

My Proposal.

For my disertation I will be writing about something that I am most passionate about. Animals in advertising. I have decided to do this as my last essay was about how animals have changed the world of advertising. I will be diving further into how this happened and why it has been so successful, especially in recent years.

Psychology

Psychology plays a massive role for the way in which people act or feel. This will be one of the main key words for my dedication next year as I will be looking into what it is that makes animals successful in advertising. There was a case study that I had found very interesting written by Sherril M Stone called The Psychology of Using animals in advertising. Very similar to what I will be writing about. Sherril talks about the history of advertising techniques and how animals tap into the consumers emotion to buy into the brand. She also talks about how the animals are used to link with the brand, meaning, that for example, when people saw the amazing Samsung ostrich advert selling the virtual reality consoles, people were buying into the brand identity because they had used the ostrich for a comical advert, portraying their identity in that manner. This would naturally make the audience feel happy and may make them laugh, they see the ostrich having fun with the console and so the audience will want to feel the same. This is extremely interesting to me and I will very much look forward to looking into this in more depth, finding out more about the psychology that goes behind these ideas.

Another article I have read written by Natasha Braunwart writes about the enhanced brand engagement with the use of animals in advertising. Natasha writes about a strategy that is often used when using animals in advertising. Using three branches of study, The role of animals in advertising, The role of animals in human's everyday life and the development of brand engagement. An example is given of the Budweiser's lost dog advert, which is said have used all three studies to create a successful engagement with consumers. The studies are to ensure that the adverts are relatable for the audience. When the audience can relate to a brand that's half the battle made, but using what everybody loves (animals) it makes it that extra bit easier to connect with on an emotional level. It is said that when brands use pets, consumers tend to have an even larger connection with the advert as psychologically the consumer makes the engagement they have with their pet. This is an extremely strong emotional connection that the consumer may not even realise as they're watching the ad, but consciously it makes them want to buy into that brand identity.

The third article I have looked at (written by Sarah Ambrose on the website JJ Marketing) goes on about the emotional connection that connects the consumer to the brand when an animal is used for the brand identity. There are statistics that show how much success it can bring a company when they use animals on the face of their brand. For example, Sarah talks about how successful Compare the Market have become since the birth of their adorable Alexander Orlov was born. The hilarious Meerkat that everyone loves.

“An animal ambassador can be a great way to convey a brand’s personality- they’re universally relatable and totally innocent. Can you be angry at an insurance company? Of course, but a meet? Not so easy...”

This is a really important point in what I will be writing about, it is so important to understand the bond that animals and humans have and where it comes from to ultimately understand why using animals in advertising works so well. This leads me onto my next key word...

History

The history of where the relationship between man and animal is where all of this begins. Without history we would not be where we are today. I will look at different authors and scientists that have looks at the history and where it all begins. This will be an exciting part of my dedication, as I am so passionate about animals, it will be interesting to see where it all began for us.

In an article written by an unknown author (Web address will be mentioned in bibliography at the end of this essay) it says “between 13,000 and 2,500 B.C, humans domesticated dogs, cats, cattle, goats, horses, and sheep from their wild counterparts.” This means that humans could have started their bond with animals as far as 12,000 years ago! That’s a long time to gain the loyal and trusting relationships we have developed with our furry friends! This would have been the beginning of the future of our bonds with animals. I have also found that dogs were seemingly the first animals to make contact with humans.

In an article written by Sarah Pruitt (Man’s Best and Oldest friend) it is said that the first study, researchers from Russia and the United States had focussed on dog burials in Eastern Siberia, although not all people buried their early canine companions, many that had a close hunting relationship with their dogs had spend their time burying the canines. Showing the first evidence of man and dog companionship. The earliest known domesticated dog food was dates back as far as 33,000 years ago! However burials were dated more recently in the regions of around 10,000 years back. I will be looking more into this article in my disitation as it gives a large insight to how humans started to developing bonds with animals and this will all lead into a future up to the present day.

Another piece of writing I have found ‘A secret life of pets’ by an unknown author (web address will be cited in bibliography) lists a very helpful timeline of animals and humans’ history together. An amazing find, “in what is now called Israel, a puppy is buried cradled in the hand of a human. Its the earliest clear evidence we have that humans and dogs, which 2000 years earlier had been domesticated Asian Wolves, share a special bond”. This is the beginning of the timeline that I had found and is similar to the research I had found in the previous article. It seems reliable that it is the dog that humans first started to domesticate; the beginning of the friendship between man and animal had begun.

In my disitation I will be looking at these articles and books for more information and dates of when humans first started getting into contact with animals and I will try and find out in what circumstances we as a species, decided to build relationships with

different species in the planet. Without learning the history, it would be pointless to try and understand the connection we have with animals today, as it is a special bond that has taken thousands of years to develop to how it is today. It will also explain to how brands can use animals to sell more products to the consumers with the intense emotional connections we have today.

Advertising

“Advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people (endorsements).” This is the perfect description of advertisement by The Economic Times.

Advertisement like its said in the piece above is always around us and I'm sure it always will be. Companies and brands are always trying to sell products to everyone everyday. Whether is be for luxury or to survive, everything made has a purpose and nothing is for free. In my distillation I will be writing and researching a lot about the world of advertising and brand identity.

I will be looking at some of the most successful ads that feature animals and why they are so successful. For example, as I briefly explained above, Compare the Market have soared in sales since they introduced Alexander the meerkat in 2013. People relate with the cute meet that can talk, Andrex the puppy is also very famous for being adorable whilst playing with toilet paper, and I'm sure you'd relate a black horse with Lloyds TSB. I have mentioned these easily without looking them up. They are all engrained in my head because these companies have made those emotional connections with my head. Because I am a lover of animals I am more likely to engage with those companies than any other. There are so many companies that now use animals, but it seems to be a tactic that never wears off. If anything I am seeing more and more animals on the TV today than I have done when I was younger. It will be interesting to see if I can find any articles or research that has been made to predict future strategies using animals in advertising.

Conclusion

In my disitation I will be looking at companies whom have managed to change their brand identity and boosted sales after using an animals in their advertising, I will also be looking into how animals have that emotional connections with humans looking more in depth into the history between man and animals. I am extremely passionate about this subject and I will enjoy looking into he many books, websites and finding by other people to see what I can conclude misled in my final essay. I will look at the good and the bad ads and how they differ, statistical changes within brand sales after changing their identities and the emotional responses off people on social media. I will also look at how integrated animal campaigns have a huge impact in sales as they reach wider audiences. I will look forward to learning more about the psychological facts and statistics of the target audiences after watching the ads that feature our furry friends. Do they compare to other ads without animals, and how

much more likely are they to buy from a brand who do use them and portray them. I will also be conducting primary research and see if I can make any of my own findings into the subject. My disitation will be based around the question of 'How and why do animals have a larger psychological impact on consumers in advertising'. I have decided this as my question after conducting my research in this essay as I believe there is more to be researched and found and hopefully I will come up with my own primary findings with existing consumers who buy into these products everyday.

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