

Project Dissertation Report on

**“Comparison of TVC Strategy for
The Coca-Cola Company
in
High Context & Low Context Cultures”**

Submitted By

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CERTIFICATE

This is to certify that the work titled “Comparison of TVC Strategy for The Coca-Cola Company in High Context & Low Context Cultures” as part of the final year Major Research Project submitted by Jayant Yadav in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2021 is his original work and has not been submitted anywhere else for the award of any credits/ degree whatsoever.

The project is submitted to Delhi School of Management, Delhi Technological University in partial fulfillment of the requirement for the award of the degree of Master of Business Administration

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DECLARATION

I hereby declare that the work titled “Comparison of TVC Strategy for The Coca-Cola Company in High Context & Low Context Cultures” as part of the final year Major Research Project submitted by me in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University, during January-May 2020 under the guidance of Dr. Deep Shree . This is my original work and has not been submitted any where else.

The report has been written by me in my own words and not copied from elsewhere. Anything that appears in this report which is not my original work has been duly and appropriately referred/cited acknowledged.

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I have put all my efforts to ensure that the project is completed in the best possible manner and also ensured that the project is error-free.

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LIST OF ABBREVIATIONS

TVC: Television Commercials

HC: High Context Culture

LC: Low Context Culture

EXECUTIVE SUMMARY

Comparative analysis of advertising between high-context and low-context countries may reveal specific similarities or differences in manifest cultural values, standards

and stereotypes in accordance with the values or differences between countries. Such information can be used to address the issue of cultural imperialism and how advertising reflects, strengthens and affects cultural value of target group.

Cross-cultural understanding is imperative from the point of view of international marketing and companies in order to formulate effective localized advertising that reflects the cultural values and standards of its intended audience. This research examines cultural differences from the point of view of advertisers who create advertisements rather than from the point of view of consumers. It also studies the standardization policies of advertising agencies in all nations where advertisements are present and customized, taking into account the cultural differences between nations. The study highlights the need for localized solutions that make communication more efficient. In this report, the cultural values of mainly six countries have been specified in detail pertaining to localized advertising and different economic strata: USA, India, China, Switzerland, Germany and UAE (Saudi Arabia).

CHAPTER 1: INTRODUCTION

1.1 INDUSTRY PROFILE: BEVERAGE INDUSTRY

India's food processing industry has a total turnover of approximately USD 65 billion, including value added products of approximately USD 20.6 billion. Coca Cola, Pepsi and Nestle are the leading beverage brands in the Indian beverage market for decades. Tea and coffee are produced and heavily exported in international markets among all drinks to meet the individual demands around the world. The beverage industry in India represents approximately USD 230 million in the food processing

industry of USD 65 billion. The main sectors in India's beverage industry are tea and coffee, which are not only heavily sold on the domestic market, but also exported to a number of leading markets abroad. Half of the products for tea and coffee are available unpacked or loose. Among the hot drinks produced in India, tea is still the most dominant drink on the domestic and international markets. Tea and coffee supply in the Indian beverage industry is insurmountable. The soft drink market, such as carbonated drinks and juices, accounts for approximately USD 1 billion, producing 284 million crates per year. Consumption in the high season reaches 25 million crates per month and during off season the same goes down to 15 million crates in a month. The two leading brands in the Indian market are Pepsi and Coca Cola. India's mineral water market is a 50 million-dollar industry that produces 65 million crates. Every month, about 4.9 million crates are usually consumed, but in the peak season it rises to 5.2 million crates. Since its inception, Coca Cola has been a thriving growth among India's leading drink companies. It occupies approximately 60 percent of the Indian beverage industry's carbonated beverage sector. Nestle India Limited, which accounts for 61.85 percent of the total Nestle S.A. Switzerland, is another predominant beverage brand.

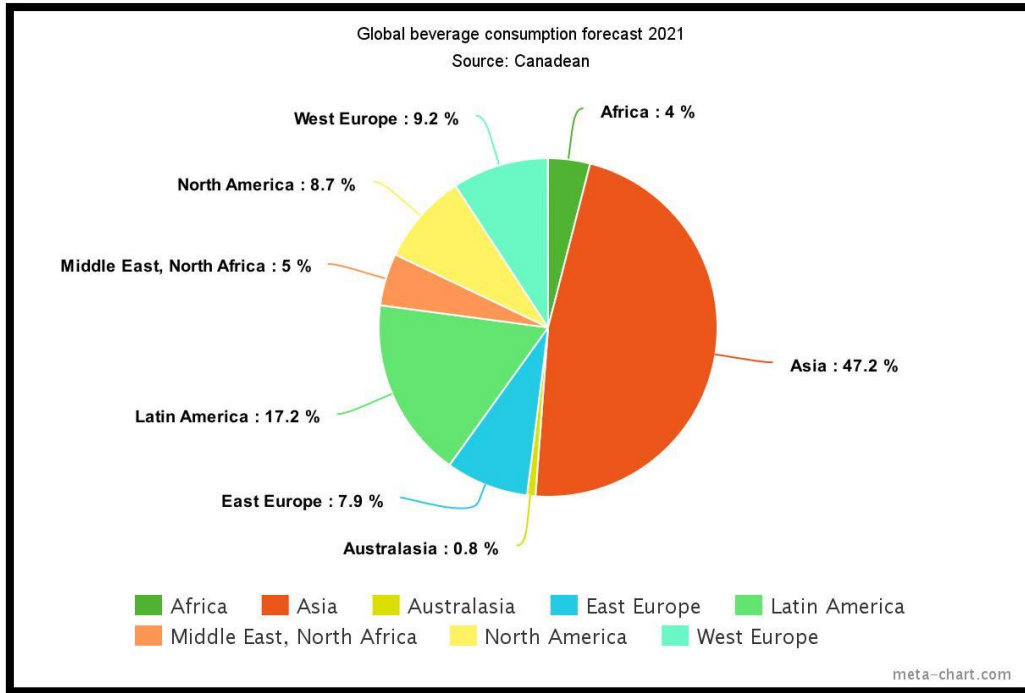


Fig 1: Global Beverage Consumption Forecast 2021
(Source: Canadean)

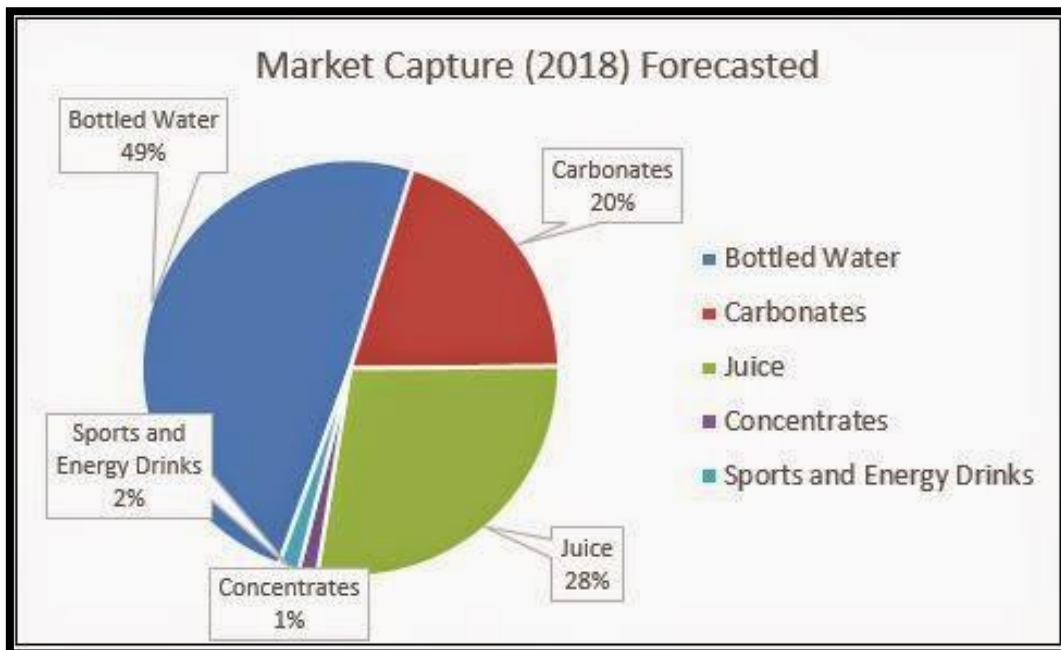


Fig 2: Market Capture (2018) Forecasted

1.2 COMPANY PROFILE: THE COCA-COLA COMPANY

The Coca-Cola Company is a beverage company with more than 500 brands in over 200 countries and territories. In addition to the Coca-Cola brands, the portfolio includes some of the most valuable beverage brands in the world.

