

Measuring Copywriting Impact on Brand Identification

Saima Akhter^{*}, Kamran Khan^{**}, Syed Karamatullah Hussainy^{***}, Eesar Khan^{****}

^{*} Research Scholar at KASB Institute of Technology, Karachi, Pakistan.

^{**} Assistant Professor at KASB Institute of Technology, PhD Scholar at Iqra University

^{**} Associate Professor and Director Research at KASB Institute of Technology

^{**} Senior Faculty Member at KASB Institute of Technology

Abstract- Words play a vital role in our everyday lives. They pursue, convince and change opinions. A good marketer is one who knows how best to get his products understood, sold and owned in future. This is where advertising steps in with its copywriting techniques and creative wordplay to access a wider market than otherwise. This study mainly focuses on print and electronic ad campaigns and the creative use of copywriting for brand identification. 515 respondents accurately filled questionnaires; P-Value for copywriting variable is less than the value for the level of significance which is 0.05 proving that the copywriting efforts of the brands have a powerful influence over consumer base in Pakistan. This study is thus useful for most brands that do not focus much on their copywriting, slogans, jingles and product descriptions and is a point of thinking for those who completely ignore the cultural influences of this market.

Index Terms- Copywriting, Advertising, Slogans, Jingles, Local Culture

I. INTRODUCTION

Overview and Background

This study attempts to understand Pakistani consumers' behavioral and attitudinal response to commercial content of a brand, used in the print and electronic media i.e. its positioning statement, slogans, taglines, product description and the overall expression in totality. Based on this research, brands shall benefit in understanding the importance of creative advertising content with respect to local culture to hook and retain the customers and improve the product life cycle. The time to trigger such behavior of association with the brand might come into effect instantaneously or take some time all the same. But this research finds peculiar behavior of consumers that even when they don't use a certain brand, advertising content and especially the words used in copy of print and electronic ads have had an interesting influence on their subconscious behavior as they seem to recall and store away the brand knowledge for some future use in their minds. This research aims to understand if ad copy used variably for several brand content types has any effect on brand identification which is the first step to brand knowledge and might even lead to purchase intention and loyalty thereof. They must offer the consumer something that no one else can, which leads to a much-quoted concept of USP –The Unique Selling Proposition. Rosser Reeves, the introducer of USP concept, understood USP in advertising and sales promotional terms. To him, USP is the rational approach to advertising because it seeks that special claim of a product to highlight, that sells it more than

any other product. (Meng & Pryce, 2014). Aaker is of the view that a brand image is different from its identity. A brand image is how a brand is seen but a brand identity is how the brand intends to be seen in future. According to him, the common mistakes made are to bring forth the product related characteristics, instead of emotional and self-expressive benefits and brand personality. Discussing the Harley-Davidson bike story of what defines the brand personality, he states that brands become part of consumer values and lifestyles such as the said motorbike brand is a symbol of freedom, patriotism (American) and being macho (Aaker, 1996). A brand that understands the psyche of consumers captivates them and manages better in terms of brand equity. Advertising and Sales Management, a book by Trehan covers the subject of advertising in the contemporary times with reference to Indian advertising industry especially from the perspective of FMCGs. He underlines six roles of advertising 1) to create positive approach of consumers towards product 2) to create the need of the product 3) to convince them that the product is the only choice to fulfill their need and 4) to urge them to buy the product 5) attract new customers 6) retain old customers (Trehan & Trehan, 2010). Advertising is an intermediary science between business and creativity. In the text above, we have explored its business aspect but there is a creative side to it too. It deals with creating the right message artistically to reach the consumers at the speed of lightning and touch them on deep emotional levels. These same visual and copy aesthetics of a brand are the basic contents of an advertisement that form part of 'experiential view' of the consumption phenomenon which includes the intangible attributes of the brand such as sensory pleasure, personal aspirations, aesthetic enjoyment and emotional responses to the use of a product (Holbrook & Hirschman, 1982). Advertising communication is incomplete without a good 'copy' that persuades the targeted segment to buy whatever tangible or intangible benefits the brand is selling them. Copywriting uses specific type of language used in marketing communications which can increase sales by margins. The use of right words can attract attention of consumers by appealing to their emotional needs as well as rational aspirations. It is important to turn standard marketing message into a must read piece to get the desired market effect (Laura Oles, 2008). The advertisements are used to communicate different messages of a brand through print, electronic, websites mediums, point of sale and product packaging. A standard ad follows some basic criteria. Every ad copy must have a main headline and sub-head (if required) followed by a body copy in smaller fonts than the headline. Electronic ads may contain jingles to convey feelings and emotional appeals to consumers which are equally effective. But this is not all. Even the slogan, logo and brand name comprise

the lower part of a copy. This holistic view of the advertisement is part of copywriting experience.

1.1 Statement of Purpose

This study will make an attempt to study the effects of copywriting in advertising on consumer behavior with regard to slogans, jingles and product description. It will also take into account the cultural aspect of Pakistan market that influences consumer moods and purchase intention thus leading to extraordinary success and recognition of Cadbury Dairy Milk.

