

“Brainfluence”–The Effectual Appeal to Customer Psyche

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Abstract—This paper presents a study of the advertising strategy used by Cadbury's over the years and how they have successfully forged emotional associations in the customers' mind by appealing to their senses. Though a multi-sensory brand experience generates certain beliefs, feelings, thoughts and opinions to create a brand image in the consumer's psyche, yet sensory impressions obtained through Hearing, Seeing, Touching, Tasting and Smelling may all contribute to the user's product experience. It also investigates that Cadbury's appeal to multiple senses has become more successful than its competitive brands that focus only on one or two of these senses.

1. INTRODUCTION

Have we ever questioned ourselves that why a piece of chocolate seems heavenly after a long day of work? Or why to bite the corner off a glossy chocolate bar, and then feel it melt and swirl slowly on the tongue, can be divine? Or why do so many people proclaim to love chocolate? Maybe it's because chocolate gives them the feeling that they're in love or may be its complex aroma and flavours are highly stimulating. Instead, people who desire chocolate are likely to do so because of its sensory properties, its melting sensations and intense taste. If we think more intrinsically enjoying chocolate is all about discovering what you like best or it's unique in taste and you really have to find your own personal way to eat it. Why is an ad showing a piece of chocolate eaten slowly and savouring the taste and texture is so engaging? Or why does the smell of coca seem to work better at various occasions?

Because chocolate suggests warmth, it can enhance the effectiveness. Such influences are subtle—and that's exactly why they are so powerful. Consumers don't perceive them as marketing messages and therefore don't react with the usual resistance to ads and other promotions.

According to Aradhana Krishna, many companies are just starting to recognize how strongly the senses affect the deepest parts of our brains. Krishna realized that the senses amplify one another when they are congruent in some way. At least that's what some people say phenylethylamine (PEA), a chemical in chocolate, does when it's released in the human brain. The theobromine and trace amounts of caffeine in chocolate also may produce a stimulant effect [1.1].

A multi-sensory brand experience generates certain beliefs, feelings, thoughts and opinions to create a brand image in the consumer's psyche that appeals to all the senses in relation to the product. Brands can forge emotional associations in the customers' mind by appealing to their senses. During user-product interactions, all sensory modalities are open to receive information. Therefore, sensory impressions obtained through Hearing, Seeing, Touching, Tasting and Smelling may all contribute to the user's product experience [1]. Cadbury's strategy to attract consumers is somewhat unique in a sense, instead of focusing on the product; it seeks to tap into emotions normally associated with chocolates

Cadbury's has tactfully used these sensualities over a long period of time to obtain the desired forms of sensory stimulation for their customer segment.

2. CADBURY'S & SENSORY MARKETING

Sensory marketing is defined as a way of: • measuring and explaining consumer emotions • spotting and capitalizing on new market opportunities • an opportunity to maximize product profitability • ensuring first and repeat purchase (loyalty) • ensuring long-lasting product success and Cadbury's in India has been able to achieve this outstanding result through sensory branding and used it to relate to the customer in a more personal way than mass marketing. It is a technique that does what traditional forms of advertising cannot. A multi-sensory experience occurs when the customer is appealed to by two or more senses.

According to Rieunier [2], the sensory marketing approach tries to fill in the deficiencies of the "traditional marketing" which is too rational. Classic marketing is based on the idea that the customer is rational, that his behaviour is broke up in defined reasoned steps, according to the offer, the competition, the answer to his needs...By contrast, sensory marketing put the experiences lived by the consumers and his feelings in the process. These experiences have sensorial, emotional, cognitive, behavioural and relational dimensions, not only functional. It aims to create the adequacy of the products with their design and their packaging, and then to valorise them in a commercial environment to make them attractive. There, the

consumer is behaving according to his impulses and emotions, more than his reason. According to Aradhna Krishna [3], "in the past, communications with customers were essentially monologues—companies just talked at consumers. Then they evolved into dialogues, with customers providing feedback. Now they're becoming multidimensional conversations, with products finding their own voices and consumers responding viscerally and subconsciously to them."

3. CADBURY'S SENSORY APPEAL

The main use for sensory branding is to appeal to the consumer's senses. It is also used to understand the emotions and experiences of the consumer when being drawn to, purchasing or using the product to penetrate and dominate market share, increase profitability and to ensure initial and repeat purchases [4]. Marketers mostly appeal to sight and sound. 99% of all brand communication focuses on sight and sound. However, in many instances, sound and smell are more effective than sight when branding a product or organisation. Also, visual images are more distinctive when matched with a second sense. It also investigates that Cadbury's appeal to multiple senses has become more successful than its nearest competitive brand Nestle that focus only on one or two of these senses.

