

## **From the language, by the language, and through the language- Exploration of Language used in the selected advertising campaigns of Maggi, Hero Vehicles and Surf**

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Abstract:

While a good advertising campaign can't make a poor product successful (for long), a poor advertising campaign can destroy a good product (Witt). Language used in the Advertising campaigns attributes heavily to the success of a product, brand or services. This conceptual paper throws light on how companies are giving importance *to crafting catchy messages* in advertisements and proves that the purpose of such appealing messages in advertisements is to motivate people to buy the advertised goods and services. The thought process is well justified with the examples of Nestle Maggi Noodles, Hero Honda (Now Hero Motor Corp.) and Surf Advertisement campaigns.

**Key Words: Language, Advertising campaigns, Maggi Noodles, Hero Motor Corp, Surf Advertisements**

*Language is the medium of social bonding and social organization, and it is the cognitive ability that makes us human. The knowledge and understanding of languages enable us to delve into cultures, perceive new horizons, to think globally and to increase our understanding of ourselves as well as others around the world.(Ming)*

Language used in advertising can have a significant impact on the success of small and large businesses alike. Advertising is intended to persuade customers to act in a way that the advertiser wants. The point is to motivate targeted customers by showing them how the product or service best helps them to improve their life in some way or resolve a problem.

Advertising is an all pervasive form of Communication which is touching the lives of the entire population on the Planet and that it shoots up the awareness of the products and the services. (Mathur) .To substantiate the idea given above and to talk about how language used in



advertisements gives awareness about the products, the example of Cadbury India Ltd, best suits the situation.

In October 2003, Cadbury India Ltd, in its 56 Years of operations in India encountered the worst-ever crisis when worms were found in some bars of Cadbury Dairy Milk, Cadbury's bread and butter. That period of time the brand was almost selling 1 million bars a day (The Hindu Business Line, 2004)

**Source:AFAQS**

and an icon of chocolate. With persistent efforts by the company to regain the

confidence amongst the customers the company did extensive **360 degrees communications** approach that targeted various audience and also roped Amitabh Bachchan as its brand ambassador. He was hugely popular and was also reputed for his integrity. With all these initiatives, Cadbury's sales recovered from the crisis plunge and the sales grew by 20% in the Year 2005 (Shah and D'Souza).This paved way to their success journey in India and till day no looking back at the success of the Company.

Today many products like chocolates, butter, household products like Cadbury's, AMUL, Surf etc are recalled not by their brand names but by the taglines, slogans they established in the minds of the people. If we look at the taglines we recollect the brands.

Taste the thunder (Thumbs-up)

Because You are Worth it (L'Oreal)

Daag Acche hain (Surf)

Boost is the secret of our energy (Boost)

An Idea can Change your life (Idea)

Language used in the body copy of the advertisements becomes the most influential factor in substantiating the readers to draw resolutions. This further helps them to convert their interest into conviction to buy the products or services being advertised. With persuasive language as a tool Copywriters attempt to persuade the

readers to perform some kind of action. When we observe the trend of the taglines, it shows the alterations in advertising language over the years. As stated by Sharma & Raghuvir (2006) this trend helps us to understand how companies are giving importance *to crafting catchy messages* in advertisements. The purpose of such appealing messages in advertisements is to motivate people to buy the advertised goods and services.

The focus of this paper is on advertising as a resource of communication and how through ages, Language has helped several brands to leave their mark in the journey. This conceptual paper proves that advertising is a specialized path through which communication is discharged.



### '2 Minute Noodles' to 'Me & Meri Maggi'

Maggi has positioned itself as a tasty and instant snack made at home and aimed at children. The tagline *'Mummy, mummy bookh lagi. Bus do Minute'* (Mom, Mom I am hungry. Just two minutes) almost became a nursery rhyme for children of certain age group. Research proved that Children from Nursery sections of some public schools generally brought Maggi noodles in their

tiffin boxes. As per the statistics mentioned in Jethwaney & Shruti(2006), the annual target fixed by the company was 50 tonnes and due to the demand it had to revise the fixed target to 600 tonnes in 1983 i.e., in the year of its launch .This success is attributed to its advertising. Then it was positioned as ‘2-minute noodles’ with its punch line ‘Fast to cook! Good to eat!’

Advertising language needs to follow the changes occurring in the consumers’ tastes and preferences and fulfill their demands. Consequently, advertisers cannot simply leave the responsibility of the interpretation of the message solely to the reader. The reader might be dissatisfied by the whole experience and will be left feeling misled by the message. When it reached its milestone of 25 years, Nestle made consumers part of their journey and their communication spoke about various memories people associated with Maggi. As described in Crowd-Sourcing: A Toast to the Customer, in this campaign, Maggi invited its users to send in video clips/scripts illustrating how and when they have used Maggi Noodles in different situations and circumstances. These videos were reprocessed into TV Commercials and the scripts were condensed and put up on Maggi packs. This brought to every user a recall of the uses we put Maggi to – noodles for a tired mother, noodles as a change from hospital food for a wife, moments from a midnight snack to a lonesome bachelor’s emergency meal etc.



Source: Google Image

The advertisement has been conceptualized by Publicis India and the National Creative Director of Publicis India Emmanuel Upputuru said, “It gives you a feeling of nostalgia, and works on

the basic truth that everyone has at least one Maggi story to tell” and adding on to it Mr Kumar explained the nostalgic initiative and said:

“Millions of consumers in India have grown up with *Maggi* and they are now buying *Maggi* products for their families. They have so many fond recollections associated with the brand that we wanted to make them part of its history.”