1.2 Problem Statement

In Pakistan market, the consumer behavior is significantly influenced by the content/copywriting and significantly influences brand identification and the decision of the product purchase.

1.3 Organization under Study – Cadbury Dairy Milk

Cadbury chocolate was born in 1824 by John Cadbury in Bull Street Birmingham. By 1831, Cadbury changed from a grocery shop to manufacturer of drinking chocolate and cocoa. Apparently, John Cadbury stopped selling tea and coffee for the chocolate instead. In 1824, Cadbury’s first advertisement as a form of article, ‘Affording a Most Nutritious Beverage for Breakfast’ was published in the Birmingham Gazette (Sagheer, 2011). Cadbury Dairy Milk is a milk chocolate was first introduced in the United Kingdom in 1905. Currently Dairy Milk Chocolate, Dairy Milk Fruit and Nut, Dairy Milk Roast Almond and Cadbury Dairy Milk Bubbly are available to Pakistan market (Desk, 2014). Not just that the brand has a history of engaging

the online consumes with online campaigns such as ‘wrap-a-love’ for Valentine’s Day through fun and playful activities. As far as Pakistan and the other subcontinent countries are concerned, the biggest obstacle for any chocolate brand in these markets has been to penetrate the common belief that chocolates are unhealthy compared to homemade desserts or are for children only

1.4 Significance of Study

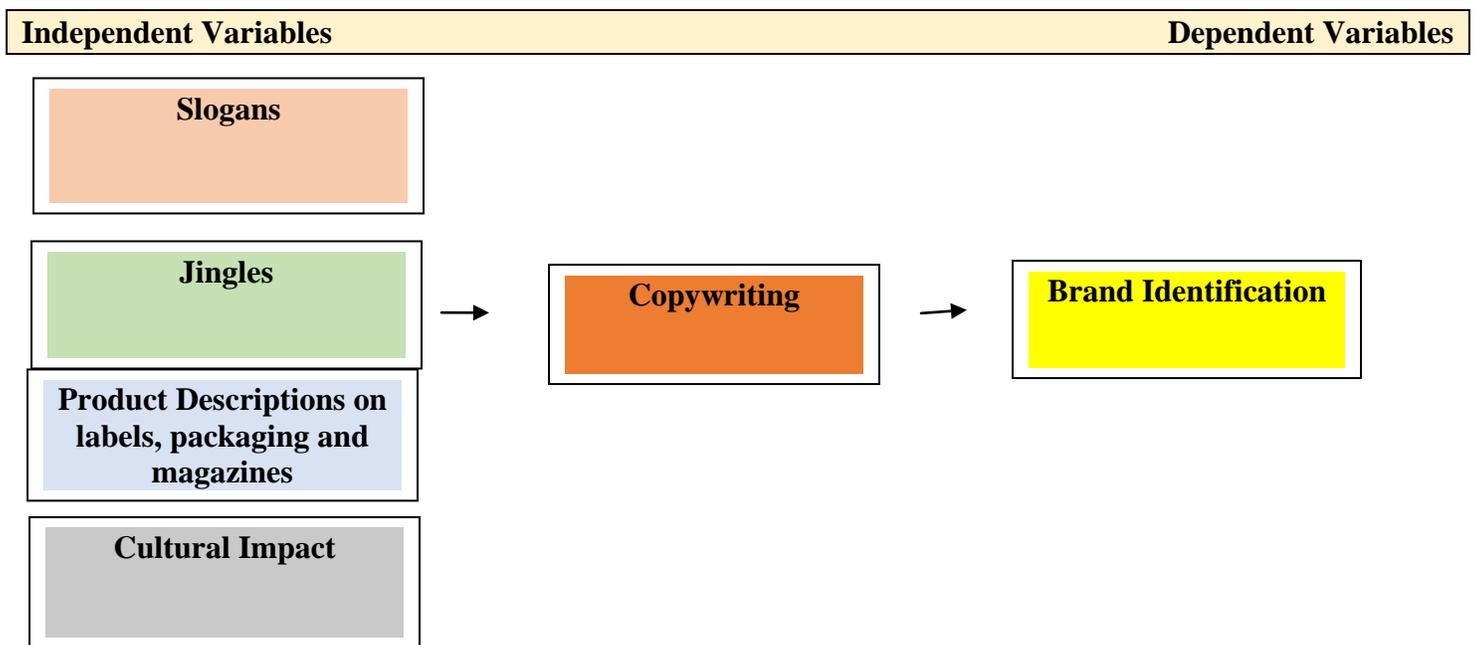
The study shall endeavor to understand whether consumers in Pakistan especially in Karachi, tend to buy products either on a whim or in accordance with the tangible or intangible benefits, communicated via copywriting and advertising. It will underline the psychology and evolutionary behavior of consumers with respect to the commercial content of the chocolate brands in the recent years i.e. how has the attitude towards chocolate consumption evolved in Karachi. This study also aims to understand whether or not the advertising content used in slogans, jingles and product descriptions has any impact on consumer purchase intention and ways in which the behavior of these consumers can be enhanced by altering the content from time to time.