Sensory appeals has been used to create an atmosphere that encourages the customer to pay money and can be influenced by touch, taste, smell, sound and look of the product and thus affect our emotions, memories, perceptions, preferences, choices and consumptions of these products[1.2].

At least that's what some people say phenylethylamine (PEA), a chemical in chocolate, does when it's released in the human brain. The theobromine and trace amounts of caffeine in chocolate also may produce a stimulant effect, say others. There is no scientific evidence; however, that chocolate is addictive [4].

4. CADBURY'S & ITS ADVERTISEMENTS

Advertisers are increasingly turning to innovative advertising solutions to stand out in a cluttered environment. Companies are facing diminishing returns from product or service features alone Ad spending has increased but returns have not.

Television, the print media and posters have been the main media of communication for Cadbury's advertisements. However, with their understanding of the peculiarities of the Indian market, CIL has also explored many new ways of getting their message across to the consumers. Cadbury's strategy to attract consumers is somewhat unique in a sense, instead of focusing on the product; it seeks to tap into emotions normally associated with chocolates. They have also adapted their strategies to the unique demands of the Indian retail sector. The strategy has clearly proved successful, as they have been able to build and maintain a leadership position in the market with many loyal customers.

Over the years, advertising may have invited some of chocolate's allure. To this day, advertisements position chocolate as a luxurious indulgence.

Let us consider CDM Silk for instance. Since its launch in 2009, Cadbury Silk has revolved its communication around the pure sensory pleasure of the feel of Silk, showing kids, students, professionals and the elderly, all licking their fingers unabashedly in different ads. In that sense, the chocolate brand targets all age groups. In its latest communication, 'The Silk Effect Revealed', the brand catches up with Cadbury Silk lovers inside an elevator.

A Transformational advertising can differentiate a product or service by promising more enjoyable consumption experience (1A).

For the last two decades, most multinational companies have been concerned about whether an international brand should create a global image, or tailor the image to relate to local culture [5]. Though Global Positioning has certain advantages, local positioning is also being used advantageously by certain companies and brands. The role of cultural values in advertising has long been debated in marketing and advertising literatures. It has been acknowledged that cultural values are at the core of advertising messages [6]. An important element of brand positioning is cultural component used therein. Consumers from different cultures may vary in their evaluation of brands [7].

Parameshwaran and Srivastava [8] proposed in their study that culture and religiosity forms an integral part in the life of the Indian consumers. Therefore in a culturally diversified country like India, where there are different education levels, income levels and different religions cultural factors may affect advertising perceptions with respect to choice of advertising themes, media selection, words, symbols, and pictorial interpretation[9]. Van Den Putte [10] recommends that the most effective message content strategy differs per campaign target. To incite purchase intention the emotions strategy was found to be most effective.

Choutoy, [11] in her study of use of emotional element in advertising proposed that the focus on emotions in global ads was motivated by two reasons. The first reason accrues from the difficulty of basing a competitive advantage on the functional attributes of a brand. The second reason for looking at emotional aspects of global advertising is that studies of emotion, both in psychological and sociological contexts, have suggested that there are a handful of basic emotions, such as happiness, anger, fear, sadness and love, that are the instinctual biological reactions that human beings possess universally, and are recognized by people in cultures around the world.

Though the significant body of published work in global advertising literature focuses on international and developing markets, yet very little research has been done on the

chocolate industry to evaluate the ongoing advertising effectiveness, consumer brand preference, purchase behaviour, chocolate consumption pattern, influencing factors etc in the Indian market. Few studies have been taken up at micro level to bring out the consumer’s satisfaction towards the Cadbury products advertisements [12]. On an instance, the survey of 538 randomly selected consumers of Pune/India examined the role played by media on consumer brand choice of Cadbury Dairy Milk (chocolate brand). Out of seven most preferred brands (Cadbury Dairy Milk, 5Star, Perk, Bar one, Kitkat, Munch and Nestle Milk Chocolate, three brands (Cadbury Dairy Milk 37.7%, 5 Star 17.7% and Perk 16.2%) made up about 72% of the brand preference of consumers. It also reveals that Dairy Milk is the most preferred brand. The study further shows that 37.7% of the consumers prefer Cadbury Dairy Milk more than other brands of chocolate. It was found that the major reason for brand preference was advertisement (52.6%). TV advertising was most preferred by 78.8% of the respondents of all the media used [13]. Still another study fetched out sufficient information about the effectiveness of advertisement on the Cadbury products. In the cause of ascertaining the effectiveness of advertisement on Cadbury products, advertisement beliefs and opinions of consumers were collected which would help to promote the sales of Cadbury products in Coimbatore city, India [12].

