

The Art from Sketch Work to High Technical Graphics Design and Advertising

Abstract

Art is treated as a very broad subject and it has got various wings which extend from a creative painting to a commercial advertisement. A student of art feels pride in choosing art as a profession in the beginning of his/her college life. The happiness and feel of the life of an art college student is evident from the creative art works done by them which showcases the richness and newness of the nature and livelihood. Being an art student is an expression of freedom in comparison to any other subjects which are theoretical in studying. An art student has got ample to freedom to express their art work and are appreciated for innovative creation. In most of the other subjects, students have to go by the text book and research done by earlier scholars. But, art is a field, where even a new comer is given the freedom to express their ideas in the canvas.

Keywords: Art from, Sketch Work, Graphic Design and Animation.

Introduction

In recent years most adverts on television has a celebrity that projects the products or services by way of using the product and with this, has influence on the buyers and customers of these products and services and thus the sales volume of an organization. Basically, a celebrity is described as any famous and influential person that is admired and much spoken about by most people in a society. A celebrity endorser is "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" McCracken (1989). The use of celebrities has been adopted by various organizations in advertising products and services. Celebrity endorsements are now common place in the advertising world. Celebrity endorsements influence brand image through a transfer of meaning from the endorser to the brand. Communication activities establish a pattern of connectivity between the image of the celebrity and the image of the brand. According to Patrick Bishop (2000), a Marketing Expert, "When you get a celebrity to endorse your company or sign licensing agreement, you benefit from customer awareness of the property, which could include the perception of the quality, educational value or a certain image. If a celebrity is endorsing or the business is selling the product of a well-known person or entity, then people assume they must be a good company to deal with." Both entities represent nodes in a cognitive network, whose connectivity can establish contingency between the two entities. Marketers must understand what happens to the buying decision of the customer when the cultural meanings of celebrities are disgraceful. This is because the customer purchasing and using the product endorsed by the celebrity can obtain some of those meanings and use them in constructing a satisfying self- control. This research is specifically on celebrity endorsement and the influences it has on consumer behavior and sales volume of an organization. Customers' attitudes regarding brands and products are well enhanced by celebrities, but whether it generates repeat purchase intention and brand loyalty is not so clear (Byrne & Whitehead 2003). However, there is no evidence proving that the usage of celebrity endorsement will achieve increase of sales when compared to a non-use of celebrity endorsement. In fact, consumers might pay more attention to celebrities in advertisements than the actual product endorsed, which is not the marketers intention. As in most pampers advertisements, physically attractive celebrities are especially recognized.

Objective of the Study

This study aims to the focus of this was the impact of congruence between celebrity values and product values on advertising effectiveness. The study has explored the present time.

Literature review

To give it a formal definition, celebrity branding is *the use of famous people to generate but around a product or service*. Celebrity branding involves engagement from celebrities with the product or service. These days, that often translates to generating but engagement with their social networks.

Consumers Perceive that celebrity endorsement positively influence brand attitudes and purchase decision and even thoughts. It is also proven that celebrity endorsement positively influence buying behavior of consumer. This paper tries to present literature on celebrity endorsement. The history of animation dates back to the ancient world. From the pottery of the ancient Greeks to the ocular toys of the seventeenth century to the computer-generated imagery (CGI) of the twenty-first century, animation has existed

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in many forms, evolving into the technological feat we see today.

Use of celebrities as part of marketing communications strategy is a fairly common practice for major firms in supporting corporate or brand imagery. Firms invest significant monies in juxtaposing brands and organizations with endorser qualities such as attractiveness, likeability, and trustworthiness. They trust that these qualities operate in a transferable way, and, will generate desirable campaign outcomes. But, at times, celebrity qualities may be inappropriate, irrelevant, and undesirable. Thus, a major question is: how can companies select and retain the 'right' celebrity among many competing alternatives, and, simultaneously manage this resource, while avoiding potential pitfalls? This paper seeks to explore variables, which may be considered in any celebrity selection process by drawing together strands from various.

