to dispel the notion of shadowy behemoths, guarding only shareholder returns and share of market. They wanted to actively open up about company philosophy and personality to a wider audience. They were proud and wanted to be loud," says Alford. "In an age where consumers are far more active participants in the marketing process, there is less sense of any brand owner being a trademark owner only. The recent horsemeat debacle is a classic example of how consumers are demanding visibility of what goes on behind the scenes of manufacturing and how well placed their trust is," he says. No wonder FMCG brand owners in particular are raising their heads above the parapet to provide more coherent, values based narratives as to why they have the stable of brands that they do, he says. "Even those with a seemingly wide brand stretch across different categories are seeking the power of a bigger story, like Unilever's 'creating a better future every day'."

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"It could even be that as umbrella brands are imbued with more meaning they will help to provide a better context in which individual brands can be marketed, to the extent that each individual brand needs a little less support."

The benefits of multiple branding:

"If you are a coffee brand with a supply chain taking you back to the coffee plantation, it makes sense to optimise that supply chain and create more than one brand and more than one type of coffee product. By creating a variety of sub-brands with different price points and target audiences, it becomes easier to increase overall market share." "Different people have different needs – and it is this fundamental truth that the multiple brand approach caters for," says Dr.Goodhand[8], research scholar, recalling Henry Maslow's Need Hierarchy Theory. "Even the same person may have different needs depending on the time and place or indeed their mood. The challenge probably could be where one brand may wind up as a poor relation to the core product, for instance, with other potential problems including sales force conflict and cannibalisation issues. There's also the possibility of the marketing department struggling because of internal confusion and their efforts being spread too thinly. "In a single brand system, all appropriate clear thinking can be applied to the brand. In a multi-brand scenario, great ideas might be carried with one team, but then abandoned and never see the light of day in another part of the owned portfolio." The whole point of sub-brands, he says, is to target specific segments and, as consumers become choosier, to ensure there is enough room for well positioned brands to work alongside each other. If, on the other hand, a sub-brand has no real point of differentiation to the other brands in the family, or is appealing to the same target audience, they are likely to get lost along the way.

Some factors which may influence the impact of umbrella branding are:

1. The degree of commonality among the products falling under umbrella brand for same usage by customers.
2. Nature of branding policy applied by the firm as advertising and marketing different products under umbrella brand

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Brand architecture is the structure of brands within an organizational entity. It is the way in which the brands within a company's portfolio are related to, and differentiated from, one another. The architecture should define the different leagues of branding within the organization; how the corporate brand and sub-brands relate to and support each other; and how the sub-brands reflect or reinforce the core purpose of the corporate brand to which they belong. Often, decisions about Brand Architecture are concerned with how to manage a parent brand, and a family of sub-brands - Managing brand architecture to maximize shareholder value.

Types of brand architecture

There are three key levels of branding, *According to David Aaker[9], Research Scholar, Harvard Business School, in the book: Harvard Business Review on Brand Management:*

• Corporate brand, umbrella brand, and family brand -These are consumer-facing brands used across all the firm's activities, and this name is how they are known to all their stakeholders – consumers, employees, shareholders, partners, suppliers and other parties. These brands may also be used in conjunction with product descriptions or sub-brands

• Endorsed brands, and sub-brands - For example, Nestle's KitKat, Cadbury's Dairy Milk, Sony's PlayStation. These brands include a parent brand - which may be a corporate brand, an umbrella brand, or a family brand - as an endorsement to a sub-brand or an individual, product brand. The endorsement should add credibility to the endorsed sub-brand in the eyes of consumers.

• Individual product brand - The individual brands are presented to consumers, and the parent company name is given little or no prominence. Other stakeholders, like shareholders or partners, will know the producer by its company name. This contrasts withfamily branding, corporate branding, and umbrella branding in which the products in a product line are given a single overarching brand name. The advantage of individual branding is that each product has an image and identity that is unique. This facilitates the positioning of each product, by allowing a firm to position its brands differently. Examples of individual product branding include Procter & Gamble, which markets multiple brands such as Pampers, and Unilever, which markets individual brands such as Dove.

Umbrella brands involve creating huge brand equity for a single brand. It is very common to find umbrella branding in FMCG products. It enhances marketability of product. The concept conveyed to consumers is - any product that carries the brand name is produced using the

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same high standards of quality. It only works when the company has a line of very similar products. The master brand has to be acknowledged on products because it commands trust, respect & loyalty.

