

A Study on Comical Aspect Appeal in Advertisement

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Abstract: *Comedy and humor play an important role in our lives, offering a means to cope with stress, connect with others, and see the lighter side of situations. The comical aspect of life and entertainment adds a touch of levity and laughter to our daily experiences, making the world a more enjoyable place. Humor plays a significant role in human life and has a variety of positive impacts on our well-being and social interactions.*

Keywords: Humor.

I. INTRODUCTION

Advertising, often referred to as an "advertisement" or "ad," is a form of communication that is typically paid for and intended to promote or persuade an audience to take a specific action. Advertisements are commonly used by businesses, organizations, and individuals to inform, educate, entertain, or convince people about a product, service, cause, or idea. The primary purpose of advertising is to reach and engage a target audience, creating awareness and interest in what is being advertised.

Advertisements can take various forms, including print ads in newspapers and magazines, radio and television commercials, online banner ads, social media ads, billboards, and more. They often employ a combination of text, images, audio, and video to convey their message effectively.

Comedy is a diverse and subjective genre that explores humor in various forms, often aiming to entertain and amuse audiences. Comical aspects can be found in many different areas of life and entertainment.

Objective of Advertisement:

Informing: Advertising informs the target audience about a new product, service, or event.

Persuading: Advertisements aim to persuade or convince the audience to take a particular action, such as purchasing a product or supporting a cause.

Creating Awareness: Ads raise awareness about a brand, cause, or issue, making it more recognizable and memorable.

Entertaining: Some ads use humor, storytelling, or entertainment to engage the audience and make the message more enjoyable.

Reinforcing Brand Image: Advertising helps reinforce a brand's image and values in the minds of consumers.

Increasing Sales: Many advertisements ultimately seek to boost sales and revenue for a product or service.

Promoting Social Causes: Non-profit organizations and public service announcements use advertising to raise awareness about important social issues and encourage support or action.

Advertising is a vital part of marketing and communication strategies for businesses and organizations. It serves as a means to reach potential customers, build brand recognition, and achieve marketing goals. The effectiveness of an advertisement depends on various factors, including the quality of the message, the target audience, the media used, and the overall marketing strategy.

Comical aspect in Advertisement

The use of humor in advertising is a well-established technique to capture the audience's attention, make the message more memorable, and create a positive association with a brand, product, or service. This comical aspect in advertising is often referred to as "humorous advertising" and can take various forms.

Satire and Parody: Some humorous ads use satire and parody to gently mock or exaggerate real-life situations, products, or commercials. This can create a comical twist on a familiar theme or concept.

Wit and Wordplay: Clever wordplay, puns, and witty humour can make an ad more entertaining and memorable. These ads often rely on verbal humour, such as clever taglines or penny product names.

Situational Comedy: Ads that use situational comedy depict humorous scenarios or events. These situations may involve exaggerated or absurd circumstances that are relatable to the target audience.

Physical Comedy: Physical humour, like slapstick or pratfalls, is occasionally used in commercials to create laughter. This form of humour often involves exaggerated and comical physical actions.

Irony and Absurdity: Ads that employ irony or absurdity can create comical contradictions or unexpected outcomes, making the audience laugh or smile.

Character Humour: Some ads feature humorous characters or mascots that engage in funny antics or have distinctive personalities. These characters often become associated with the brand.

Surprise and Shock: Surprise endings or unexpected twists in an ad can generate humour. These ads keep the audience engaged by delivering an unexpected punchline.

Social and Cultural Commentary: Humorous ads can comment on social or cultural issues, highlighting absurdities or common behaviours to create humour.

Exaggeration: Over-the-top exaggeration is a common comedic technique in advertising. By taking a situation to an extreme, the ad can make the audience laugh.

Self-Deprecating Humour: Some brands use self-deprecating humour, making light of their own shortcomings or stereotypes associated with their industry.

Impact of comical aspect on viewers mind

The comical aspect in advertising can have a significant impact on viewers' minds and can influence their perception of the brand, product, or service being promoted.

Attention and Engagement: Humorous advertisements are more likely to capture viewers' attention and keep them engaged. People are naturally drawn to content that makes them laugh or smile, which can lead to increased ad recall and brand recognition.

Positive Emotions: Humor elicits positive emotions, such as joy, amusement, and happiness. When viewers associate these emotions with an ad, they are more likely to have a positive view of the brand or product featured in the ad.