1.5 Objectives

This study is being carried out to understand the Pakistani consumer behavior to advertising content with respect to the copywriting text used electronically and in print form. For this purpose four variables have been identified to gauge their responses i.e. cultural adaptation of advertising, jingles, slogans and product descriptions of a brand.

1.6 Research Model

Figure 01: Research Model



1.7 Hypothesis

H1_A There is a significant relationship between commercial content/copy advertisement and brand identification.

H2_A There is a significant relationship between slogan's content and brand identification.

H3_A There is a significant relationship between jingle content and brand identification.

H4_A There is a significant relationship between product description content and brand identification.

H5_A There is a significant relationship between cultural influence and brand identification.

II. LITERATURE REVIEW

2.1 Brand Identification

According to Keller, it can be achieved through six brand building blocks which are brand salience, brand performance, brand imagery, brand judgments, brand feelings and brand resonance. The power of a brand lies in the 'brand knowledge' which is established in the minds of customers through efficient products and services offered and accompanying marketing programs so that the 'desired thoughts, feelings, images, beliefs, perceptions, opinions become linked to the brand'. (Keller 2001) Brand identity is an asset as compared to the corporate identity of an organization which is an expense. If brands are intangible, brand identity is a tangible asset which appeals to senses and establishes recognition, differentiation and big ideas of the brand in the mind of the customers. An ideal brand identity comprises of a big idea which is ideally flexible to the company growth and change (Wheeler, 2009). A brand must establish a strong, growing brand community in which customers have a healthy, two-way interaction with other customers, product, brand and the organization behind it. This interaction is backed by a particular social experience and set of behaviors that also influence the marketing efforts. (Alexander, Schouten & Koenig, 2002). 'Advertising is influence, information, persuasion, communication, and dramatization.' (Wheeler, 2009). Advertising content especially copy is heavily relied on to voice a brand's tangible and intangible offerings. This can be achieved by using creative copy for slogans (positioning statements), jingles and product description (to connect with consumers without mass media implication on the point of sale).

2.3 Slogans

Slogan is a term from Scottish Gaelic language, 'sluagh-ghairm', pronounced slogorm which means battle cry. Steve Cone defines slogan as 'a memorable phrase, expressing an idea, purpose or claim'. In his opinions slogans and taglines are the power lines that achieve three objectives for a brand, they tell stories, they are genuine statements and they grab attention. Brand slogans are meant to enhance memorability and recall of a brand. (Cone, 2008). In addition to the brand name and its logo, brand slogan constitutes brand equity. Slogan communicates the specialness and values of the brand to consumers. (Keller, 2000). They can try to communicate with consumers and stepping into their world in the most direct fashion by use of the connotation, 'you'. (Ringrow, 2012). Slogans often make use of the polysemy 'phrases with multiple meanings' (Dimofte, Claudiu & Yalch, 2007) or puns 'entertaining and humorous' (Abass, 2007) and

using figurative language and rhetorical expressions to convey 'multiple meanings with a single word or phrase' to attract consumer attention, relate brand information and occupy a place in the memory (McQuarrie and Mick., 1992). Slogans are a brand's identity alongside brand logo and name, but slogans contribute uniquely to it. The common measure of slogan effectiveness is the ease with which they can be recalled (Kohli Thomas and Suri, March 2013). Mathur and Mathur study reveals that changes in advertising slogans influence market value of a brand positively. He discovered that if advertising slogans were redefined in line with marketing and advertisement strategies of the brand, then the market value also rose (Mathur, 1995). Although taglines and slogans both bring about the marketing advantages, the difference between a tagline and a slogan is highlighted in a study that states that tagline is a short-term brand expression for a certain advertising campaign but slogan is a long-term motto of the brand. (Silveira, Cravidão, Galvão, Vieira)

2.4 Jingles

Between May & December 2008, a survey, 'Sounds like Branding' was conducted by Heartbeats International – a brand communication agency to find effectiveness of music branding and if the trend was really effective, 70 top brand managers worldwide were questioned and majority of them agreed music branding was an effective, strategic media tool while 68% believe it helps in 'building a consistent and unique brand'. Music captures attention of consumers on product and brand marketing and improves the brand experience and recall. The survey also reveals that music branding is more frequently used in TV commercials followed by websites and commercial spaces such as stores and offices (Jakob Lusensky, April 2012). Cherng & Chien's study of the impact of music on shopping behavior in online stores reveals that of some of the environmental cues which included sign, color and light, background music has the most prominent influence. It is reported that the happy background music leads to emotional responses of arousal, pleasure and enhanced purchase intention (Cherng & Chien, 2011). Study shows that when elderly consumers are exposed to explicit product information with addition of music, a better brand appeal is established for improved product purchase (Gorn, Goldberg, Chattopadhyay, 1991). Studies also show that music influences the moods which are instantaneous and short-term and not necessarily the on-going emotional behavior of consumers towards a brand. These moods stimulated by the nature of music in commercials may direct consumer judgments and purchase behavior (i.e. if it is happy or sad music, behaviors may show variations) (Alpert & Alpert, 1989). Music plays several roles in advertising. It communicates captures, excites, relaxes or improve recall by storing up in the long-term knowledge store of consumers. It also instigates consumer responses, feelings, perceptions and actions. Music effectively creates strong associations and memory recall for adverts and brands (Alexomanolaki, Loveday, & Kennett, August 2006).