Main Text

History of Celebrities advertising

We can't talk about celebrity endorsements without talking about the growth of modern media, starting with Johann Gutenberg and famous authors who were some of the first real celebrities, then of course newspapers, followed by radio, movies, television, and now the modern internet with all its various sub-channels and social media.

In India, with such a massive population, the number of fans of any celebrity is very high. The already renowned faces can easily distinguish themselves from the crowd. one can easily see the obsession of people here with celebrities.

The advertising history of India has a very steady growth till the '90s. In the past times, most advertisements were in magazines and newspapers. The first advertising agency in India was set up in 1905. Its name was Dataram & co. It published its first advertisement in Hickey Bengal's Gazette, the first English newspaper in India, founded in Kolkata. Dataram & Co. published many advertisements, but all of them were in newspapers and magazines. After some time, the era of advertisements came, and the market started depending on it. The first-ever Indian TV advertisement was Gwalior Suting in 1976. After that, advertisements started taking TV as its media. Later on, many ads came, like the advertisement of LUX soap, which looted hordes of popularity.

Importance of Celebrities advertising

Having a famous person advertise a product can be a powerful tool for marketing. Celebrities promote everything from products to services and even social causes. Celebrities can shine a bright spotlight on all types of businesses, and that's why they are sought out by a wide variety of companies to advertise their products or services.

To give it a formal definition, celebrity branding is ***the use of famous people to generate buzz around a product or service***. Celebrity branding involves engagement from celebrities with the product or service. These days, that often translates to generating buzz or engagement with their social networks.

One example of celebrity branding is having a product promoted on social media by a celebrity. Celebrities have substantial social networks and people are always interested in the trends and products that celebrities endorse. Celebrity branding on social media has the potential to reach more people than other traditional advertising methods.

Celebrity endorsement is the promotion of a product or service by a celebrity. For example, a professional athlete might endorse a specific brand of athletic footwear. That athlete would then appear in commercials advertising that particular footwear. They would also wear that brand of footwear during matches or games. This is a classic example of celebrity advertisement.

The Celebrity Endorsements Increase Sales

The Celebrity endorsements and branding can ***significantly increase sales***. Signing a celebrity endorsement can cause the value of stocks to rise and ***increase sales by about 4 percent***, according to Social Media Week. Social media has been a major factor recently in driving product sales. That is in large part because social media can provide curated glimpses into the daily lives of celebrities

Smriti Irani endorsing the WHO recommended ORS Campaign in India. Indian mothers can associate with Smriti Irani through the facets she projects on screen or in regular life which helps in developing a connect with the target audience since mothers medicate their children with ORS. Tabu endorsing Tetra Packed Milk, Shabana Azmi campaigning for AIDS Awareness, Amitabh Bachchan & Shahrukh Khan campaigning for Pulse Polio or Aishwarya Rai appearing in the Donate Eyes campaign are few examples, which reflect the transfer of celebrity values to the brand, creating an impact that generates recall.

The Discuss about advertising with multiple brands

A new report stated that toilet and floor cleaners, with a nine per cent share of celebrity ad volumes, were among the top 10 categories that celebrities endorsed period. Meanwhile, the top category for which maximum celebrities from different professions

endorsed brands, was e-commerce gaming, a report by TAM Media Research's Adex India stated.

Other products that fell in the top category included aerated beverages, hair dyes, pan masala and washing powders and liquids. Eight of the top 10 celebrities, namely Akshay Kumar, Amitabh Bachchan, Alia Bhatt, Vidya Balan, Shahrukh Khan, Taapsee Pannu, Ranveer Singh, and Kareena Kapoor, advertised more companies compared with the same period last year. Meanwhile, the celebrity who endorsed maximum brands this year was MS Dhoni, added the report, which accounted for celebrities from Bollywood, the TV industry and sports personalities in India. The TAM Media's report only accounted for advertisements during commercial breaks. Over 50 per cent of ads were endorsed by the top three celebrity couples, Akshay Kumar and Twinkle Khanna; Amitabh and Jaya Bachchan; and Ranbir Kapoor and Alia Bhatt. While the top two couples endorsed 37 brands each, Kapoor and Bhatt together endorsed 29 brands.