Coca-Cola India is one of the leading drink companies in the country. The company has established an unparalleled beverage portfolio. The Coca-Cola Company manages six operating segments. Its geographical operating segments mainly produce and sell concentrate and syrups for beverages. The largest beverage company in the world sells products in some 200 countries and generates about 40% of its sales in the US. In Mexico, China, Brazil and Japan, the volume of unit cases is highest outside the US.

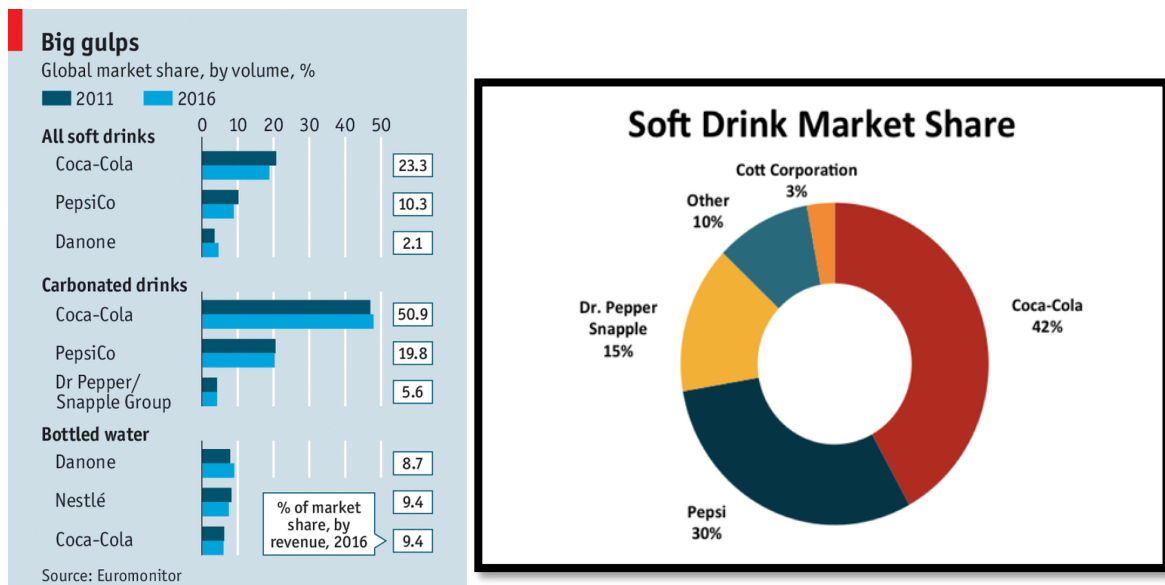


Fig 3: Soft Drink Market Share, by volume, %
(Source: Euromonitor)

1.3 COMPETITOR ANALYSIS

The main competitors for The Coca-Cola Company that exist in the beverage market include:

- PepsiCo, Inc.
- Dr Pepper Snapple Group
- Mondelez International, Inc.
- Citrus World, Inc.
- Tree Top, Inc.

Out of these, there are mainly 3 rival companies competing for the market share with Coca-Cola:

1. **PepsiCo** is Coca-Cola's #1 competitor. PepsiCo's headquarters is in Purchase, New York, and was founded in 1898. Like Coca-Cola, PepsiCo also works within the Soft Drinks sector. PepsiCo generates 195% of Coca-Cola's revenue.
2. **Dr Pepper Snapple** Group is one of the top rivals of Coca - Cola. Dr Pepper Snapple Group was established in 2008 in Plano, Texas. In the non - alcoholic beverages industry, Dr Pepper Snapple Group is competing. Dr Pepper Snapple Group generates \$ 26.3 billion less revenue than Coca - Cola.
3. **Mondelez International** is one of the top competitors of Coca - Cola, founded in 1903. In the field of food processing, Mondelez International is. Mondelez International has 21,200 more employees than Coca - Cola.

1.4 LITERATURE REVIEW

With globalization, the opportunity for multinationals to gain a larger market share has increased. Although opportunities have increased, multinationals must create effective advertising strategies so that the opportunity is well monetized. The essence of advertising persuades people that a product is intended for them and they receive some benefit by buying it. There are different values and perceptions of what improves status or gives convenience when an advertising campaign is carried out abroad. These differences cause the original campaign to die. In cross-cultural advertising, communication style also plays a role. The advertisement understands how potential customers from different regions communicate and what they value. This is where the concept of Emotions Marketing can be utilized effectively to communicate the brand message across segments.

1.4.1 EMOTIONS MARKETING

Products ' emotional power has never been questioned. In marketing and advertising, emotions play an important role. Skilled designers understand the powerful appeal of emotions and have taken advantage of this appeal with their intuitions and artistic skills. Emotions are mental readiness states resulting from assessments of events or one's own thoughts.

On the basis of content, most of the advertisements are categorized into two parts:

(a) Thinking advertisements - The focus is only on the factual information (e.g. product attributes)

(b) Feeling advertisements - Concentration is on the emotions

		Positive Emotions Motive-Consistent		Negative Emotions Motive-Inconsistent		
Circumstance caused		Appetitive	Aversive	Appetitive	Aversive	
Agency	unexpected	Surprise				
	uncertain	Hope		Fear		Weak
	certain	Joy	Relief	Sadness	Distress, Disgust	
	uncertain	Hope		Frustration		Strong
	certain	Joy	Relief			
	Other-caused			Dislike		Weak
	uncertain	Liking				
	certain			Anger		Strong
Self-caused			Shame, Guilt		Weak	
uncertain	Pride					
certain			Regret		Strong	
uncertain						
certain						

Roseman's (1991) Appraisal Theory of Emotions

Fig 4: Appraisal Theory of Emotions

(Source: Roseman, 1991)

In successful advertising campaigns, emotions play an important role. It's a known fact, for example, that sugar snacks and drinks are bad for you, but Pepsi and Coca-Cola ads don't talk about fat, calories and diabetes. The focus is on young people, vitality and good times. Luxury, indulgence and sensuality are associated with chocolate. Everywhere marketers aim to tap into consumers' emotions to make profits. Research suggests that there are **six universal emotions** we all feel: **HAPPINESS, ANGER, DISGUST, SADNESS, FEAR, and SURPRISE**. These are frequently used in advertising campaigns to tap into the target segment.

HAPPINESS makes you feel good and encompasses everything we talked about above (youth, luxury, etc.) plus other positive concepts like romance, adventure, playfulness, and family bonding



Fig 5.1: Types of Emotions in Advertising: Happiness

ANGER

It is often seen in advertisements which are designed to upset people about problems like environment , government policies and about the political candidates.



Fig 5.2: Types of Emotions in Advertising: Anger

DISGUST

It is used to make people feel bad about themselves. The objective can be to sell medications, and “miracle” remedies.