2.5 Product Descriptions

A product description can surpass any other form of advertising in this that sometimes consumers are not very familiar with TV, news, radio and internet. Product description is

therefore the only way to communicate to a consumer about the product quality and its benefits to consumers. Kotler in his book suggests that packaging is the buyer's 'first encounter with the product' and 'act as five-second commercials for the product'. He also goes on to say that the packaging markets product by describing product features that develop consumer confidence and improve impression of the product. Product packaging is a strategic marketing tool for the brand and it should not just identify the brand but also must convey descriptive and persuasive information of the brand. The packaging must be designed to facilitate the aesthetic and functional performance of the brand. Aesthetic elements of packaging involve color, size, text, graphics, shape and material of the package (Kotler & Keller, 2012). Packaging, labeling and the information on it must be guided by four necessary norms according to Habermas's theory of communicative competence. These include the norms of truthfulness, sincerity, comprehensibility and legitimacy to begin a communicative behavior, develop understanding and affect consume decision to make a purchase (Habermas, 1984). Product description is one of the structural elements of packaging that define the brand identity and personality for consumers (Mutsikiwa & Marumbwa, 2013). Consumers today are interested in knowing ingredients, expiry dates, and nutritional information alongside volume to be consumed and how to use tips from the brands (Dobson & Yadav, June 2012).

2.6 Cultural Aspect of Brand and its Local Adaptation in Commercial Content

Culture, sub-culture, social class, family pressure all impact the consumer choices and purchase decisions (Engel, Blackwell & Miniard, 1993). Hofstede model of dimensionalizing cultures presents six dimensions of national culture for comparison with other cultures which include: 'power distance (i.e. equality of humans), uncertainty avoidance (level of stress in society in the face of unknown tomorrow), individualism vs. collectivism (individual expressions vs. groups'), masculinity vs. femininity (emotional selves of men and women), long-term vs. short-term orientation (past, present and future choice of focus for people's efforts), indulgence vs. restraint (satisfaction vs. control of desires)'.

The dimension of individualism is more common in the western world, whereas the east shows tendencies of collectivism wherein peer pressure exerts a role in making groups follow the most revered opinions (Hofstede, 2011). People across different cultures perceive things differently, act differently, speak differently and derive different meanings out of the same words. Collective cultural conditioning affects consumer behavior, business philosophy and sense of humor. You cannot advertise and market your products to people from different cultures in the same manner. For example, 'Germans like lots of information' and do not appreciate 'clever slogans, catchphrases or hype'. They like genuine details of product but not clever twisted words to persuade them into buying (Richard D. Lewis, 2006). Consumers are becoming more tolerant and responsive of new advertising styles and their preferences for global brands are evolving accordingly (Pollay, Tse & Wang, 1990). Cultural conditioning may play a vital role in shaping the response of consumers towards different product types, their claims and overall brand personality. It even influences the perception

towards utilitarian and hedonic brand products and whether a consumer can differentiate between the two (Lim & Ang, 2008). Local culture is no longer defining the tastes based on local resources (Craig & Douglas, 2005). It is understood that people in different cultures correspond to different ways of expressing their self and this affects their social behavior considerably (Triandis, 1989).

III. METHODOLOGY

3.1 Participants and Sampling:

This is a descriptive, cross-sectional study which aims at understanding the experience of Pakistani consumers towards copywriting and advertising content with regards to one of the leading chocolate brands in Pakistan. It was found that quite many educated class in Pakistan understands the importance of advertising content and copywriting and values the brand s that have emotional and local cultural appeals. Not just that, a lot of research on the subject of slogans, jingles and product descriptions has already been carried out in various other markets, thus it is a descriptive studies of the Pakistani market. Six hundred and thirty individuals from different backgrounds were selected to fill the pre-testing questionnaire of the research of which only 578 forms received in hard and soft copy and 515 found appropriate for data usage.

The majority of the individuals fall in the age bracket of 21-30 years. Most of the participating consumers belonged to the working classes, were students, shopkeepers or homemaker women. The questionnaire was also created online and shared via email and other social networking sites to individuals who preferred the soft copy of it, which were later recorded on the hard copies of the form (if received in jpg or some other unprintable format) or printed out if possible. Due to the shortage of time and unwillingness of most people to participate in this survey, only a sample size of around 578 could be achieved. 63 forms of which were found incompletely answered and thus discarded for the purpose of inclusion in the data of the research. It was therefore a probability cluster sampling that helped to identify some groups from the overall population that do not just happen to be chocolate consumers in Pakistan but are also well-informed about current advertising campaigns and copywriting services, instead of those who showed less interest in the said industries.