Pros of Umbrella branding

Brand image of parent brand would act as Differentiating factor for product in extremely competitive market. Extra cost of Brand creation is not required. Umbrella branding help to create dependent perception about product as parent Brand. It helps to give positioning to product. Advertising and promotional efforts should be combined for all the products falling under family brand. New product launch become easier and cheaper. New product find ready recognition and market set up.

Cons of Umbrella branding

Unique identity of new product faces problem. If one product fail whole brand faces failure.

Parent brands and Sub brands:
A parent brand may be a corporate brand, an umbrella brand, or a family brand or a premium product /service of a company. A sub brand may be defined as a brand with its own name that uses the name of parent brand in some capacity to bolster equity.

Perceptual mapping theory is a diagrammatic technique used by asset marketers that attempts to visually display the perceptions of customers or potential customers. Typically the position of a product, product line,or brand, of a company is displayed relative to their competition.

Perceptual maps are very helpful for determining an appropriate competitive strategy, depending upon the brand's positioning. Perceptual maps show differentiation among products in the customer's mind.

A study among 100 college students of age group 18-21, reveals that 66% of the respondents feel that the performance of the parent brand influences them to purchase and consume the sub brand of the same company. About 68% respondents feel quality is the most important factor to purchase the particular brand of chocolates, 16% feel Price is a

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purchase decisive factor, 7% feel offers motivate the purchase pattern while only 9% pay importance to the quantity of the chocolate.

Media for branding of sub and parent brands:

Brand implementation means the continuous and consistent application of the brand's image in all business units, communication channels and media. In marketing, brand implementation refers to the physical representation and consistent application of brand-identity across visual and verbal media. In visual terms, this can include signage, uniforms, liveries, interior design and branded merchandise. The use of mass media has become indispensible. Clients today use TV commercials and Print advertisements to almost convince and influence the audience about the benefits of their product or services. 'Leave no space, unexplored', has become the mantra for advertisers. New media including - the e-shopping sites and the social media is more promising venue for the clients and advertisers with High Return on Clicks throughs and Impressions with a balancing low investment in terms of running e-campaigns. Today, advertising and PR includes conventional and social media, blogging, online reputation management, brand journalism, content strategies, thought leadership and more. PR is now an extremely broad and diversified field – it is no longer anchored to crisis communications, press releases and media alerts.

Brand content, like any good content, requires a customer-driven focus: whether that is to inform, educate, and entertain. Or ultimately engage. "Audiences want and value informative content from knowledgeable parties – that includes journalists, topic-specific experts and marketers". By clearly identifying the source one enables the reader to understand the filter through which the content was created. Recalling communication theorists it's about setting agenda through gate keeping.

Media for effective advertising:

Media is one way to measure advertising effectiveness. Paying people to hold signs is one of the oldest forms of advertising. Buses and other vehicles are popular mediums for advertisers. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television ads, web banners, web pop-ups, skywriting, bus stop benches, magazines, newspapers, town criers, sides of buses, taxicab doors, roof mounts and passenger screens, musical stage shows, subway

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platforms and trains, elastic bands on disposable diapers, stickers on apples in supermarkets, the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

Television advertising in India

Television advertising provides a very powerful vehicle for delivering a message about your product or service to the widest audience possible. The visual impact of video simply has a great ability to capture and hold the audience. It is today a window to another world. The world of entertainment, imagination and reality shows. It is a medium of immediacy. As TV Commercials combine sight, sound and animated stimuli, they are more dramatic than other forms of advertising and lend extra excitement and appeal to ordinary products. The medium offers for a strong potential Impact & High market coverage. The magical world of moving images, resonant sounds and vibrant colors has made advertisers wonder that television is an excellent medium to build a product's brand image or boost up year end sales. This is because of *the omnipresent nature of TV* that has found its way into practically every home, every hut, even in every room. Even essentials such as food & clothing are often pushed into the houses through ads on TV, a medium that very easily convinces people despite of varying levels of literacy, gender and age.