It's impact on Advertising, Brand & consumer

The Celebrity endorsement is the promotion of a product or service by a celebrity. For example, a professional athlete might endorse a specific brand of athletic footwear. That athlete would then appear in commercials advertising that particular footwear. They would also wear that brand of footwear during matches or games. This is a classic example of celebrity advertisement. Nike is well known for celebrity endorsements of athletic footwear. They have had multiple successful celebrity endorsement campaigns. Whether it is basketball or golf, Nike has seen considerable gains from endorsements from athletes such as Michael Jordan and Tiger Woods. Celebrity endorsements are powerful in part because of **large celebrity networks**. Celebrities are able to reach a lot of people through different mediums. Celebrities can reach people through television, traditional media and also social media. The other major reason they are so powerful is because of the celebrity effect.

Celebrity advertisement drives the sales of many products. These days, a celebrity advertisement can tap into the social media following of celebrities. That is direct access to thousands of eyes for a product in addition to the credibility of a celebrity endorsement. Social media is especially useful in reaching younger generations. Social media offers a glimpse into the lives of celebrities. The celebrity effect of seeing a star using a product on social media can thrust a brand into the limelight overnight. That is why so many brands are clamoring to promote their products through celebrity advertisement. Celebrities are familiar faces that we associate with familiar characteristics. People are inclined to trust a recommendation or endorsement from a known public figure. We feel like we personally know celebrities and we trust them.

Sustainable Model for Advertising & Marketing

According to business consultant Martin Roll, endorsement is a marketing channel for communicating a brand through a celebrity spokesperson. A communication channel is any means through which a company communicates its offerings to consumers. Celebrity endorsement is a promotional tool that **boosts brand awareness**. It is a way of **enhancing credibility and gaining visibility for brands**. Celebrities are well-known people and a celebrity endorsement can make a brand stand out. Many companies have successfully leveraged celebrity endorsements to result in increased business.

Typically, celebrity endorsement is associated with large companies. Increasingly, smaller and lesser known companies are reaching out to celebrity influencers to promote their brands. Celebrity endorsement builds credibility and **can expose a brand to new markets**.

The **celebrity effect** is the ability of famous people to influence others. Companies can use that star power and influence to boost their own products and services. Celebrities can **add credibility and glamour** to a brand. The lure of celebrity is everywhere. We watch them; we read about them; we want to be who they are: we try to buy what they buy. It's therefore no wonder that many companies choose to use celebrities as part of their marketing and brand building campaigns.

The use of celebrities to advertise a company's products can be part of a creative tactic called "in ad presenters". Basically a presenter is a person or character used in their communications that represents and endorses the brand's benefit claims. It is believed that both the brand and the characteristics of the presenter will mesh to present a favorable image to the consumer.

Conclusion

The focus of this was the impact of congruence between celebrity values and product values on advertising effectiveness. A series of studies provided support for the positive influence of celebrity-product value congruence on attitudes toward ad, attitudes toward brand, purchase intentions, and word-of-mouth intentions.

These results will help advertisers and scholars to create more effective celebrity endorsement campaigns. For example, when an advertiser needs to select a celebrity to endorse a certain product for a client, s/he can just consider celebrities that share the values of the product, especially if the product is not an appropriate one to use either the attractiveness or expertise dimensions of the match-up hypothesis. In order to match the celebrities with products based on values congruence, however, companies and or advertising agencies will need to do marketing research to identify their target consumer's perceptions of celebrity and product values

Overall, despite the limitations, the present research contributes to the match-up hypothesis literature by introducing a new match-up dimension (i.e. Value congruence) for both less-familiar and well-known celebrities and has the potential to lead to more fruitful future research.

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