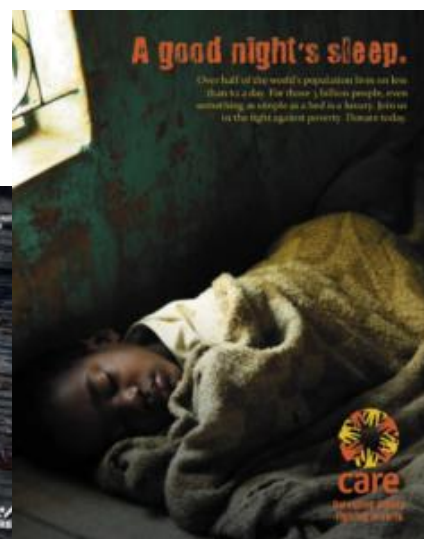


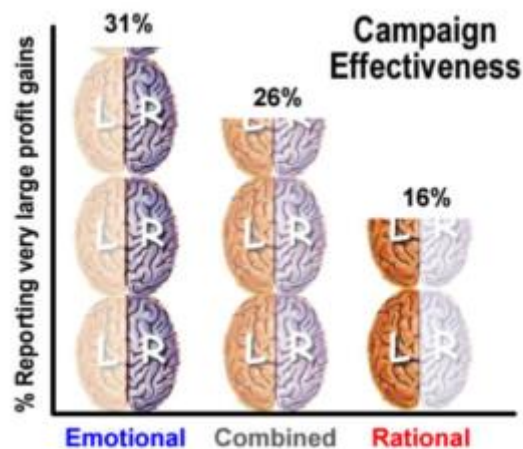
Fig 5.3 & 5.4: Types of Emotions in Advertising: Disgust and Sadness

A sense of compassion or empathy is used to evoke SADNESS. Ads such as these can help to raise awareness of social problems. Fear is often used to prevent harmful behaviors such as smoking or drug abuse from people.



Fig 5.5: Types of Emotions in Advertising: Fear

SURPRISE It can be used with support of other emotions. It can be both either negative or positive.



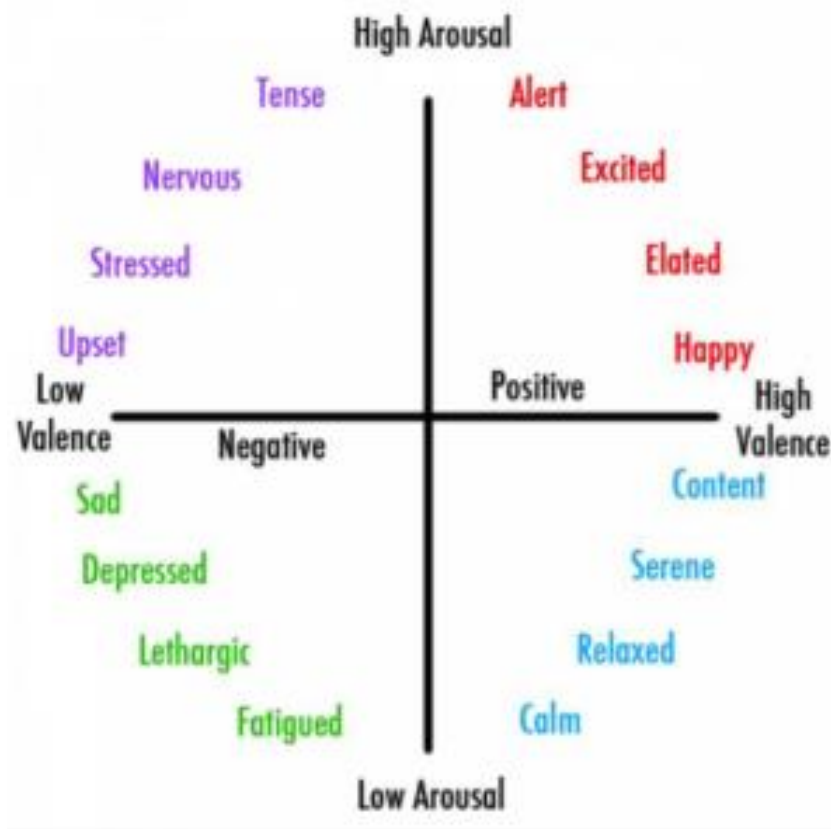


Fig 6: What Makes an Ad Memorable

Excitement refers to the intensity of an emotion (how calming or exciting it is), while valence deals with the emotion's positive or negative character. It is said that an ad with positive connotations (such as joy, love or pride) has a high or "positive" value. **Negative connotations have low or "negative" valence (including death, anger and violence).** The more exciting, inspiring or angry something, the higher the excitement. Soothing or calming information produces little excitement. Studies show that ads with **high-level arousal are the most memorable** for consumers. The effect becomes even stronger when combined with valence -either low or high -but positive valence creates pleasant associations that our brains are hard-wired for longer periods of time. The right combination of valence and excitement is a key factor in the perception of your brand.

1.4.3 HIGH CONTEXT & LOW CONTEXT COUNTRIES

Cultures of **High Context**(including much of the Middle East, Asia, India, Africa and South America) are related, collectivist, intuitive and contemplative. This means that people emphasize interpersonal relationships in these cultures. Trust development is an important first step in any business transaction. These cultures are collectivist, preferring group harmony and consensus to achieve individually. And people in these cultures are less motivated than intuition or sentiment. Words are not as important as context, which could include the voice, facial expression, gestures, posture of the speaker

Low-context cultures (including North America and much of Western Europe) are logical, linear, individualistic, and action-oriented.

People from cultures with a low context value logic, facts and directness. Solving a problem means bringing the facts together and evaluating each other. Decisions are based not on intuition but on fact. The talks end with action. And it is expected that communicators will be simple, concise and efficient to tell what action is expected. They try to use precise words and want them to be taken literally, to be absolutely clear. The negotiations are concluded with explicit contracts

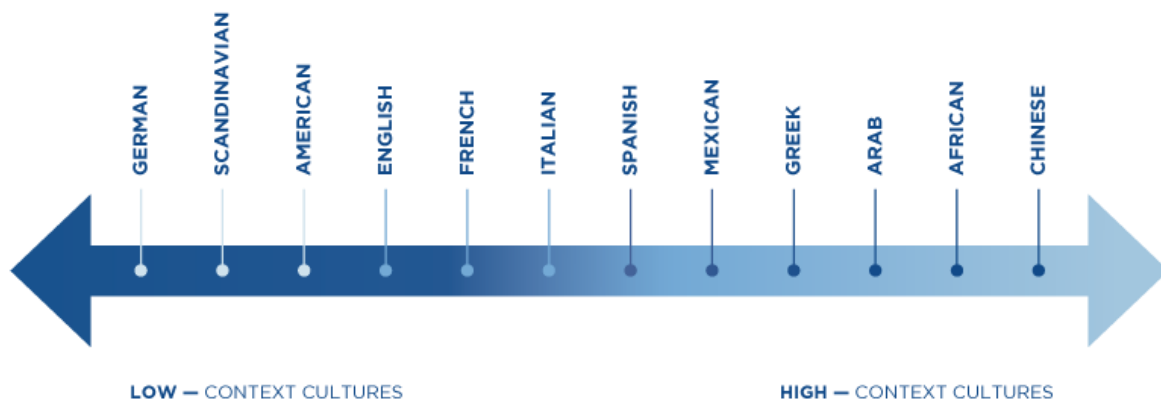


Fig 8: High Context & Low Context Countries

The unique features of a particular market (E.g.: India) which call for special attention and thus, subsequent changes in the application of marketing concepts are as follows:

a) Cultural Outlook

b) Literacy Rate

c) Lack of Proper Communication and infrastructure facilities

d) Many Languages and Dialects

1.4.4 CULTURAL ASPECTS

Such cross-cultural understanding is imperative from the point of view of international marketing and advertising professionals in order to formulate effective localized advertising that reflects the cultural values and standards of its intended

audience. The issue of "cultural imperialism" has drawn much attention to the impact of western advertising and other media productions on the cultures of developing nations.

Blackwell and Miniard (1986) define culture as complex values, ideas, attributes and other significant symbols that serve people as members of society to communicate, interpret and evaluate. In addition, the authors believe that socialization and acculturation develop human values. The process of absorbing one's culture is socialization.

Culture influences advertising, free trade policies, brand effectiveness, strategy decisions on localization and standardization, international negotiations, business relations, international business management, consumer behavior and international marketing

1.4.5 High/ Low Context Cultures (w.r.t Advertising)

Advertising language can reflect the context of culture. Considering the differences between high-context communication and low-context communication, different advertisements will be demonstrated in each context.