TV has certainly come a long way since the days of Baird and Marconi. So has TV advertising. In 1975, the people of Tamilnadu were first exposed to the power of TV; the world was presented to us in shades of black & white. With 1982 color TV revolution and broadcast of Asiad games, advertisements of Washing Powder Nirma, flashing every five minutes on DD, to the market savvy Lalitaji of Surf fame, to the little boy and the pug in the recent Hutch campaigns, there has virtually been no looking back by the advertisers constantly trying to convince about their new products and additions.

Television: A door to "impact" full media plans

Consumers are becoming far more discerning. If communicating with these consumers would be the main challenge in future, a challenge also lies in measuring the "impact" of such communication from those who are theoretically "reached". But the 10, 15, 20, 30, 60 seconds TV spots are too brief to provide much product information. The growing costs of producing a fifteen-, thirty-, or sixty-second television spot varying with the sets, special

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effects, talent, equipment, and crew necessary to pull off a simple concept, frequently challenge the use of the medium by the advertisers. As a resultTV works best for products such as automobiles, fashion clothes, jewellery, food and beverages. However employment ads, classifieds, matrimonials, tender notices, educational etc of cut & keep shelf life still find their pedestal in the print ads. ***For Chocolates, TV is the most appropriate medium. A study among 100 college students of age group 18-21, reveals that all of them have watched TV Commercials for chocolates. All cable and satellite channels such as Sun TV, Starvijay, Sony, ZEETV, MTV, Fashion and Sports channels and even Kids channels viewed frequently by the youth of age 18-21, showcase ads on chocolates.***

TV advertising serves good at demonstrating products. Scope for concentrated reach and reaching out maximum number of targeted people, being the objective of multinational advertisers, unleashes their tight budget towards national network and local cable TV channels offering optimized economical packages of advertising. Given this, the most sought after programes are film-based slots, soap operas and mega game shows featuring celebrity anchors. [10]

Source: Media Info Centre, mediamanagementcentre.org, news and data, owned by the Northwestern University Media Management Center.

Trends in Television Advertising:

'In 1999 television attracted about 23.4 percent of the ad money spent in India. Today it seems to be crossing 50%', says K P Sunil, Vice-President News, Jaya TV. TV Channels generate most of its revenue from advertising. 'Advertising accounts for almost 100 percent of cable and free-to-air television revenues, while it contributes 70 % of the revenue of the pay channels with the rest coming from subscribers fees.' he says in article in The Hindu, Future Shock – a space marketing feature, article titled 'Trends in TV advertising' [11]***, issue dated January 20, 2007,pg: 3.***

Mr. Subramanian of MindShare observes that "Companies are trying to get acceptance for their brands faster and this can only be done if they approach consumers through multiple media". ***"TV will always outscore press. That is why we and lot more companies tend to pool a lot of money on television and back it up with certain amount of press advertising which allows us to give the names of the dealers."*** [12]Source: AnandBharadwaj, in a

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magazine: Market and Marketing, Matters!, in an Article titled Companies call out loud through TV,   June, 2002.

The TV commercial is generally considered the most effective mass-market advertising format and this is reflected by the high prices TV networks charge for commercial airtime during popular TV events.

Thus Television has become a blessing in bliss to advertisers, Media makers also heavily depend on the advertisers for their survival, turnover and elastic market. With the changing content to retain and increase the audience, TV medium offers good scope for all media makers.

Media is a number driven industry and that is not likely to change in the near future. But, as the market matures, *the focus will certainly change from "price" to "value"*.[13]
Source: Indiantelevision.com's media, Advertising, Marketing Watch.

Significance of Visual media…

Advertising uses an array of techniques in their aesthetics to accomplish its task: to promote a product. The purpose of the art is to provide the product and the firm that manufactures it with an image. An image is a set of emotional associations the consumer, is meant to have with respect to the product. The artistic methods of advertising revolve around the creation of such an image.

A variety of constructs affecting Visual aesthetics could range from perceived usability, satisfaction, to pleasure.Some of the effective visual aesthetic elements in television advertising include: logo, visual, sound, music, character and colour used in TV advertisements for Chocolates. These elements are very important in television advertising because they go a long way in persuading youth to patronise parent and sub brands of chocolates. Example CaramelloFivestar, Silk and Bubble from Cadbury's and Nestle's Crunchier Munch and Flavoured surprise in Milkybar.