3.2 Questionnaire and Variables

The ordinal scale measurement for opinion based statements and nominal scale measurement for demography and data mapping have been used. Questionnaire, consisting of 19 questions was designed in a standardized form for everyone with options for the answers on a 5-point response scale from strongly agree to strongly disagree, with in-between cases of agree, neutral and disagree (strongly agree is recorded as 1, agree as 2, neutral as 3, disagree as 4, and strongly disagree as 5). The 5-item demographics were based on gender, family structure, education, family income and age groups.

IV. RESULTS AND ANALYSIS

4.1 Demographical Frequencies

Respondents of the survey form for this study were 75% males (around 390) and hardly 25% (around 125) women participation levels were noticed. Individuals who participated in this survey were mostly young (about 325 persons), belonging to the age group of 21 to 30 years. It is because these are the individuals who are mostly willing to participate in academic institutions and are also savvy of the magic of advertising and copywriting. Respondents show belonging to various household income groups of the population. But around 145 are from low income level group which earns about 16 to 20 thousands a month, followed by those who earn more than 50 thousand to be around 125 individuals and those earning 30 to 45 thousand around a hundred individuals. The educational level of these respondents is dominantly graduation with over 275 individuals from this cadre. Over a 100 individuals are pursuing or have achieved their masters in various disciplines. Nearly as much the size of the sample size has its higher education up to intermediate.

4.2 Descriptive Statistics

For study 630 people in different places were approached, only 580 forms were received of which 65 had to be discarded for the reason of incomplete answers or demographical information, thus leaving only 515 valid complete forms. Data was compiled on SPSS software and Z-Test was used to estimate results of the compiled data sheet. There are several reasons for using Z-Test. Firstly, independent variables were pretested. Secondly, a random population sample was collected. Thirdly, it was a huge sample size. As for Z-Test, it calculates the standard normal distribution of a null hypothesis and presents the z-statistics which determine whether to accept or reject a null-hypothesis.

4.3 Variable Behavior

The results show a significant interaction between independent copywriting variables and brand identification. The study explores the influence of four independent variables on brand identification of one of the renowned and successful chocolate brands in Pakistan. The general response of consumers shows a positive projection for the said brand.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Standard Deviation
Cultural Impact	515	1	4.4	2.186408	0.57757
Jingles	515	1	4.6	2.229126	0.60787
Product Description on labels, packaging and magazines	515	1	5	2.106019	0.59585
Slogans	515	1	5	2.084466	0.67393
Valid N (list-wise)	515				

4.3.1 Cultural Impact:

Table 01: Results of Cultural Impact

Cultural Impact	
Data	
Null Hypothesis m=	3
Level of Significance	0.05
Population Standard Deviation	0.57757
Sample Size	515
Sample Mean	2.186408

Intermediate Calculations	
Standard Error of the Mean	0.025450775
Z Test Statistic	-31.96727793

Two-Tailed Test	
Lower Critical Value	-1.959963985
Upper Critical Value	1.959963985

p-Value	0.000E+00
Reject the null hypothesis	

The impact of cultural values used in advertising context is also based in the lingual quality of copy and content, in this case, with reference to the culture of Pakistan. Statistical results revealed that the P-Value for cultural impact is less than the value for level of significance which is 0.05 (i.e. $p\text{-value} < 0$), which means that Null Hypothesis is rejected (with sample mean = 2.186408, population standard deviation = 0.57757). The variable of cultural impact in content writing emerges as an important element for brand identification. This means that participants place a high importance in the localization of the advertising content, even in terms of language and for this reason; the brand under examination is ahead of the other chocolate brands in Pakistan market.

4.3.2 Jingles

Table 02: Results of Jingles

H-2	
Jingles	
Data	
Null Hypothesis m=	3

Level of Significance	0.05
Population Standard Deviation	0.60787
Sample Size	515
Sample Mean	2.229126

Intermediate Calculations	
Standard Error of the Mean	0.026785953
Z Test Statistic	-28.77903996

Two-Tailed Test	
Lower Critical Value	-1.959963985
Upper Critical Value	1.959963985
p-Value	0
Reject the null hypothesis	

The brand uses several electronic campaigns in which jingles are given special importance. The brand's easy to recall theme music has a residual effect in the memory of its consumers. Statistical results show P value to be less than 0.05 level of significance, thus null hypothesis is rejected, (with sample mean = 2.229126214, standard deviation = 0.60787). Jingles have been identified as a vital variable of content writing, which is essential to determine the brand identification in Pakistan market. It can be safely concluded that the brand has a positive musical echo and succeeded in establishing a positive reception in the Pakistan market.