5. TOOLS OF SENSORY AMUSE

Visual

Sight is the most used sense for marketing because it is the one most responsive to the environment. We can appreciate logos, corporate colours, characters and other graphical tools with which one can identify a specific product. According to fashion retailer Gina Tricot, 'the eyes buy 70 or 80 percent of what people buy.' Sight is how the customer knows the product offering, quality, changes, store layout, materials, lights and colours. Shapes and colour are the first aspects of a brand that is noticed by the customer.

Colour is a big influence on visual branding because it can affect people emotionally. According to the Seoul International Colour Expo, The colour of a brand logo improves brand recognition by 80%. And 84% of people believe that colour amounted to the major consideration when they choose a brand. Different colours affect people differently, for example, red 'is the highest stimulation hue. It increases pulse and heart rate, raises blood pressure and stimulates appetite.' This can be used by sensory branding in restaurants to stimulate hunger or in bars to because of its exciting properties [14]

Packaging UK is the home of Cadbury’s chocolate and for years and they used purple packaging for their chocolates. People tended to associate the pleasure of the "chocolate hit" with the colour purple. Not just any purple. It was the Cadbury

purple that came to signify luxurious chocolate and a perfect chocolate hit.

Prior to 1914 Cadbury used various shades of brown and white in their ads and packaging. Brown to denote the chocolate and white for the milk in dairy milk chocolate. But in 1914, as a tribute to Queen Victoria, they stated using Pantone colour 2865c in their packaging.

So important did Cadbury regard this shade of purple that they tried to trademark Pantone colour 2865c but failed in a legal battle with Nestle, who clearly believed that the colour was important enough to contest.

In its continued efforts to surprise and fascinate its patrons, Cadbury’s flag-ship brand Cadbury Dairy Milk has refreshed its packaging. The chocolate major hopes that this change will lend a premium, international feel to the product. The fine purple and gold packaging is meant to portray the rich and creamy taste of Cadbury chocolate. The new design is the international pack sold across the world.

The Cadbury’s script logo, based on the signature of William Cadbury has been in use since 1921 and was simplified over the years. The new international pack retains the gold Cadbury logo [1.3]. This would help Cadbury’s lovers to distinguish their favourite chocolate anywhere, anytime.

6. AURAL SENSES

Sound is used in branding to evoke emotions and feelings to influence brand experiences and interpretations. Perhaps the second most used variable by marketing and advertising is the sense of hearing.

Sound when matched with a message is a powerful way to make the customer remember it. Background music is an effective way to influence customer behaviour at the point of purchase. If used properly, music can create a mood for the consumer that encourages them to buy.

For example, in its latest brand’s communication, Cadbury’s has started using signature songs for its individual brands. Let us consider the ‘Kiss me, close your eyes’ signature song in Dairy Milk Silk communication.

Using this approach provides designers with ideas for new product functionalities and new ways to provide sensory feedback during user–product interaction. In addition, it improves coherence in the experiences that their designs evoke.

Moreover tag lines like “CDM Silk...now bubbled up for joy” adds depth to the ad work. It appeals to human senses and deepens the reader's indulgence of the product. Powerful forms of imagery engage all of the senses pro lenses.

7. OLFACTORY SENSES

It is a well known fact that our memory and smells are tied closely together (this is called the Proust phenomenon). More than pictures or sounds, a scent can really bring back memories and invoke emotions. Companies know this all too well and make use of scents and sounds to jolt customers' brain into liking or enjoying something. The true secret of successfully marketing a product is in pairing a store or a product with a specific scent. If the customer feel at home in a store, they are more likely to buy.

