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Abstract

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Keywords: Jingles, Advertising, Commercials.

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Title

The Impact of Values Oriented Jingles on Brand Recalling in Pakistan

Abstract

Advertising is the main marketing tool. Key elements that affect an ad are successful in advertising inventiveness. The AIDA model is utilized in this study to gauge how viewers reacted to the advertising. A well-known active hierarchy model for marketers to use as a guide for putting marketing communication strategies into practice is the AIDA (Attention, Interest, Desire, and Action) model. The final step in a consumer's decision-making process to acquire a product is the analysis of the impact of advertising strategy. This study is based on Erwin Panofsky's model of iconography analysis. This study broadens our awareness of how Lipton become a part of people's lives. For decades Lipton has used its slogan "chai chahiye" to gain consumers. Jingle's value in helping people recall and recognize the commercial cannot be understated. Since jingles are melodious songs, they are the most memorable aspect of the advertisement. This study will analyze whether jingles are essential in changing societal ideals.

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Keywords: [Jingles](#), [Advertising](#), [Commercials](#)

Introduction

Language is a particularly effective weapon in advertising, and the mass media are the channels for disseminating commercial messages because of the way that advertising language is used (Akinbode, 2012). The degree of exposure plays a role in whether or not television viewers pay attention to commercials (Budiawan, Satria & Simanjuntak, 2017). Every brand has its own theme and slogan which is the identity of that brand. Consumers usually reject advertising's attempts to impose a normative identity using musical repetition, enabling identity protection (Abolhasani, Oakes, S., & Oakes, H. 2017). In marketing and advertising, the use of emotion analysis techniques on

the opinions expressed by users in various contexts has been demonstrated. According to the uses and gratifications theory, listeners proactively use the alternatives to satisfy their wide range of requirements. Jingles in advertising or as background elements in retail settings play an important role. The advantage of music in advertising is that it is a potent medium for delivering a memorable message to the target audience (Beyer & Meier, 2010, May). Jingles are not only for brand selling but it is also a key role in political parties establishing their identities. Musicians attempted to establish emotional bonds with political candidates via internet music videos that were frequently broadcast anonymously (Green, 2020). We may observe this in



political and even religious parties which have their own theme and slogans for their workers and voters. My research objectives are to observe the impact of

values-oriented jingles and their implementation on brand recalling in Pakistan. I will do this research for the following findings:

Table 1

Sr#	Research Objectives	Research Question
1	To search for the reason for the impact of jingles on various brands in Pakistan.	Why do people like to hear jingles for brand-related advertisements?
2	To collect the information how much jingles could increase brand sales volume?	What are the reasons for the increasing volume of attraction towards national or multinational brands associated with the jingles context?
3	To find out the causes of why people are unconsciously attracted to brands on the basis of jingles	What are the reasons that motivate a buyer to be attracted to a brand after listening to specific jingles? Why do the masses like to be in their past, if it's a theme that takes them to past memories and forces them to buy specific brands?

Literature Review

Lipton is one of the oldest brands. Sir Thomas Lipton founded the company in 1890 as claimed by the company on its official website. At that time tea was considered a luxury, Sir Thomas believed that anybody, of any class, should be able to enjoy tea at its finest. It was launched in 1948 in Pakistan and is one of the oldest brands in the country. Lipton's oldest jingle "Chaye Chahiye" gained public attention and became popular. The well-known tea brand Lipton has been in existence for more than a century as stated in the above paragraph. Researchers have looked into everything from the health advantages of tea to the company's marketing tactics when researching Lipton throughout the years. The issue of tea's health advantages appears frequently in the literature on Lipton. The effect of tea in avoiding chronic illnesses like diabetes, cancer, and cardiovascular disease has been the subject of numerous research. For instance, different studies indicated that regular use of tea can be harmful to health and become a source of different diseases.

The researchers have inquired into Lipton's marketing technique in addition to the nutritional advantages of tea. A study written in 2018 in the Journal of Consumer Marketing examined how excellently Lipton's marketing promoted sustainable sourcing methods. Based on a survey report, the campaigns of Lipton Tea accomplished its goal of increasing consumer understanding of ethical sourcing methods and helping to alter their opinion of the business. In the literature on Lipton social responsibility is the recurring factor. For example, A

study in 2017, analyzed Lipton's initiatives to advocate sustainable agriculture and uplift the lifestyle and living standard of tea producers in underdeveloped countries. This study was presented in the Journal of Business Ethics. It is mentioned in the report, that Lipton's activities were having a positive effect on the communities and the lifestyle of farmers who produce tea.