4.3.3 Product Descriptions on Labels, Packaging and Magazines

Table 03: Results of Labels, Packaging and Magazines

H-3		
Description on labels, packaging and magazines		
Data		
Null Hypothesis	m=	3
Level of Significance		0.05
Population Standard Deviation		0.59585
Sample Size		515
Sample Mean		2.106019417

Intermediate Calculations	
Standard Error of the Mean	0.026256288
Z Test Statistic	-34.04824699

Two-Tailed Test	
Lower Critical Value	-1.959963985
Upper Critical Value	1.959963985
p-Value	0
Reject the null hypothesis	

In the past, research about product description has been limited to descriptions on packaging labels. This study on the other hand attempts to understand the product descriptions used anywhere, used in print such as magazines and newspapers. Respondents rate product descriptions of the brand as playing a very important role in their decision making about buying or not. The statistical outcome for product descriptions, a variable of copywriting shows P-Value to be less than the level of significance 0.05, which means we reject the null hypothesis. Product description, a variable of creative advertising content and copy plays a vital role in developing the brand identification amongst consumers in Pakistan (Sample Mean = 2.10601, Standard Deviation = 0.59585).

4.3.4 Slogans

Table 04: Results of Slogans

H-4		
Slogans		
Data		
Null Hypothesis	m=	3
Level of Significance		0.05
Population Standard Deviation		0.67393
Sample Size		515
Sample Mean		2.084466019

Intermediate Calculations	
Standard Error of the Mean	0.029696904
Z Test Statistic	-30.82927368

Two-Tailed Test	
Lower Critical Value	-1.959963985
Upper Critical Value	1.959963985
p-Value	0
Reject the null hypothesis	

Slogans – the forewords of any brand profile, they are created to make the brand legendary and gigantic on the market and claim a special place in the minds of targeted audience. Statistics mark the independent variable of slogans to have received a sample mean of 2.084466019 with a standard deviation of 0.67393. The P-value for this variable is 0 which is less than the level of significance, thus the null hypothesis is rejected. Slogan of the brand has so far been very successfully reaching masses in the Pakistan market and thus affecting their purchase intention and brand identification.

V. CONCLUSION & RECOMMENDATIONS

The results clearly indicate that various components of copywriting significantly influence brand recognition and success in Pakistan. Not to forget, the cultural impact is also not to be neglected. The previous researches in the field of content

used for advertising purposes have been limited to studying one or the other factor of copywriting. For example, some researchers in the past have discussed the role of slogans in building up the brand identity. Others have focused on jingles and their significance in keeping consumer attention and improving the brand recall. Other prior studies were made about product descriptions on labels to make more businesses at the point of sale. However, not one study in the past took into account the different areas of copywriting in one place and studied their effect, simultaneously. I believe that the research has been carried out in the sincerest and honest manner and would contribute highly to future research possibilities for other brands. A further expansion of the research may be extended to new media and website content development of the brand understudy. There are many more media of communications to consumers that are flourishing in the market and can be the subject of future studies. Although the results for overall copywriting content used for advertising and marketing campaigns shows a positive reception by respondents, it cannot with certainty be said that results could have been the same if people in other provinces, cities and villages of Pakistan were covered.

This study attempted to understand if respondents could recall and be persuaded to buy. It however never endeavored to study if the brand had gone from the level of recognition to earning the complete loyalty of its consumers. There is a complete room for future researchers to study in comparison of other chocolate brands if the battle of loyalty has been won single-handedly by Cadbury Dairy Milk. Future researchers can also make studies for checking out potential biases through availability filter. It is possible consumers have developed a liking for the brand because it is one of the most promoted brand and its commercials most played. There is a possibility that just the frequency of playing these commercials during prime time transmissions is increasing the memorability of the brand and not the quality of its copywriting content.

For the brand, the results indicate a positive outcome. It can be said with great emphasis on the results that the brand has had much success in this market compared to any other chocolate brand. Their content is strong but the only means of success for the brand has been constant evolution of its advertising content and copywriting i.e. slogans, jingles etc. It is thus advised to Cadbury Dairy Milk brand to come up with creative and crisp advertising content on the constant basis. The observation of results indicates that there is no one element of advertising content and copywriting which would bring the desired level of brand identification among the population in Pakistan. It is a combination of slogans, jingles and descriptions of the product that ensure brand recognition for potential consumers. Apart from graphical elements, background music, props, environment of the ads and celebrity endorsement, it is the wordplay and copywriting efforts that keep the consumers about the brand.