On the inside, merchandising takes over—affecting placement of products, signage, display materials, ambiance and employee staffing.Harnessing the power of images and visuals makes a marketing plan more powerful and more memorable. Images — when done deftly –

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can turn concepts and intangible things into something concrete. That helps people envision a brand and its message in their mind's eye — and remember it when it comes time to buy.

Further, the study shows that 85%of the respondents prefer watching commercials of the chocolates on the TV medium, as against 9% print ads and internet ads 6%. About 63% of the respondents recall seeing commercials on TV various chocolates of cadbury's such as Dairymilk, Silk, Gems, Caramel and about 22% recall commercials of Nestle such as Kitkat, Munch etc.

In TV Commercials, the Visualization and characterization are weaved into the storyline of the ads.The use of young models with common man identity, performing actions of blowing a ballons or a young chap picking up and exhibiting challenges etc could be subtle yet powerful visuals that create an unforgettable and indelible image in the minds of the customer and consumer. The color schemes used in the props and costumes of the starcast would match the theme and the brand association of the parent or sub brand of the product/ company. Example the predominant use of Purple in Cadbury's ads or use of cream color or off-whitecolor in Nestle'sMilkybar chocolate. This may not have a direct impact on the audience but helps to establish the brand sequences and harmonizing impact of the entire ad copy.

Sound and Background music also play a key role in brand recall. "You and I, in this Beautiful world…" for Hutch or "Kiss me close your eyes… Miss me…"for Cadbury's Silk and Bubble, reverberates in the ears of many youth.

This can be further understood with the concepts of Social judgment theory.

Social judgment theory is a self-persuasion theory proposed by Carolyn Sherif, MuzaferSherif, and Carl Hovland, defined by Sherif and Sherif as the perception and evaluation of an idea by comparing it with current attitudes. According to this theory, an individual weighs every new idea, comparing it with the individual's present point of view to determine where it should be placed on the attitude scale in an individual's mind. SJT is the subconscious sorting out of ideas that occurs at the instant of perception. Motivation and cognitive capacity are central variables in major models of social judgment and persuasion, Attitude change is the fundamental objective of persuasive communication. SJT seeks to specify the conditions under which this change takes place and predict the direction and extent of the attitude change, while attempting to explain how likely a person might be to

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change his or her opinion, the probable direction of that change, their tolerance toward the opinion of others, and their level of commitment to their position.

Visual Marketing enhances the factors of recall, memory and identity.

The *study among 100 college students among the age group of 18-21, reveals that attractive advertisements (51%) and attractive wrappers and packaging (25%) motivate the consumers/ customers to purchase a particular brand. This means that 76% are driven by the visual impact as against previous experience with the brand (19%) and 5 % with celebrity endorsement.*

On a ranking scale, about 39% of the respondents have ranked the visuals of the people enjoying the chocolate as rank 1, followed by Storyline (21%), visuals of the advertisements of the favourite chocolate brand (11%), Jingle and music (9%), Starcast (7%), Celebrity endorsement (8%) and Logo (5%). [16]

ApplyingSherif and Sherif's**SocialJudgment theory (SJT) and**Kapperfer's**Perceptual mapping theory**, study reveals that **Visuals aesthetics of TV Advertisements on Chocolates among college students of 18-21, enhance brand recall during intended and accidental shopping and purchasing occasions. About 64% of the respondents confirm that visuals enhance brand recall,** 21% feel motivated to purchase particular brands and 11% of the respondents express that visuals of TV ads provides them an awareness about the product and its features and enhances better understanding. 4% of the respondents surveyed feel that ad visuals are mere attraction/ entertainment and may not result in purchase or purchase decision.

In today's marketing scenario the maze is all about framing the image of an added value or augmented elements in the minds of the consumer, towards the product.. . Advertising plays a key role in positioning the brand in the minds of the consumer. The understanding about the awareness, perception and recall of popular visuals of ads on TV media and their elements would help the advertisers to produce and reproduce of ideology better in an everyday setting of strategies to market the product. It give an insight of how the message develops a blind acceptance of the product by the consumers. This paper is aimed to measure the reach among the viewers with specific reference to visuals that would motivate the viewers to interpret before using the product.[14]& [15]

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TV advertising for chocolates, truly a visual treat!!!The right combination of business experience, technical knowledge and artistic ability to deliver quality, cost effective solutions in a timely manner brings the brand a cutting edge.

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