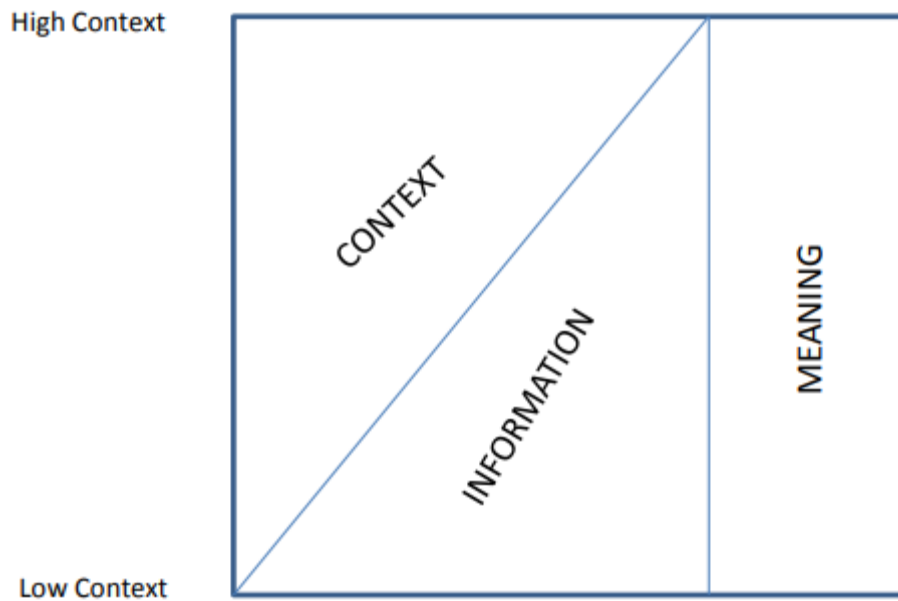


Figure 9: HC and LC transaction, Source: Hall (1976)

A number of theoretical models have been developed to help understand how culture affects communication. Two of the most cited theoretical frameworks in communication are the cultural dimensions of Hofstede and the context theory of Hall (Hall, E. T. (1976). As Hall states: “A high-context (HC) communication or message is one in which most of the information is either in the physical context or internalized in the person, while very little is in the coded, explicit, transmitted part of the message. A low-context (LC) communication is just the opposite; i.e., the mass of the information is vested in the explicit code.” The perspective of context theory is very relevant for the processing of complex messages.

Many scholars claimed that the comprehension and interpretation of visual metaphors in particular may differ between cultures (e.g., Kövecses, Kövecses, Z. (2005); Le Pair & Van Mulken, Le Pair, R., & Van Mulken, M. (2008). Perceived complexity and appreciation of visual metaphors by consumers with different cultural backgrounds.

Factor	High-context culture	Low-context culture
Overtmess of messages	Many covert and implicit messages, with use of metaphor and reading between the lines.	Many overt and explicit messages that are simple and clear.
Locus of control and attribution for failure	Inner locus of control and personal acceptance for failure	Outer locus of control and blame of others for failure
Use of non-verbal communication	Much nonverbal communication	More focus on verbal communication than body language
Expression of reaction	Reserved, inward reactions	Visible, external, outward reaction
Cohesion and separation of groups	Strong distinction between ingroup and outgroup. Strong sense of family.	Flexible and open grouping patterns, changing as needed
People bonds	Strong people bonds with affiliation to family and community	Fragile bonds between people with little sense of loyalty.
Level of commitment to relationships	High commitment to long-term relationships. Relationship more important than task.	Low commitment to relationship. Task more important than relationships.
Flexibility of time	Time is open and flexible. Process is more important than product	Time is highly organized. Product is more important than process

Table 1: High Context vs Low Context Cultures

1.4.6) CULTURAL COMPARISON OF THE COUNTRIES BASED ON HIGH AND LOW CONTEXT

	Low-Context	High-Context
Example Countries	US, UK, Canada, Germany, Denmark, Norway	Japan, China, Egypt, Saudi Arabia, France, Italy, Spain
Business Outlook	Competitive	Cooperative
Work Ethic	Task-oriented	Relationship-oriented
Work Style	Individualistic	Team-oriented
Employee Desires	Individual achievement	Team achievement
Relationships	Many, looser, short-term	Fewer, tighter, long-term
Decision Process	Logical, linear, rule-oriented	Intuitive, relational
Communication	Verbal over Non-verbal	Non-verbal over Verbal
Planning Horizons	More explicit, written, formal	More implicit, oral, informal
Sense of Time	Present/Future-oriented	Deep respect for the past
View of Change	Change over tradition	Tradition over change
Knowledge	Explicit, conscious	Implicit, not fully conscious
Learning	Knowledge is transferable (above the waterline)	Knowledge is situational (below the waterline)

1.5 RELEVANCE OF STUDY

In this era of globalization, organizations want to increase their international presence by entering new business markets, so that communication continues to play an important role in linking markets through the flow of information, images and ideas. In view of this information, this thesis examines how culture can influence a global organization's international advertising strategy. The global organisation being considered in this dissertation is **The Coca-Cola Company**.

Research Question:

To identify how the advertising approach of Coca-Cola used in the High context and Low Context countries differ from each other w.r.t cultural aspects: Global/ Local Approach?

1.6 RESEARCH OBJECTIVES

- a) Difference in Advertising elements w.r.t High Context & Low Context Cultures.
- b) Role of Culture in Advertising Campaigns
- c) To Study the Importance of Emotional Appeal in Ads for Consumers

CHAPTER 2: METHODOLOGY

This research is based on a qualitative approach to gain more in-depth knowledge and to clearly describe existing data and analyse similarities and differences.

Following Patel & Davidson (2003), I use a deductive case study approach by analysing the advertisements & using an Expert Rating Mechanism to validate the findings.

2.1) PROJECT STRUCTURE

The project is divided into the following phases:

Phase 1: Advertisement Selection for each country.

Total Advertisements: 2 Ads X 6 countries= 12 advertisements.

Phase 2: Selection of Advertisement Analysis Parameters w.r.t High Context & Low Context Countries.

Phase 3: Expert Rating Mechanism w.r.t Parameters Chosen (3 evaluators).

Phase 4: Analysis w.r.t Cultural Encoding/Decoding – Parameter Based.

2.2) RESEARCH DESIGN

Expert Rating Mechanism based on 5 domains of observation (Claude & Lee: 2009) have been used to address the research question. Cultural Encoding&Hofstede Dimensions have been employed to understand the company's approach towards advertising globally. Countries selected for the study are:

High Context Cultures: India, China, Saudi Arabia (UAE)

Low Context Cultures: USA, Germany & Switzerland

TABLE II: The Domains of Observation (Claude & Lee: 2009) include:

1.	Language	Local vs. international
2.	Humour vs. emotion	situations, words
3.	Characters & roles	Gender roles, endorsement styles (celebrity vs. character building)
4.	Influence of Culture	Reflection of religion, history, national heroes & culture.
5.	Visual elements	Sight, image, movement

2.3) PARAMETERS CONSIDERED FOR STUDY:

Five Parameters pertaining to High Context and Low Context cultures have been chosen to further analyse the advertisements and rate them on the basis of Advertisement characteristics that reflect them. These Parameters are:

1. Relationships (Level of Cohesion/ Separation)
2. Communication (Overt/ Covert Messages in the Ad.)
3. Decision Process (Logical & Linear / Intuitive & Relational)
4. View of Change

HC: Tradition focus over Change

LC: Change focus over Traditions

5. Sense of Time

HC: Deep Respect for Past

LC: Present/ Futuristic Orientation

2.4) PARAMETERS MAPPED TO THE ADVERTISEMENT CHARACTERISTICS:

S.NO.	PARAMETERS	ADVERTISEMENT CHARACTERISTICS
1.	Relationships	Bandwagon effect, Emotional appeal, Testimonials, Direct order, Family Ties.
2.	Communication	Facts & Figures, Repetition, Testimonials, Direct appeal/ Brand connect building, Slogans, Humour element.
3.	Decision Process	Product features/ benefits emphasized, USP, Humour, Building Human connect.
4.	View of Change	Focus of Change vs Focus on Tradition.
5.	Sense of Time	Deep respect for past traditions vs Present/ Futuristic Appeal.