REFERENCES

- [1] Aaker, D. A. (1996). *Building Strong Brand by the Author of Brand Leadership*. The Free Press, A Division of Simon & Schuster Inc.
- [2] Abass, F. (2007). The Use of Puns in Advertising. *Aichi: Aichi University*.
- [3] Alexander, Schouten & Koenig. (2002). Building brand community. *Journal of Marketing, Vol. 66, 66*(January), 38-54.
- [4] Alexomanolaki, Loveday, & Kennett, M. (August 2006). Music and memory in advertising: Music as a device of implicit learning and recall, 9th International Conference of Music Perception and Cognition. 1, pp. 51–71. Bologna, Italy: The Society for Music Perception & Cognition (SMPC) & European Society for the Cognitive Sciences of Music (ESCOM).
- [5] Alpert & Alpert, J. (1989). Alpert, J. I. & Alpert, M. I. Background music as an influence in consumer mood and advertising responses. *Advances in Consumer Research, 16*, 485-491.
- [6] Biel, A. (1993). *Converting Image in to Equity Brand Equity and Advertising: Advertising's Role in Building Strong Brands*. New Jersey: Lawrence Erlbaum, 67-82.
- [7] Cherng & Chien, G. (2011). How does background music tempo work for online shopping? *Elsevier B. V. Journal, Institute of Business and Management, National Chiao Tung University*, 299-307.
- [8] Cone, S. (2008). *Powerlines : words that sell brands, grip fans, and sometimes change history* (1st ed.). New York.: Bloomerang Press.
- [9] Craig & Douglas, C. (2005). Beyond national culture: Implications of cultural dynamics for consumer research. *International Marketing Review, 23*(3), 322-342.
- [10] Dana, Wayne & Chol, L. (1993). Identifying Global and Culture-specific Dimensions of Humor in Advertising: A multinational Analysis. *Journal of Marketing, 57*, 65-75.
- [11] Dimofte, Claudiu & Yalch. (2007). Consumer Response to Polysemous Brand Slogans. *Journal of Consumer Research*,(33 (June)), 515–522.
- [12] Dobson & Yadav, P. (June 2012). Packaging in a Market Economy: The Economic and Commercial Role of Packaging Communication, Norwich Business School, University of East Anglia. . British Brands Group, Norwich Business School, University of East Anglia.
- [13] Engel, Blackwell & Miniard, J. (1993). *Model of Consumer Behavior. Fort Worth, TX, USA: The Dryden Press*.
- [14] Euromonitor. (n.d.). <http://www.euromonitor.com/chocolate-confectionery-in-pakistan/report>.
- [15] Gorn, Goldberg, Chattopadhyay, G. (1991). Music and information in commercials: Their effects with an elderly sample. *Journal of Advertising Research, 23, 24, 28, 30*.
- [16] Habermas, J. (1984). *The Theory of Communicative Action* (Vol. 1 ed.). Boston: Boston: Beacon Press.
- [17] Helgi Library. (n.d.). <http://www.helgilibrary.com/indicators/index/consumption-of-chocolate-products-total>.
- [18] Hofstede, G. (2011, January 12). Dimensionalizing Cultures: The Hofstede Model in Context. *Online Readings in Psychology and Culture.*, 2(1/8), 1-26.
- [19] Holbrook & Hirschman. (1982). The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. *The Journal of Consumer Research, 9*(2), 132-140.
- [20] Holbrook & Schindler, M. (1989). Some exploratory findings on the development of musical tastes. *Journal of Consumer Research, 16*, 119-124.
- [21] Hummelen, J. (2012). Congruency effects of symbolic meaning in design and brand impressions: Effects on product and brand evaluation. *Universiteit Twente*, 1-43.
- [22] Jakob Lusensky, H. I. (April 2012). HEARTBEATS (2009a): Sounds like Branding Available: http://www.soundlikebranding.com/pdf/slb_digital.pdf. 1-17. Heartbeats International, A Part of Plaza Publishing Group.
- [23] Kellaris, Cox, & Cox, J. (1993). The effect of background music on ad processing: a contingency explanation. *Journal of Marketing, 57*, 114-125.
- [24] Keller. (2000). *The Brand Report Card*. Harvard Business Review.
- [25] Keller, K. L. (2001). *Building Customer-based Brand Equity: A Blueprint for Creating Strong Brands.*. Working Paper Series, Marketing Science Institute, Report No. 01-107, pp 4-14.
- [26] Klein, N. (2002). *NO LOGO 6, 2nd Edition*. Great Britain: Flamingo.
- [27] Kohli Thomas and Suri , C. (March 2013). Are You In Good Hands? Slogan Recall: What Really Matters, *Journal of Advertising Research, Journal of Advertising Research*, 31-35.
- [28] Kohli, Leuthesser, Suri, C. (2007). Got slogan? Guidelines for creating effective slogans. *Journal of Business Horizon, 50*, 415- 422.