The first time we notice a new type of scent we will subconsciously connect this scent to an item or a person. After that the scent will trigger the response that you experienced to that person or item and a happy response. Let's see how we are all affected by this. Smell is used in branding because it increases the customers' remembrance of the brand [3]. The human nose can distinguish over 10,000 different odours, besides being the most sensitive of the senses; it has a tremendous evocative power of memories and experiences over the years. Smell is the sense most linked to our emotional recollection. It can create instant connections between a brand and other memories. Neuromarketing studies show that 75% of emotions are triggered by smell. Smell is linked to pleasure and wellbeing, emotion and memory. Therefore, it can influence customers' emotional state and mood to make the customers more susceptible to impact customer behaviour. Restaurants sometimes send artificial smells into the areas around the venue to increase awareness of their product.

Research by the Sense of Smell Institute indicates that while people's visual recall of images sinks to approximately 50% after only three months, they recall smells with a 65% accuracy after an entire year. Similarly, a study carried out at the Rockefeller University shows that in the short term we remember just 1% of what we touch, 2% of what we hear, 5% of what we see, 15% of what we taste and 35% of what we smell.

8. GUSTATIVE SENSES

Taste fuses all the different senses together to create a holistic brand experience. Therefore, name, presentation, environment, scent, sound and texture must all be considered when branding with taste. Taste is linked to emotional states, and so it can alter mood and brand perception [14].

Cadbury's has been a pioneer in gustative marketing where it is usually used (for obvious reasons) for tantalising the customers' taste buds. Cadbury India enjoys a value market share of over 70 percent in the chocolate category and the brand Cadbury Dairy Milk (CDM) is considered the "gold standard" for chocolates in India. The pure taste of CDM defines the chocolate taste for the Indian consumer.

Cadbury Dairy Milk has captured the heart of Indian consumers for over six decades; but there was room for a more

premium entrant in the category. And enter CDM Silk. Most CDM lovers thought that nothing could taste better, but CDM Silk came as a welcome surprise! It is creamier, smoother, and tastier. Its dome shaped cubes pack more chocolate and hence provide a superior eat experience.

Launched in January 2010, with a tantalizing taste that tempts the taste buds, *CDM Silk* delivered an exquisite chocolate eating experience in the Indian market. The advertising highlights the joy of savouring *CDM Silk* and builds on its creamy and smooth experience that instantly melts in your mouth. This brand promise was beautifully captured by the tagline 'Have You Felt Silk Lately?' Let us consider the striking dome shape of CDM Silk. Recent researchers found that changing the shape of chocolate can alter the taste perception and it is said that a round shape is the best for melting and smoothness which thus evokes desire of acquiring it.

9. TACTILE SENSES

Touch strengthens brand identity and image by appealing to this sense. Touch considers physical and psychological interaction between the customer and the product. Touch is a way to control the 'unconscious psyche of the consumers, their perceptions, feelings and tastes. Touch can be manipulated through materials, weight, softness, shape and comfort of the product. For example the advertisement shows various protagonists in different locations or background savouring the smooth, creamy and softer version of CDM in a new avatar called CDM Silk.

This tactile sensation along with the jingle....I can bring your lips on your finger tips and happiness in your eyes..... helped the audience to redefine what premium quality, refinement, sophistication and wholesome pleasure can mean.

Cadbury Perk has launched its new campaign 'Take it lightly'. The campaign, by Ogilvy & Mather, is designed to "position Perk as a mood catalyst in a humorous and engaging manner". Its latest tagline "jiyo lightum light" gives a feeling of lightness and the engaging taste of pure cadbury's milk chocolate backed by the substantial light weight of the product.

Similarly it's other brand Gems has restyled its advertisement message around adults and older protagonist and insists on bringing out the hidden child in everyone. The bright colours and button like shape of the product makes them as arresting to kids as to older ones.

10. CONCLUSION

This brings us to the conclusion that it's all about brand associations. Over time, for example, people came to associate the particular shade of purple which sells chocolate because those who have grown up around Cadbury's Dairy Milk bars associate the color with gustatory pleasure. The rare

neurological condition, synaesthesia, in which sensory pathways are linked, so that people might associate taste, shapes, logo, design or letters with specific colors which also has cultural manifestations. For example, in U.K., white is usually identified with soft, sweet, pure forms. But Such cultural associations can change over time. Mint was perceived as heating and drying in Western cultures prior to the modern era; now it's more likely to be perceived as cooling and refreshing [1.4]. Hence it is for us, customers to wait and look forward to newer surprises by cadbury's who have never failed to pamper its customer's senses.

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Abbreviation

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