Table III: HC/LC Parameters & Advertisement Characteristics

2.5) DATA COLLECTION

Secondary Research has been used for the purpose. Judgemental Sampling technique has been used to separate the commercials according to different countries. Two television advertisement campaigns by The Coca-Cola Company

have been selected from each country namely: India, China, USA & Saudi Arabia. (UAE), Germany & Switzerland.

Total Sample Size: 12 advertisements.

No. of Evaluators: 3

Total No. of Response sheets: 36

2.6) ANALYSIS

The advertisement analysis was done on the basis of Low Context/ High Context Countries & the cultural dimensions associated with them. Also, parameters were combined with the 5 Domains of Observation. Meanings are created for each characteristic chosen for High/Low context culture by correlating them to attributes assigned for advertising strategies and global branding. Expert Rating Mechanism was applied to validate the results. Three evaluators from the Advertising Industry were chosen to analyse and rate the characteristics based on the various parameters pertaining to High Context & Low Context Cultures.

A Questionnaire was administered to the evaluators which has been enclosed in Appendix-I.

2.6.1) List of Advertisements

COUNTRY	ADVERTISEMENT TITLE		YEAR
INDIA	1.	Share A Coke this Diwali!	Oct, 2018
	2.	Coca-Cola Small World Machines - Bringing India & Pakistan Together: Happiness without Borders Campaign	March, 2013

USA	1.	Heist:Coca-Cola Commercial	Aug, 2009
	2.	Coca Cola Super Bowl Commercial 2018 The Wonder of Us	2018
CHINA	1.	Coca-Cola Chinese New Year 2017 TVC	Dec, 2016
	2.	Bring Me Home Ad	April, 2007
SAUDI ARABIA (UAE)	1.	Coca Cola Ramadan	2018
	2.	Change has a taste campaign	2017
GERMANY	1.	Coke Zero Commercial-Manuel Neuer	2015
	2.	Coke Zero Commercial	2007
SWITZERLAND	1.	Taste the Feeling Commercial	2016
	2.	Coca Cola- Magician Advert	2017

TABLE-IV

2.6.2) Expert Rating: Validation & Verification

The rating validation was done by referring to 3 evaluators who have worked with global advertising agencies with a rich body of work that included advertisements for some major brands like: FCB Ulka, Bang in The Middle & Dentsu Aegis Network.

Evaluator 1: Mr Vivek Subramanian (FCB Ulka)

Evaluator 2: Shweta Tandon (Bang in The Middle)

Evaluator 3: Mr. Harsh Kataria (Dentsu Aegis Network)

2.6.3) Parameter Based Advertising Rating

Rating has been done by the evaluators on a scale of 1-5 wherein:

1 – Strongly Disagree; 2 – Disagree; 3 – Neutral; 4 – Agree; 5 – Strongly Agree

Also: HC – High Context Culture / LC – Low Context Culture

COUNTRY I: INDIA

Advertisement 1-

EVALUATOR RATINGS : SUMMARY				COUNTRY I: INDIA ADVERTISEMENT 1 : https://youtu.be/WkGBY0xAKzg (Diwali)		
PARAMETERS	RATING QUESTIONS	EVALUATOR 1	EVALUATOR 2	EVALUATOR 3	Rating Average	INFERENCE (High Context/ Low Context)
Parameter 1: Relationships	Q1	5	5	5	5.0	Cohesiveness of relationships is emphasized and human bonding is shown in the advert which indicates High Context culture.
	Q2	2	1	2	1.7	
	Q3	5	4	5	4.7	
	Q4	5	5	5	5.0	
Parameter 2: Communication	Q1	5	5	5	5.0	The communication rating is found to be inclined towards covertness and the language used was local. Hidden & indirect communication is used in HC cultures.
	Q2	3	2	2	2.3	
	Q3	4	5	4	4.3	
	Q4	2	3	2	2.3	
Parameter 3: Decision Process	Q1	1	1	1	1.0	Character roles focus on emotional connect rather than facts & figures which indicates HC culture.
	Q2	2	1	2	1.7	
	Q3	4	5	5	4.7	
	Q4	2	2	2	2.0	
Parameter 4: View of Change	Q1	5	5	5	5.0	There is focus on tradition pertaining to the country (Indian Traditions) during a festival and the ad reflects the religion. This is prevalent in HC culture.
	Q2	5	5	5	5.0	
	Q3	2	1	2	1.7	
	Q4	1	1	1	1.0	
Parameter 5: Sense of Time	Q1	1	1	1	1.0	Deep respect for past and religious traditions is shown which reflects HC culture.
	Q2	4	5	4	4.3	
	Q3	3	2	2	2.3	
	Q4	4	5	4	4.3	

Advertisement 2-

COUNTRY I: INDIA						
ADVERTISEMENT 2 : https://youtu.be/ts_4vOUDImE (India-Pak)						
PARAMETERS	RATING QUESTIONS	EVALUATOR 1	EVALUATOR 2	EVALUATOR 3	Rating Average	INFERENCE (High Context/ Low Context)
Parameter 1: Relationships	Q1	5	5	5	5	Cohesiveness of relationships is promoted & cross-border bonding is shown. This reflects HC culture as emotional appeal is being used.
	Q2	2	1	2	1.666666667	
	Q3	5	5	5	5	
	Q4	5	5	5	5	
Parameter 2: Communication	Q1	2	1	2	1.666666667	The communication is completely covert in nature and the message has a deeper meaning reflected indirectly. International language is used here. It reflects HC culture.
	Q2	3	2	2	2.333333333	
	Q3	4	5	4	4.333333333	
	Q4	4	4	3	3.666666667	
Parameter 3: Decision Process	Q1	1	1	1	1	There is neither any mention of facts/ figures nor product benefits are shown directly. Character roles completely focus on emotional connect & bonding with reflects HC culture.
	Q2	1	2	1	1.333333333	
	Q3	5	5	5	5	
	Q4	4	3	4	3.666666667	
Parameter 4: View of Change	Q1	5	5	5	5	There is equal focus on tradition as well as change in this ad to promote emotional connect across borders. HC culture with a mix of change is shown.
	Q2	4	3	3	3.333333333	
	Q3	4	4	4	4	
	Q4	2	2	3	2.333333333	
Parameter 5: Sense of Time	Q1	2	2	2	2	Deep-rooted Past is used for present & futuristic appeal which indicates HC culture.
	Q2	4	3	4	3.666666667	
	Q3	4	4	5	4.333333333	
	Q4	3	3	3	3	

COUNTRY II: CHINA

Advertisement 1-

EVALUATOR RATINGS : SUMMARY					COUNTRY II: CHINA	
					ADVERTISEMENT 1 : https://youtu.be/M5jd_IcUd-k (New Year 2017)	
PARAMETERS	RATING QUESTIONS	EVALUATOR 1	EVALUATOR 2	EVALUATOR 3	Rating Average	INFERENCE (High Context/ Low Context)
Parameter 1: Relationships	Q1	5	5	5	5	Family ties and bonding has been emphasized in ad which reflects HC culture.
	Q2	2	1	1	1.333333333	
	Q3	4	4	4	4	
	Q4	5	5	5	5	
Parameter 2: Communication	Q1	5	5	5	5	The message is indirect and through emotional appeal, hence it reflects covertness & HC culture.
	Q2	3	2	2	2.333333333	
	Q3	4	4	4	4	
	Q4	4	3	4	3.666666667	
Parameter 3: Decision Process	Q1	1	1	1	1	Character roles focus on emotional connect and there is no mention of facts/ figures which shows that the TG comprises of HC culture group.
	Q2	1	1	2	1.333333333	
	Q3	5	5	5	5	
	Q4	4	4	4	4	
Parameter 4: View of Change	Q1	4	4	4	4	There is focus on tradition (Chinese New Year) and visual elements focus on the Asian culture. This reflects HC culture.
	Q2	5	5	5	5	
	Q3	2	1	1	1.333333333	
	Q4	1	2	1	1.333333333	
Parameter 5: Sense of Time	Q1	2	1	1	1.333333333	Past traditions have been utilized in the ad for appeal. Slow paced imagery has been used. This indicates focus towards HC culture.
	Q2	4	4	4	4	
	Q3	5	4	5	4.666666667	
	Q4	5	5	4	4.666666667	