- [29] Kotler & Keller. (2012). *Marketing Management* (14th Edition, 476-548 ed.). New Jersey: Pearson Education, Inc., publishing as Prentice Hall, One Lake Street.
- [30] Laura Oles. (2008, July). Choose Your Words Carefully: Crafting Copy That Sells. *DIREPORTER Digital Edition*, p. Imaging Industry.
- [31] Lim & Ang, E. (2008). Hedonic vs. utilitarian consumption: A cross-cultural perspective based on cultural conditioning. *Journal of Business Research*, 61, 225–232.
- [32] Mathur, L. K. (1995). The effect of advertising slogan changes on the market value of firm. *Journal Of Advertising Research*, 35, 59- 65.
- [33] McQuarrie and Mick., E. (1992). On Resonance: A Critical Pluralistic Inquiry into Advertising Rhetoric. *Journal of Consumer Research*, 19, 180–197.
- [34] Meng & Pryce. (2014). The Ape, the Adman, and the Astronaut: Rediscovering the power of storytelling. *The Red Papers*, Ogilvy and Mather, pp. 1-79.
- [35] Mohd. & Mohd. , H. (2005). Advertisng, Globalisation and National Identity: A content study of advertisements in Malaysia. *Journal Komunikasi: Malaysian Journal of Communication*, 21, 29-31.
- [36] Mutsikiwa & Marumbwa, M. &. (2013). The Impact of Aesthetics Package Design Elements on Consumer Purchase Decisions: A Case of Locally Produced Dairy Products in Southern Zimbabwe. *Journal of Business and Management (IOSR-JBM)*, 8(5), 64-71.
- [37] Ogilvy, D. (1985). *Ogilvy on Advertising*.. New York: Vintage Books, A division of Random House, 1-20.
- [38] Peter, Jeremy W. (2009, August 20). The Birth of 'Just Do It' and Other Magic Words. *New York Times: Business/Financial Desk*.
- [39] Peters, Michael. (January 20, 1994). Good Packaging Gets through to the Fickle Buyer. *Online Research Library: Questia*, 1-5.
- [40] Pollay, Tse & Wang, R. (1990). Advertising, propaganda, and value change in economic development: the new cultural revolution in china and attitudes toward advertising. *Journal of Business Research*, 20, 83-94.
- [41] Reeves, R. (1961). *Reality in Advertising*. New York: Knopf.
- [42] Richard D. Lewis. (2006). *When Cultures Collide: LEADING ACROSS CULTURES* (3rd Global Revised Edition ed., Vol. 3rd). Boston: Nicholas Brealey International.
- [43] Richins, M. (June 2004). The Material Values Scale: Measurement Properties and Development of a Short Form. *Journal of Consumer Research*, 31, 209-211.
- [44] Ringrow, H. (2012). Because we're worth it": Femininity and cosmetics advertising slogans in a cross-cultural perspective. *Queen's University Belfast*.
- [45] Sacks, O. (2007). *Musicophilia: Tales of Music and the Brain*. (1st ed.). New York: Alfred a. Knopf, Inc., and Alfred A. Knopf Canada, a Division of Random House Inc.
- [46] Sawyer, R. (2005). *Kiss and Sell: Writing for Advertising*. AVA Publishing.
- [47] Silayoi & Speece, P. (2004). Packaging and purchase decisions: An exploratory study on the impact of involvement level and time pressure. *British Food Journal, MCB University Press* , 106(8), 607-628.
- [48] Silveira, Cravidão, Galvão, Vieira, P. (2012). Slogan vs. Slow Gains: an empirical study about the recall of slogans and their role, Conference Marketing & Consumption: What Future?. Lisboa.
- [49] Tiltman, D. (2010, November). 'The big ideal': Ogilvy's framework for giving brands a purpose, *Warc Exclusive*. *Warc Exclusive*, pp. 1-6.
- [50] Trehan & Trehan. (2010). *Advertising and Sales Management*. New Delhi: V.K Enterprises.
- [51] Triandis, H. (1989). The self and social behavior in differing cultural contexts. *Psychological Review*, 96(3), 506-520.
- [52] Tribune Website. (n.d.). <http://tribune.com.pk/story/634073/pakistan-among-top-five-growth-markets-for-mondelez/>. *Pakistan among Top Five Growth Markets for Mondelez*.
- [53] Underwood & Ozanne, R. (1998). Is your package an effective communicator? A normative framework for increasing the communicative competence of packaging. *Journal of Marketing Communications*(4), 207-220.
- [54] Wheeler, A. (2009). *Designing Brand Identity - an essential guide for the whole branding team*, , (Third Volume ed.). New Jersey: Library of Congress Cataloging-in-Publication Data, Published by John Wiley & Sons, Inc., Hoboken.
- [55] Wikipedia. (n.d.). http://en.wikipedia.org/wiki/Mondelez_International.
- [56] Zhang, Beatty & Walsh, J. (2008). Review and future directions of cross-cultural consumer services research. *Journal of Business Research*, 61(3), 211-224.

AUTHORS

First Author – Saima Akhter, Research Scholar at KASB Institute of Technology, Karachi, Pakistan.

Second Author – Kamran Khan, Assistant Professor at KASB Institute of Technology, PhD Scholar at Iqra University

Third Author – Syed Karamatullah Hussainy, Associate Professor and Director Research at KASB Institute of Technology

Fourth Author – Eesar Khan, Senior Faculty Member at KASB Institute of Technology