Memorability: People tend to remember humorous content more effectively than non-humorous content. This increased memorability can lead to better brand recall and an improved likelihood of taking the desired action (e.g., making a purchase).

Stress Reduction: Laughter and humor can reduce stress and promote relaxation by triggering the release of endorphins, which are natural mood lifters. This can help alleviate the physical and emotional tension associated with stress.

Social Bonding: Sharing a laugh with others can strengthen social bonds and improve relationships. Humor can break the ice, ease tension, and create a sense of camaraderie, making it easier to connect with people.

Communication: Humor is a powerful tool for effective communication. It can be used to convey messages, diffuse conflicts, and engage others in a more relatable and enjoyable way.

Coping Mechanism: Humor can be a coping mechanism in difficult or challenging situations. It allows individuals to find perspective and resilience in the face of adversity, helping them to maintain a positive outlook.

Creativity: A sense of humor can boost creativity and problem-solving skills. When people approach problems with a light-hearted attitude, they are more likely to think outside the box and come up with innovative solutions.

Health Benefits: Regular laughter can have physical health benefits, such as boosting the immune system, increasing pain tolerance, and improving cardiovascular health. It also promotes overall well-being.

Enjoyment: Humor brings joy and enjoyment to life. It adds an element of fun and playfulness, making everyday activities more enjoyable and memorable.

Cultural and Social Reflection: Humor often reflects the values, norms, and idiosyncrasies of a particular culture or society. It can serve as a mirror to societal attitudes and help people understand their own culture better.

Entertainment: Humor is a significant component of entertainment, including comedy shows, movies, stand-up comedy, and humorous literature. It provides entertainment value and can be a source of relaxation and escapism.

Positive Outlook: Humor can help people maintain a positive outlook on life, even in challenging situations. It allows individuals to find silver linings and see the lighter side of life.

Humorous advertisements can be highly effective in capturing the audience's attention and making a lasting impression. Old Spice - "The Man Your Man Could Smell Like": This Old Spice ad features a confident and humorous spokesperson who delivers a series of ridiculous scenarios and one-liners. It became a viral sensation and helped rebrand the product.

Geico - "Hump Day Camel": Geico's "Hump Day" commercial features a talking camel wandering through an office, asking people what day it is. It's a humorous way to remind viewers that it's "hump day."

Humor is a powerful tool in advertising, and it can have a significant impact on how consumers perceive and engage with advertisements.

Humorous ads often stand out in a sea of advertisements. The unexpected or funny element in an ad can grab the viewer's attention and make the ad more memorable. People tend to remember funny advertisements better than those that are more straightforward. When an ad makes you laugh, you're more likely to recall the product or brand associated with it.

Humor can create positive emotions, making consumers associate those positive feelings with the brand. This positive emotional connection can lead to increased brand loyalty and preference. Humor can make a brand appear more approachable and relatable. It humanizes the brand and makes it seem more likeable, which can lead to better customer relationships.

Funny ads are more likely to be shared on social media or through word of mouth. This can expand the reach of the advertising campaign at no additional cost, potentially making it go viral. When humor is used to address sensitive or serious topics, it can reduce resistance or defensiveness. People may be more open to the message if it's delivered in a humorous way.

Humor can forge a strong emotional connection between the audience and the brand. When consumers associate positive emotions with a brand, they are more likely to choose it over competitors.

However, it's essential to use humor carefully in advertising, as it may not work in every context or for every target audience.

What one person finds funny, another may find offensive. Humor can backfire if it offends or alienates the target audience.

In some cases, humor can overshadow the actual message or product being advertised. If the humor is too dominant, it may detract from the core marketing goals.

What's funny today may not be funny tomorrow. Humor can have a shorter shelf life, so it may not be suitable for long-term brand identity. Humor may not work well for products or services with a serious or somber nature. It's crucial to match the tone of the ad with the nature of the advertisement.

II. CONCLUSION

1. Humorous advertising is effective because it can create a positive emotional connection with the audience.
2. It helps the audience remember the ad and the product or brand associated with it.
3. However, it's essential for advertisers to strike the right balance, as humor can be subjective, and what is funny to one person may not be funny to another.
4. Overly offensive or insensitive humor can have a detrimental impact on a brand's reputation.
5. It's important to note that humor is subjective, and what one person finds funny, another may not.
6. Different cultures and individuals have their own unique sense of humor.
7. Nonetheless, humor, in its various forms, is a universal and essential aspect of human life that brings joy, connection, and numerous psychological and physiological benefits.

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