COUNTRY II: CHINA

Advertisement 2-

COUNTRY II: CHINA							
ADVERTISEMENT 2 : https://youtu.be/5th7KvAESI (Bring Me Home)							
PARAMETERS	RATING QUESTIONS	EVALUATOR 1	EVALUATOR 2	EVALUATOR 3	Rating Average	INFERENCE (High Context/ Low Context)	
Parameter 1: Relationships	Q1	5	5	5	5	Human Bonding and Family Ties are shown in the ad which reflects HC culture.	
	Q2	2	1	1	1.333333333		
	Q3	5	5	5	5		
	Q4	5	5	5	5		
Parameter 2: Communication	Q1	5	5	5	5	Emotional Appeal is used through the use of a celebrity (Liu Xiang: Chinese athlete) & the message is inclined towards covertness. HC culture is indicated.	
	Q2	2	2	2	2		
	Q3	4	5	4	4.333333333		
	Q4	2	4	2	2.666666667		
Parameter 3: Decision Process	Q1	1	1	1	1	Character roles focus on emotional connect and humor element in the form of two animated characters is shown. This helps to build brand connect & indicates HC culture.	
	Q2	1	1	1	1		
	Q3	5	5	5	5		
	Q4	3	4	3	3.333333333		
Parameter 4: View of Change	Q1	4	3	4	3.666666667	Traditional family bonding over food is the focus over any changes in life. This strongly reflects HC culture.	
	Q2	5	4	5	4.666666667		
	Q3	2	1	1	1.333333333		
	Q4	1	1	1	1		
Parameter 5: Sense of Time	Q1	1	1	1	1	Family focus is shown instead of future orientation that is a characteristic of HC culture.	
	Q2	4	4	4	4		
	Q3	4	4	4	4		
	Q4	4	4	4	4		

COUNTRY III: SAUDI ARABIA (UAE)

Advertisement 1-

COUNTRY III: SAUDI ARABIA (UAE)							EVALUATOR RATINGS : SUMMARY
ADVERTISEMENT 1 : https://youtu.be/hmHhCUydd3U (Ramadan Ad)							
PARAMETERS	RATING QUESTIONS	EVALUATOR 1	EVALUATOR 2	EVALUATOR 3	Rating Average	INFERENCE (High Context/ Low Context)	
Parameter 1: Relationships	Q1	5	5	5	5	Human Bonding is emphasized during a cultural festival and empathy is shown. This indicates HC culture.	
	Q2	2	2	1	1.666666667		
	Q3	5	4	5	4.666666667		
	Q4	5	5	5	5		
Parameter 2: Communication	Q1	3	3	3	3	There is no language used, only actions which are covert in nature. Bonding is shown indirectly. HC culture attribute.	
	Q2	2	2	2	2		
	Q3	5	5	4	4.666666667		
	Q4	2	2	2	2		
Parameter 3: Decision Process	Q1	1	1	1	1	There is no mention of facts & figures or any product USP. Emotional connect is the main focus that reflects HC culture.	
	Q2	1	1	1	1		
	Q3	5	5	5	5		
	Q4	3	2	2	2.333333333		
Parameter 4: View of Change	Q1	5	5	5	5	Ad reflects the national culture through Ramadan and traditional focus. This reflects HC culture.	
	Q2	5	5	5	5		
	Q3	2	2	2	2		
	Q4	1	2	1	1.333333333		
Parameter 5: Sense of Time	Q1	1	1	1	1	Deep respect for past traditions is shown combined with slow paced imagery that indicates HC culture.	
	Q2	4	4	5	4.333333333		
	Q3	2	1	2	1.666666667		
	Q4	4	4	5	4.333333333		

COUNTRY III: SAUDI ARABIA (UAE)

Advertisement 2-

COUNTRY III: SAUDI ARABIA (UAE)							
ADVERTISEMENT 2 : https://youtu.be/5dcksBDOcTI (Change has a taste)							
PARAMETERS	RATING QUESTIONS	EVALUATOR 1	EVALUATOR 2	EVALUATOR 3	Rating Average	INFERENCE (High Context/ Low Context)	
Parameter 1: Relationships	Q1	5	5	5	5	The ad reflects bonding between father & daughter and family ties which reflects it is aimed at a HC culture.	
	Q2	4	4	4	4		
	Q3	5	4	5	4.666666667		
	Q4	5	5	4	4.666666667		
Parameter 2: Communication	Q1	5	5	5	5	Local language is used and the message is equally overt and covert in terms of "courage factor" & family support. It reflects HC culture.	
	Q2	2	2	2	2		
	Q3	4	5	4	4.333333333		
	Q4	2	2	2	2		
Parameter 3: Decision Process	Q1	1	1	1	1	Product related data is not mentioned and the main focus is on the emotional connect with audience & brand recall through product placement in the ad- HC culture reflected.	
	Q2	2	2	2	2		
	Q3	4	5	4	4.333333333		
	Q4	2	3	2	2.333333333		
Parameter 4: View of Change	Q1	5	5	5	5	Change is endorsed through the use of prevalent traditions in the country- Women don't drive. Traditional elements like hijab are kept intact- HC culture.	
	Q2	4	5	4	4.333333333		
	Q3	4	4	4	4		
	Q4	2	3	2	2.333333333		
Parameter 5: Sense of Time	Q1	3	4	2	3	Deep respect for past traditions as well as fast paced imagery to emphasize future appeal is used in the ad to cater to a HC audience.	
	Q2	4	4	4	4		
	Q3	5	4	5	4.666666667		
	Q4	4	4	5	4.333333333		

COUNTRY IV: GERMANY

Advertisement 1-

COUNTRY IV: GERMANY							EVALUATOR RATINGS : SUMMARY
ADVERTISEMENT 1 : https://youtu.be/FseQVtnh4w							
PARAMETERS	RATING QUESTIONS	EVALUATOR 1	EVALUATOR 2	EVALUATOR 3	Rating Average	INFERENCE (High Context/ Low Context)	
Parameter 1: Relationships	Q1	1	1	1	1	There is no emphasis of human relationships. Product focus & individual progress is highlighted that reflects a LC culture.	
	Q2	4	5	5	4.666666667		
	Q3	2	1	1	1.333333333		
	Q4	3	2	2	2.333333333		
Parameter 2: Communication	Q1	5	5	5	5	The message was very direct and overt in nature. Local language has been used. LC culture is identified.	
	Q2	5	4	5	4.666666667		
	Q3	2	1	2	1.666666667		
	Q4	2	2	2	2		
Parameter 3: Decision Process	Q1	5	5	5	5	Facts related to the product (Zero Coke) are shown & main product USP/benefits are highlighted in the ad which shows a LC culture.	
	Q2	5	5	5	5		
	Q3	2	1	1	1.333333333		
	Q4	1	2	1	1.333333333		
Parameter 4: View of Change	Q1	1	1	1	1	There is no reference to national culture or traditions. Character roles endorse lifestyle change that reflects LC culture.	
	Q2	1	1	1	1		
	Q3	3	3	3	3		
	Q4	4	3	4	3.666666667		
Parameter 5: Sense of Time	Q1	5	5	5	5	There is Future Orientation shown in the ad and fast paced imagery is used to put across the main point: LC culture prevalent.	
	Q2	1	2	1	1.333333333		
	Q3	4	5	5	4.666666667		
	Q4	2	1	1	1.333333333		