Jingle's Importance in Lipton Branding

Lipton's branding technique focuses on jingles as they help in creating an unforgettable and distinctive brand identity. Since Lipton has used jingles in its marketing campaigns for so long, the brand has come to be associated with them. Making an emotional connection to consumers is one of the main advantages of employing jingles in branding. Jingles are frequently snappy and uplifting, and they can help people associate the company favorably. The food and beverage business, where companies frequently compete on elements like flavor, quality, and overall experience, can place a premium on this emotional connection. Jingles are a crucial component of Lipton's branding strategy because they help consumers connect emotionally with the brand.

What is a jingle?

Methodologies and techniques that remove music from its grammar of verbal and visual parts reflect this underlying idea. As a result, the consumer's capacity to evaluate and comprehend music as a component of a larger rhetorical goal is disregarded. Scott (1990) cited that music is meaningful, akin to language, and

urges both interpretive and empirical inquiry as a means of delving into a deeper, perhaps more explanatory idea. To assist consumers, in remembering a brand or product, jingles are brief tunes or melodies that are frequently used in advertising or promotional materials. They frequently include a slogan or other memorable phrase connected to the business and are typically catchy and simple to recall. Jingles can be used in a variety of media, such as in-store promotions, radio and TV commercials, and online advertisements. Jingles are designed to leave a lasting impression on listeners so that they will connect the brand with a certain melody or tune.

The Impact of Jingles

Jingles can significantly affect marketing and branding initiatives. Improved brand identification, brand recall, and increased advertising value are the effects of jingles. Jingles can be a useful tool for leaving a lasting impression on consumers and aiding in the differentiation of a business from its rivals. Advertisements play a crucial part in developing a distinctive brand image. It is impossible to ignore the importance of a jingle in helping people remember and recognize the advertisement

(Jain & Jain, [2016](#)). Children's ability to interpret, decode, and process advertising messages is also influenced by their cultural and personal circumstances (Waqas & Abdul, [2011](#)). Researchers find that Cigarette advertising and promotion have helped the tobacco industry to flourish in the South East Asia region (Bhatia & Sarkar, [2022](#)).

Words, images, and music in advertisements are always key interests of sellers. Popular music and performers improved both unaided and assisted recall of brand names and ad messages (Taher & El Badawy, [2022](#)). It is the same that happens with "Lipton. The old slogan "chaye chahiye, kon si janab, Lipton hi to hai", it approached its customers for decades. Now two to three generations consume this and whenever someone repeats these statements complete statements guided by recalling our minds.

Values Oriented Jingles

If we say that jingles have no relationship to culture or regions then we are not doing justice to our statement. Hindus, Christians, and other religions including Muslims have shared something common relevant to their own circles. Muslim to azan, Christian to church bells and Hindu to temple bells have a sacred

resembles. They are always associated with their own Symbolic Interactionism.

Music's philosophical bent is essential due to the music's pervasiveness in human society and its utilitarian role in daily living. The linguistic content and performance techniques of folk songs reveal a people's general worldview, even though the functioning of music can be determined from a variety of angles. The folk songs serve as a vehicle for some of the set concepts, perspectives, opinions, beliefs, and norms of that particular culture (Onwuegbuna, [2015](#)).

Jingles on Brand Recalling

Advertising is a mean of presenting something in a way that is socially acceptable in order to persuade people to buy it, much like how persuasive speakers try to persuade audiences to accept their messages and act upon them. This type of discourse technique has gained popularity since the middle of the 19th century, penetrating unconscious mental areas that only philosophical and religious discourse could access in earlier times. Given its efficiency, it should come as no surprise that it (Danesi, [2015](#)). Jingle music has a considerable and favorable impact on product retention and memory compared to lyrics, whose impact appears to be negligible. This implied that confusion could result if the music in the commercial was not properly matched to the brand or product being advertised (Shakil & Siddiqui, [2018](#)). Recall is one of the best ways to evaluate the effectiveness of a slogan and is a key component of

brand building. It is important to make the slogans concise (Kohli, Thomas & Suri, [2013](#)). Slogans are an important part of a brand's identification and help build its equity. Nearly all brands in today's market use slogans because they improve a brand's image, help with recognition and recall, and help consumers distinguish between different businesses.

Iconography

Iconography is the study or interpretation of pictures and symbols found in literature, arts, and other forms of communication. It comprises assessing the significance and usefulness of an image's various elements, such as its colors, shapes, patterns, and symbols.

In art, using specific symbols or images to symbolize specific ideas or concepts is known as iconography. Iconography can be utilized in addition to literature and other forms of communication.

Different motifs or patterns can be employed in film or television to represent different cultural or historical settings, while certain colors or symbols might be used to represent particular emotions or concepts.

Iconography, according to Müller (2008), is the analysis or evaluation of visuals and

representations that emerge in literature, art, and other kinds of communication. In the domain of visual research, the term "iconography" refers to a qualitative method of visual content analysis. Analysis of the content is qualitative.