Later in the second stage of campaign, after receiving more than 30,000 entries Nestlé categorised the *Maggi* moments as either ‘adventurous’, ‘naughty’ or ‘romantic’. Hemant Mishra, President and Chief Operating Officer, Publicis India, declared that the advertisement is **a co-creation of the brand and the consumer.(AFAOS)**

#### **‘Guess the Taste’ of mystery noodles Campaign:**

To sustain in the market the Company tends to use the elements of suspense, allusions, puns etc. This helps in arousing interest in the minds of the readers and easily helps in the conversion of conviction into buying the desired. Nestlé aimed to create a stir in the market. Because their own regular Masala Maggi has become such a strong



Source:Google Images

brand, that even for Nestlé to launch a new product in the market, a bang is needed to make people notice. Maggi has almost gained the generic brand status among noodles, and it being such a power brand, the marketers of the new flavor knew that the campaign has to be big to at least grab sufficient attention.

Nestlé's *Maggi* brand invited its fans to guess the taste of a new, mystery flavour of vegetarian noodles in India. The limited edition 'Guess the Taste' noodles were sold across the country in packets marked with a distinctive question mark design. As per the reports of Nestlé (2011) more than 45,000 consumers contacted Nestlé with their suggested name for the taste; the ingredients of which were listed on the pack without revealing its exact flavour.

Mukesh Kumar, Marketing Manager for *Maggi* noodles in India, said

“We wanted to engage people in a conversation and build on our reputation as leaders in innovation by creating an intriguing product that consumers would pick up and start talking about. Created especially for the campaign, the Facebook page is the brand’s first in the country and has already attracted more than 530,000 fans.”

He further added that the idea has really captured people’s imaginations and that to *without even offering any incentives* to take part on the face book page which attracted more than 530,000 fans. With this campaign Nestle proved that if consumers are looking for a different taste they should look for other flavors from their own table instead of reaching to the competitors. This campaign is a cutting edge formula for floating their new flavours into the market.

With these campaigns, Nestle (Maggi) was making all the efforts to communicate with Consumers constantly and has used Language as a tool to be successful in their endeavors. They created a sense of belongingness to all the loyal members who relish the taste of Maggi Noodles through these campaigns.

### **From Man’s Utility to Women’s Pleasure**

Nobody can forget the legendary *‘Fill it, Shut it, Forget it’* campaign’ of Hero Honda of 1980’s (Now HERO) which was campaigned by Salman Khan in his 20’s. This transformed the biking revolution in India then, by capturing the imagination of the people. This was the first advertisement of its kind and created an aura amongst men that it is a utility product marketed for them with exceptional mileage. So the tagline said *‘Fill it, Shut it, Forget it’*.

Source: Annual report 2012-13-Hero Moto Corp.Ltd

## “Why should boys have all the fun?” Campaign:

The year 2005 saw the launch of Pleasure positioned as a Pleasure scooter. The company targeted only the Ladies. They came up with such a creative tagline as they were targeting ladies and gave an affirmative statement that why should you expect men to ride that scooter.

Priyanka Chopra and Alia Bhatt endorsed this advertisement of PLEASURE and delivered strong social messages about women in a fun format. This advertisement was created by DraftfcB-Ulka, Delhi and in the words of Shiveshwar Raj Singh, group creative director, DraftfcB-Ulka Delhi,

“Every successive Hero Pleasure campaign raises newer and timely issues dealing with gender bias that is inherent in the brand’s tagline



“Why should boys have all the fun?”

Followed by this *Maestro – Such a boy thing*-the Maestro campaign positioned the product



as the scooter for the cool boys. And *Ignitor – Jeet Ki Chingari* is sited for the ambitious youth of today, who see success as the epitome of their lives. It admits their smart rationale and their distinctive take on, owning a bike as an asset in their professional career. (Hero Motor Corp.)

Surf advertisements' journey which started in 1970s - Lalitaji "SURF Ki Kharidari Mein Hi Samajdari Hai!" followed by Daag Dhoondhte Reh Jaoge (Keep looking for the stains) in 1990's and moving little ahead in 1999 came up with the assertive tone stating that Surf Excel Hai Na!(Surf Excel is there) campaign. The HUL (Hindustan Unilever Limited) in the last decade they came up with a low foam formula which would effectively remove stains and save 2 buckets of water. Revathi and Shabana Azmi (Celebrity Endorsements) partnered to promote this innovative product and the larger cause of water conservation. So the tag line was framed in 2003 as "Do bucket paani roozana hai bachana" (Saving 2 Buckets of Water every day). And finally from 2005 till Date – Daag Acche Hai! (Dirt is good)

Source: (Hindustan Unilever Limited)

Advertisement as we know today is a form of message used to influence audience to take some action with respect to products, ideas or facilities advertised. Researchers opine that advertising is a business in which language is used to persuade people to do things, for example to buy some products or to adapt an idea. Usually, the purpose of copywriting is to persuade or remind the readers to take some action in order to satisfy a need or want (Bovee & Arens) emphasize that advertising



copywriters regularly produce texts using the resources of language and creative language. To conclude, the success of these products discussed in the research paper proves that language used in the advertisement plays a vital role in creating the brand image in the minds of the people. Thus the success gets attributed justifying the lines

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