COUNTRY IV: GERMANY

Advertisement 2-

COUNTRY IV: GERMANY						
ADVERTISEMENT 2 : https://youtu.be/GymSQIOnMfg (Coke ZERO)						
PARAMETERS	RATING QUESTIONS	EVALUATOR 1	EVALUATOR 2	EVALUATOR 3	Rating Average	INFERENCE (High Context/ Low Context)
Parameter 1: Relationships	Q1	1	1	1	1	There is no cohesion of relationships shown. The ad focusses on individual progress through the product which reflects LC culture.
	Q2	4	4	5	4.333333333	
	Q3	1	2	1	1.333333333	
	Q4	1	1	2	1.333333333	
Parameter 2: Communication	Q1	1	1	1	1	The language used in the ad is local and the message is completely direct and overt in nature which indicates LC culture.
	Q2	4	5	5	4.666666667	
	Q3	1	2	2	1.666666667	
	Q4	2	2	2	2	
Parameter 3: Decision Process	Q1	4	4	4	4	The main product benefits are highlighted in the ad and no emotional connect is shown which reflects LC culture.
	Q2	5	4	5	4.666666667	
	Q3	2	1	2	1.666666667	
	Q4	2	2	2	2	
Parameter 4: View of Change	Q1	1	1	1	1	There is no reference to national culture or traditions and the visual elements show transformation and is product focussed which reflects LC culture.
	Q2	1	2	1	1.333333333	
	Q3	3	4	4	3.666666667	
	Q4	4	5	5	4.666666667	
Parameter 5: Sense of Time	Q1	4	4	5	4.333333333	The character roles is focussed towards futuristic appeal after product use and there is no mention of past. Fast paced imagery is used - reflects LC culture.
	Q2	2	1	1	1.333333333	
	Q3	5	5	5	5	
	Q4	2	1	1	1.333333333	

COUNTRY V: USA

Advertisement 1-

COUNTRY V: USA					EVALUATOR RATINGS : SUMMARY	
ADVERTISEMENT 1 : https://youtu.be/icV7GqPZZI (Superbowl Heist Ad)						
PARAMETERS	RATING QUESTIONS	EVALUATOR 1	EVALUATOR 2	EVALUATOR 3	Rating Average	INFERENCE (High Context/ Low Context)
Parameter 1: Relationships	Q1	1	1	1	1	There was no emotional appeal used in the storyline and there was individual focus that reflected LC culture.
	Q2	4	3	3	3.333333333	
	Q3	2	1	2	1.666666667	
	Q4	1	1	1	1	
Parameter 2: Communication	Q1	3	3	3	3	The communication was direct and overt in nature through the product focus and there was no language used, only actions which reflected LC culture.
	Q2	4	3	4	3.666666667	
	Q3	4	4	4	4	
	Q4	4	3	4	3.666666667	
Parameter 3: Decision Process	Q1	2	2	2	2	The decision process inclines towards logical more than relational due to the focus on product aspect that indicates LC culture audience.
	Q2	3	3	3	3	
	Q3	1	1	1	1	
	Q4	4	4	4	4	
Parameter 4: View of Change	Q1	1	1	1	1	There was no focus on any cultural or traditional elements. Humor/ Light element was shown through animated characters and product benefits.
	Q2	1	1	2	1.333333333	
	Q3	3	3	3	3	
	Q4	4	5	4	4.333333333	
Parameter 5: Sense of Time	Q1	5	5	5	5	There was future orientation in the ad in a dramatic storyline and fast paced imagery is used which shows LC culture.
	Q2	2	1	1	1.333333333	
	Q3	4	4	4	4	
	Q4	2	1	2	1.666666667	

COUNTRY V: USA

Advertisement 2-

COUNTRY V: USA						
ADVERTISEMENT 2 : https://youtu.be/-R-EEwDrUU (Superbowl 2018)						
PARAMETERS	RATING QUESTIONS	EVALUATOR 1	EVALUATOR 2	EVALUATOR 3	Rating Average	INFERENCE (High Context/ Low Context)
Parameter 1: Relationships	Q1	2	2	2	2	There is no focus on family ties. Individual progress is emphasized and differences celebrated which reflects less cohesion and LC culture.
	Q2	5	5	5	5	
	Q3	4	2	2	2.66666667	
	Q4	3	3	2	2.66666667	
Parameter 2: Communication	Q1	5	5	5	5	The message clarity is sharp, direct and overt in nature which reflects LC culture.
	Q2	5	5	5	5	
	Q3	2	2	2	2	
	Q4	3	4	4	3.66666667	
Parameter 3: Decision Process	Q1	4	4	4	4	Product focus with individualism is highlighted in the ad and there is no emotional appeal used which indicates LC culture.
	Q2	3	3	3	3	
	Q3	2	1	2	1.66666667	
	Q4	2	3	3	2.66666667	
Parameter 4: View of Change	Q1	3	3	3	3	There is no reference of any religious elements in particular or tradition. Individual transformation & growth is the main focus that reflect LC culture.
	Q2	3	3	3	3	
	Q3	4	5	5	4.66666667	
	Q4	4	4	4	4	
Parameter 5: Sense of Time	Q1	5	4	5	4.66666667	Present & Futuristic orientation is highlighted with a mix of slow paced and fast paced imagery that indicates LC culture.
	Q2	2	2	1	1.66666667	
	Q3	4	5	5	4.66666667	
	Q4	2	1	1	1.33333333	

COUNTRY VI: SWITZERLAND

Advertisement 1-

COUNTRY VI: SWITZERLAND						
ADVERTISEMENT 1 : https://youtu.be/pmlHrW4h6I (Taste the Feeling)						EVALUATOR RATINGS : SUMMARY
PARAMETERS	RATING QUESTIONS	EVALUATOR 1	EVALUATOR 2	EVALUATOR 3	Rating Average	INFERENCE (High Context/ Low Context)
Parameter 1: Relationships	Q1	1	1	1	1	There is emotional/ human connect used in the ad and it directly focusses on the product reflecting LC culture.
	Q2	3	3	3	3	
	Q3	1	2	1	1.33333333	
	Q4	1	1	1	1	
Parameter 2: Communication	Q1	5	5	5	5	The communication is very direct- refreshing element of Coke shown which indicates LC culture.
	Q2	5	4	5	4.66666667	
	Q3	2	1	2	1.66666667	
	Q4	3	2	2	2.33333333	
Parameter 3: Decision Process	Q1	3	3	3	3	The main focus in the ad is on product and the main TG: Youth. There is no use of emotional appeal which indicates LC Culture audience.
	Q2	4	4	4	4	
	Q3	1	2	1	1.33333333	
	Q4	1	2	2	1.66666667	
Parameter 4: View of Change	Q1	1	1	1	1	Product and transformation focus over tradition. No use of cultural elements that reflects LC culture.
	Q2	1	1	1	1	
	Q3	3	3	3	3	
	Q4	3	3	3	3	
Parameter 5: Sense of Time	Q1	3	3	2	2.66666667	Fast paced and sharp imagery used for direct message. This shows LC audience.
	Q2	2	1	1	1.33333333	
	Q3	4	5	5	4.66666667	
	Q4	2	1	1	1.33333333	

COUNTRY VI:SWITZERLAND

Advertisement 2-

COUNTRY VI: SWITZERLAND						
ADVERTISEMENT 2 : https://youtu.be/HqyMsbkghlw (Coke Zero Magician Ad)						
PARAMETERS	RATING QUESTIONS	EVALUATOR 1	EVALUATOR 2	EVALUATOR 3	Rating Average	INFERENCE (High Context/ Low Context)
Parameter 1: Relationships	Q1	2	2	2	2	There is no focus on family ties or human bonds. Magician -main character role focusses on product. No cohesion of relationships shown which means LC culture.
	Q2	3	3	2	2.66666667	
	Q3	1	1	1	1	
	Q4	2	3	2	2.33333333	
Parameter 2: Communication	Q1	5	5	5	5	The communication is direct and overt which indicates LC culture.
	Q2	4	4	4	4	
	Q3	2	2	2	2	
	Q4	3	4	4	3.66666667	
Parameter 3: Decision Process	Q1	2	2	2	2	The character role displays the product features/benefits that indicate LC culture. No use of emotional appeal.
	Q2	4	4	4	4	
	Q3	2	2	2	2	
	Q4	4	3	4	3.66666667	
Parameter 4: View of Change	Q1	1	1	1	1	Change focus over Tradition focus as no cultural elements have been used and it is direct in nature- product focus only.
	Q2	1	1	1	1	
	Q3	2	1	2	1.66666667	
	Q4	4	3	3	3.33333333	
Parameter 5: Sense of Time	Q1	4	4	4	4	The ad is future oriented and fast paced imagery is used to highlight just the main product bottle. This reflects LC culture.
	Q2	2	2	2	2	
	Q3	4	4	5	4.33333333	
	Q4	1	1	2	1.33333333	

2.7) Interpretation

The following are the attributes observed during the analysis of these advertisements w.r.t. High/Low Context culture. The differences in the ratings is mainly due to subjectivity regarding the aspects involved in the advertisements.