By illuminating the cultural, historic, and social contexts in which images and symbols are used, the study of iconography can aid us in better understanding the meanings and messages conveyed by visual media.

Theoretical Framework

Symbolic interactionism and agenda-setting theories can be applied to Lipton branding. Theme colors symbolically attract its customers and the jingle or theme song "Chai Chahiye" is treated as agenda-setting.

Method

I use Panofsky's model of iconographical analysis for my elaboration on the impact of values-oriented jingles

on brand recalling in Pakistan through media. German-born professor of fine arts Erwin Panofsky was born in 1892. He introduced the iconological approach to analyzing art. According to Panofsky (1972), there are three stages of image reading: the primary or natural level, the secondary or conventional level, and the tertiary or intrinsic level. The first one contains factual justifications for what we see and expressional interpretations that result from it.

The second level describes a more in-depth analysis of the acts or evidence mentioned in the previous level. The third definition of visual information states that the observer looks for social and cultural connections that could deepen the meaning when they assess the message contained in the representation from a historical perspective. Lumampauw, Lestari, Marta, & Fernando (2020) also used Panofsky's iconographical approach to analyze video advertisements.

Discussion

Panofsky's method of pictorial content analysis is used to describe the iconography of diverse persons and places. To prove my point, I use six separate photos from six different commercials of Lipton, all from the modern era and from the last five years.

Figure 1

Lipton commercial 1



Figure 1 Analysis

Level 1: A couple is sitting together and enjoying a cup of tea.

Level 2: The slogan states that it is the time of morning. The picture depicts the cherished moments

and intimacy between them, the two of them are talking about some issues Lipton yellow color is the main component, and the cup color and caption depict the Lipton label.

Level 3: "Chai chahiye" is the main theme of the jingle which raises the need for tea. Yellow color is used to symbolize Lipton. It is associated with the warmth of the sun in most Western cultures. It's a summery color

that also connotes friendliness. In the majority of Asian cultures, yellow is also generally associated with good things. Yellow is the symbol of prosperity and status in Africa.

Figure 2

Lipton Commercial 2



Figure 2 Analysis

Level 1: A man and a woman enjoying a cup of tea.

Level 2: A picture shows two singers, expressing their love for tea and singing the same jingle "Chai Chaiye"

Level 3: Alycia Dias and Bilal Maqsood sang "Chai Chahiye". Lipton's old jingle, the main theme is entertained here. The yellow color of Lipton is prominent; the cup and theme colors are yellow.

Figure 3

Lipton Commercial 3



Figure 3 Analysis

Level 1: A girl and a boy sitting together and enjoying a cup of tea.

Level 2: The background scenario shows the two of them visiting a hill station and having enough frankness to sit side by side.

Level 3: Lipton's jingle "Chai chahiye", the same slogan in different scenes promotes the same theme to remind customers of its deep affiliation of decades of promotion.

Figure 4

Lipton Commercial 4



Figure 4 Analysis

Level 1: Morning tea enjoyed by a woman.

Level 2: The background depicts that Lipton is not only liked in Pakistan but is liked in other countries also. Morning start with Lipton Give you a wonderful day.

The main motive is to use Lipton's old jingle "Chai Chahiye" to its customers recall old memories.

Level 3: Yellow color of Lipton; mug color and cloths are yellow. Background jingles will remind the customers of their love for Lipton.

Figure 5

Lipton Commercial 5



Figure 5 Analysis

Level 1: Friends are enjoying the tea time.

Level 2: Four friends are watching a cricket match and celebrating the winning with a cup of tea.

Level 3: The yellow color is prominent with recalling Lipton's theme jingle "Chai chahiye" which reminds the feeling of long-lasting adaptability in public.

Figure 6

Lipton Comercial 6



Figure 7

Lipton Comercial6.2



Figure 6 7 Analysis

Level 1: Figure 6. describes that a lot of people even celebrities like to drink Lipton tea and in Figure 7 jingle of Lipton tea “chai chahiye” appeared.

Level 2: The figure shows different scenarios in the background. Kitchen, room, dining and even on the porch, tea can be entertained anywhere where you like.

Level 3: Tea is shown as an important part of daily routine. Wherever we are without tea the day will be boured. Lipton advertising tries to show its customers how important tea is in our life.

Findings

Jingles are brief, memorable melodies or catchy slogans that are frequently used in advertising to boost brand awareness and aid customers in remembering a specific good or service. Jingles can be helpful in establishing a brand's identity and raising consumer awareness of a good or service. People are more likely

to recall a brand and the message linked with it if they hear a jingle several times. A catchy and energetic jingle engages consumers on an emotional level. They can be an entertaining and enduring technique to advertise a good or service

People may be attracted to national or multinational brands associated with jingles because of familiarity, emotional connections, or consistency. National or multinational brands are often well-known and have a strong reputation. Jingles can help create familiarity with a brand by repeatedly playing a catchy tune or tagline that sticks in people's minds. Brands can use emotional connection to build a relationship with their customers and create a sense of loyalty. The same jingle over a lengthy period of time and across numerous mediums is employed. It strengthens the brand's identity and helps to reinforce its message.

After hearing a certain jingle, a customer could be hooked to a brand for a number of reasons: trust, differentiation, and brand personality. A memorable

jingle can increase brand recognition, which increases the likelihood that a customer will recall the brand to make a purchase. Jingles create brand personality; an emotional connection develops trust between buyer and seller. A distinctive and memorable jingle can assist in setting a brand apart from its rivals and increase the likelihood that a customer will choose that brand over others.

Intense sensations of joy, consolation, and familiarity can be observed in people. They feel more connected to the particular brand and wish to revisit those recollections when they are reminded of happy memories from their past. A feeling of familiarity and comfort by bringing up pleasant memories from consumers' pasts, can increase consumers' positive perceptions of the brand and likelihood to purchase its goods.

Conclusion

Jingles are short songs or tunes that are frequently used in advertising to support a particular brand or item. They are made to be memorable and catchy, and studies have shown that they are quite effective in getting people to remember a company or item.

Repeated exposure to a jingle can establish a potent bond between both the brand and the music, making it simpler for consumers to remember the brand in the future. This is referred to as the "mere exposure effect", it is a recognized psychological principle. Jingles can be an effective strategy for developing brand identification and forging an emotional connection with customers, in addition to aiding in brand recall. A well-crafted jingle can communicate.

Brand recalling effects can be observed in Lipton's decades-old theme song "chai chahiye", these words seem very common but have a deep impact on the customers. The very first thing that arises in the mind is the auto-generated answer "kon si janab" that is used in the jingle of tea commercial. Same as the very next answer to this question is "Lipton hi to hai" and furthermore "hai lajwab".

All this question-answer session is stored in our cognition which is a result of Lipton's frequently viewing commercial. Electronic media is not the only tool that is used by this tea company, now the social media platform has become the key source of advertisement. YouTube, Facebook, and other sites are used for the advertisement. These social networking sites are the most viewed nowadays.

Brand recalling jingles are forced us to remember what the advertiser wants us to remember. The bombardment of such ads saves in our memory and becomes a part of our cognition that is triggered with the familiar sounds and takes us to the same place where we knowingly or unknowingly answer to these jingles, delivered by any above-mentioned means.

Themes

Themes in advertisements are frequently created to strike an emotional chord with the audience and persuade them to take a specific action, like buying a good or service. The underlying notions or concepts that are employed to communicate a message to the target audience in these figures are mentioned below.

Brand Identity

The distinctive qualities, values, and personality features that set a brand apart from its rivals are referred to as brand identity. Branding is the way a brand communicates to the public, and it frequently takes the form of visual components like logos, color schemes, and typography as well as messaging and voice inflections. Lipton uses message, storytelling, visual designing, etc to develop a strong brand identity. When a brand creates its identity, brands should care about its target market, faith, and personality aspects. We can observe in Lipton's case that they use yellow cups for drinking tea because yellow is associated with Lipton's yellow label.

Using User-Generated Content

UGC can be a very powerful tool for those organizations who want to build up audience engagement, promote brand trust, also want to increase their reach. Brands can establish a long-lasting relationship with their customers by using attractive content.

Emotional Appeal

Emotional Appeal in advertising is defined as, the use of emotions like fear, happiness, trust, and love. In advertising companies use emotional appeals to create a powerful relation between goods or services. A strong connection between the user and the good or service is a good strategy in advertising. The emotional Appeal Technique can be used in an ethical way.

Social Responsibility

The social responsibility of an advertiser is to market

their goods and services in a way that will benefit society. It is the utmost duty of an advertiser, not to make any fake promises and mislead customers, to avoid any kind of discrimination and advertising should be environmentally friendly, and risk-free too.

Benefits of Products

In this area, advertisers give awareness about the product that goods and services offer comfort, value for money, etc. Lipton advertisers educate their customers that their tea is not just good in taste but also beneficial for health.

Celebrity Endorsing

Celebrity Endorsing means to use top stars from the national or international community to promote products. It is common practice that advertisers use famous personalities to increase the credibility of the product. Lipton Tea uses a well-known star Javed Sheikh and singer Bilal Massod.

Life Style

This theme is concerned with the kind of way of life that a good or service can provide, such as opulence, excitement, or relaxation. As Lipton offers to customers.

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