The observations made from the advertisement ratings for countries like India, China & Saudi Arabia (UAE) indicate the following:

- Cohesiveness of relationships is emphasized and human bonding is shown in the advert which indicates High Context culture.
- The communication rating is found to be inclined towards covertness and the language used was local. Hidden & indirect communication is used in HC cultures.
- Character roles focus on emotional connect rather than facts & figures which indicates HC culture.
- There is focus on tradition pertaining to the country and the ad reflects the religion. This is prevalent in HC culture.
- Deep respect for past and religious traditions is shown which reflects HC culture.

High rating on these attributes indicate that the advertisement belongs to a High Context Culture.

And hence we can say that- India, China and Saudi Arabia (UAE) are countries that follow High-Context culture.

The observations made from the advertisement ratings for countries like USA, Germany & Switzerland indicate the following:

- There is no cohesion of relationships shown. The ad focusses on individual progress through the product which reflects LC culture.
- The language used in the ad is local/international and the message is completely direct and overt in nature which indicates LC culture.

- The main product benefits are highlighted in the ad and no emotional connect is shown which reflects LC culture. Also, facts & figures are repetitively highlighted in the ad.
- There is no reference to national culture or traditions and the visual elements show transformation and is product focussed which reflects LC culture.
- The character roles are focussed towards futuristic appeal after product use and there is no mention of past. Fast paced imagery is used - reflects LC culture.

High rating on these attributes indicate that the advertisement belongs to a Low Context Culture.

And hence we can say that- USA, Germany & Switzerland are countries that follow Low-Context culture.

2.8) FINDINGS:

From the above Ratings for the six countries namely India, China, Saudi Arabia(UAE), USA, Germany & Switzerland; it has been found that the advertisement characteristics reflect specific parameters that help to decide whether the advertisement is targeted towards a High Context culture or a Low Context Culture.

CHAPTER 3: CONCLUSION

The main inference from this study is that cultural values play a very important role in global advertising. High-Context cultures and Low-Context cultures differ in varying degrees and the companies to adjust their approach at a local level in order to reach the mass audience within the country. Coca-Cola as a global brand has leveraged every possible opportunity to appeal to different cultures in unique manner through it's TVC's across different countries. Coca-Cola as a brand builds emotional connect & trust building to engage the consumers for such a low-involvement product.

This global advertising strategy adopted by The Coca-Cola company has been hugely successful due to it's localized cultural targeting towards the segments.

CHAPTER 4: LIMITATIONS

There are two limitations of this study:

- The study is based on secondary research & no direct interaction with the company is involved.
- Subjectivity of Analysis w.r.t different cultural viewpoints of individuals.

CHAPTER 5: FUTURE SCOPE

1. Future research related to this study of context culture can further focus on the nonlinear relationship between comprehension of advertisements and persuasion factor.
2. Coca-Cola can further expand some of their innovative marketing campaigns like:
 - Share a Coke Campaign
 - Taste the Feeling Campaign
 - Open Happiness Campaign
 - Remove Labels Campaign
 - Together Is Beautiful Campaign

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ANNEXURE

ANNEXURE-1

DISSERTATION: ANALYSIS **EVALUATOR QUESTIONNAIRE**

On the basis of the Advertisement shown, kindly rate the following parameters on a scale of 1-5 wherein:

- 1 – Strongly Disagree
- 2 – Disagree
- 3 – Neutral
- 4 – Agree
- 5 – Strongly Agree

Tick the column with the appropriate rating.

Parameter 1: RELATIONSHIPS (Level of Cohesion/ Separation)

Q1.)	The ad focussed on family ties.	1	2	3	4	5
Q2.)	The character roles focussed on individual progress.	1	2	3	4	5
Q3.)	The ad expressed emotional appeal through the storyline.	1	2	3	4	5
Q4.)	The ad had visual imagery/ elements emphasizing human bonds.	1	2	3	4	5

Parameter 2: COMMUNICATION

(Level of Overttness/ Coverttness of Messages)

Overt – The ad message is direct and open

Covert – The ad message is hidden and indirect.

Q1.)	The language used was local/ international.	1	2	3	4	5
Q2.)	Message clarity was overt in nature.	1	2	3	4	5
Q3.)	Message clarity was covert in nature.	1	2	3	4	5
Q4.)	Humour is used to convey the message.	1	2	3	4	5

Parameter 3: DECISION PROCESS

(Logical & Linear / Intuitive & Relational)

Logical & Linear – The ad message was based on rules/ rationale.

Intuitive & Relational – Based on emotions/ rapid actions without any solid proof.

Q1.)	Facts & Figures shown in the advertisement.	1	2	3	4	5
Q2.)	Product features/ benefits/ main USP emphasized in the advertisement.	1	2	3	4	5
Q3.)	Character roles focus on emotional connect.	1	2	3	4	5
Q4.)	Humour element used to build instant brand recall.	1	2	3	4	5

Parameter 4: VIEW OF CHANGE

(Focus on Change over Tradition/ Tradition over Change)

Q1.)	Ad reflects religion/ national culture.	1	2	3	4	5
Q2.)	Ad focus on traditions pertaining to the country.	1	2	3	4	5
Q3.)	Character roles endorse change.	1	2	3	4	5
Q4.)	Visual elements show transformation of any kind. (E.g.: Women driving in UAE ads)	1	2	3	4	5

Parameter 5: SENSE OF TIME

(Present/Future Orientations VS Deep Respect for Past)

Q1.)	Character roles focus on future outcomes/ appeals.	1	2	3	4	5
Q2.)	Historical cultural elements used. (Visually/ Verbally)	1	2	3	4	5
Q3.)	Fast paced imagery used in the ad.	1	2	3	4	5
Q4.)	Past Traditions utilized for storyline.	1	2	3	4	5

ANNEXURE-2:

Hard Sell Advertisement Appeals	Soft Sell Advertisement Appeals
Thinking	Feeling
-Rational	-Creative
-Logical	-Instinctive
-Analytic	-Imaginative
-Factual	-Abstract
-Concrete	
Explicitness	Implicitness
-Precise	-Insinuation
-Explanation	-Appealing
-Convincing	-Subjective
-Persuasion	-Expressive
-Instructive	
Fact	Image
-Educational	-Entertaining
-Descriptive	-Interpretive
-Realistic	-Playful
-Informative	-Impression based
-Evidence based	

ANNEXURE-3:

	Testimonial	The use of a famous person to endorse a product or service. (Movie stars, sports athletes, etc.)
	Bandwagon	Convincing the audience that everyone is doing it. So if a member of the audience wants to be socially acceptable, they will also do it
	Attractive Models	Convincing the audience that purchasing the product or service will make them attractive too.
	Time/Money Savers	Convincing the audience that purchasing a product or service will save them time or money.
	Fear	Making the consumer feel insecure or unprotected.
	Buzz Words	Popular words or phrases. Quoting Paris Hilton "That's Hot"
	Slogans	Short phrases to help the consumer remember a product.
	Direct Order	Convincing the audience to respond to authority. "You must protect your home and family with brand X smoke detectors."
	Repetition	Repeating a word or phrase to gain the audience's attention.
	Name Calling	Judging the competition. "Brand X detergent makes your whites whiter than brand Y."
	Snob / Popularity Appeal	Appeal for the desire to achieve status.
	Facts and Figures	Statistics about a product or service. "Car Y has the highest government safety rating, five stars"
	Deception	Simplification, half-truths, or exaggerated comments.
	Loaded Words	Words with and emotional appeal.



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May 24, 2021

4287 words / 24808 characters

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Sources Overview

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