Impact of doodle Advertisement on building brand awareness

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Abstract

In the boom era of the digital advertising, the search engine platforms have rushed to attract consumers and increase the number of subscribers. So in today competitive environment so many Companis has managed to develop digital advertising product named with the help of Interactive graphics (Doodles) in order to disseminate its visual identity. So many companies have shared with the world the details of its events that are not limited to the international public figures but in all the consumer's moments. For example Google has created from its trade mark the doodles and creative games amid wide electronic space. This research proposes that the Digital Advertisement is a mean to emphasize the Effectiveness of Advertisement in building brand awareness with different socio economic variables.

Keywords: *doodle, Advertisement, brand awareness etc.*

1. INTRODUCTION

The doodle concept was created in 1998, before the firm was founded, when Google founders Larry and Sergey experimented with the company logo to announce their attendance at the Burning Man Festival in the Nevada desert. On Google, they hid a stick image behind the second letter "o." The new logo was designed to send a humorous message to Google users that the founders were "out of the office." Although the first doodle was modest, the notion of adorning the corporate emblem to commemorate significant occasions was formed. Two years later, in 2000, Larrsy and Sergey commissioned current webmaster Dennis Huang, who was still in training at the time, to create doodles for Pastel Day. Dennis has been chosen head of the Google Doodle due to the overwhelming positive response from our users. Messages and Doodles are becoming more common on the Google homepage. Initially, doodles largely honoured famous holidays; however, these days, they emphasise a wide range of events and anniversaries ranging from John James Audubon's birthday to ice cream sundaes. Doodles' popularity grew in the United States and around the world over time. The development of doodles is now the duty of a team of brilliant people (doodles) and technologists. For them, making doodles has become a collaborative effort to revitalise the Google homepage and bring a smile to the faces of Google users all over the world.

2. REVIEW OF LITERATURE

Alghizzawi, Mahmoud & al-shibly, Motteh. (2020). It intends to determine the influence of excellence on the small and medium enterprises (SMEs) in Jordan in terms of their marketing performance in its various dimensions (Sales Growth, Profit Growth, Customer Attraction and Customer Retention). A total of 187 valid questionnaire surveys were collected from companies that are members of the jordan SME Association in order to get the outcomes of this study. The collected data was analysed using the Statistical Package for the Social Sciences (SPSS) method. It was found that there was a substantial association between the formulation of marketing strategies for the marketing mix elements in Jordanian SMEs and their marketing performance in terms of sales growth, profit growth, customer acquisition and retention. Decision makers in small and medium companies must adopt strategies based on their target market in order to have a good impact on the consumer's thinking, which in turn could improve the modern scientific methodologies used by SME to segment their markets into submarkets.

Cook, Malcolm & Thompson, Kirsten. (2019). As a result of its application to promotion and marketing, animation has played a crucial part in advertising history. Case study chapters in this book examine, among other things, the function of promotion and advertising in anime and Disney films as well as in MTV, LotteReiniger, Pixar, and George Pal. As well as familiar studios and artists, this collection also includes others that have been ignored. In addition to theatre and television displays, animated advertising can be found in the workplace, at theme parks, at trade shows and in the urban environment. A new and rich field of inquiry is established, and many new concerns are raised about particular animation and media history, as well as our research methodologies.

Forrest, Pj& Piper, William. (2016). Commercial art was once considered, especially by artists, as not really art. However many famous artists such as Andy Warhol and Norman Rockwell felt it was a legitimate venue and created advertisements often. And there were artists such as Toulouse Lautrec who got his start designing posters for Paris night clubs. He might never have become a famous artists if he hadn't had this first exposure of his work. We explore the work of these 3 artists as well as that of TheophileSteinlen who frequently created art for advertising and who is best known for his iconic black cat, which was originally a poster for a night club, Le Chat Noir. Marketers have never been a part of the art/not art discourse. Marketers, even before marketing had been developed, used great art by great artists to bring attention and a chic image to their brands. In this paper we explore some of the ways artists and advertising have been mutually beneficial.

Karaata, Ezgi. (2016). The importance of sketching in graphic design is the same as it is in any other design process. Graphic design benefits from sketching since it generates new ideas and develops concepts. In order to solve a design problem, the designer should not rely solely on technological means such as computers. Also included in the importance of sketching is graphic design education. The benefits of drawing should be understood by

students, even though computers are the most commonly utilised tools in today's graphic design school. During a course at the Graphics Department of a university, student sketches linked to their projects will be examined as part of the creative process.

Khanum, Nadira&Shareef, Afifa&Khanam, Fakhira. (2015). Consumers' importance and their preference for television advertising have grown as a result of technical advancements. Advertisers need to produce TV advertising in a way that catches and retains customers' attention now more than ever. Since animation can explain whatever the imagination of man can envision, many advertisers began using animation in their advertising campaigns. The purpose of this study was to examine the impact of TV commercial animation on knowledge recall. In the study, it was found that television advertising that were partially animated were more likely to be remembered, but that fully animated television commercials were more likely to be remembered than video commercials.

Mäkelä, Maarit&heikkinen, tero&Nimkulrat, Nithikul. (2014). In this editorial of the special issue on The Art of Research, we present fresh approaches towards the use of drawing and painting as a research tool for conducting artistic research. The editorial outlines the discursive context from which the journal papers originate from, followed by an overview of drawing research that is intended to support the reading of the papers. The emerging use of drawing within artistic research demonstrates communicable knowledge relevant to the authors' own fields, both as practitioners and researchers.

Lee, Yong-Hun. (2012). Publishing cartoons (cartoon magazines and comics) and webtoons are two sorts of cartoon markets. The resurgence of the cartoon business encourages cartoonists to produce a large number of cartoons. Examining several regeneration strategies, this research suggests that comics markets, which are a form of cartoon publishing markets, should be extended. The two types of techniques for expanding the comics market are revitalization and creation. To broaden the market for cartoons, this article focuses on genre-mixed knowledge cartoons. So, we investigated the situation in which plan-publishing-main distribution's details were the subject of investigation. As a result, we discovered that Genre-mixed Knowledge-Cartoon may create a new cartoon market. 'The New Creation Model of Cartoon Market through Genre-mixed Knowledge-Cartoon' was born out of this. Using genre-mixed knowledge-cartoons, this article explores the feasibility of a new creation model for the cartoon market market. We have a lot of ideas for genre-mixed Knowledge-Cartoons. Cartoonists will be able to make genre-mixed cartoons with the help of this plan.

3. METHODOLOGY

- **Research design:** The study is descriptive and analytical in nature.
- **Sample design:** The Population of the study consists of consumers of durables in Ionia. Multi stage random sampling was used to select sample leading to trifurcate the population.

- **Statistical Tools:** Percentage was used to interpret the profile status of the consumers whereas Kolmogorov –Smirnov test is executed for Normality. U test, Sign test, one sample sign test, H test, Friedman test are used to take appropriate inferences on population.

4. DATA ANALYSIS & INTRPRTATION
4.1 Profile status

A statistical analysis is to be done assuming that sample is the true representation of Population, which has been classified and sub classified into different category and sub category. This part of the chapter reveals how sample data has been scattered among category and sub category ensuring that adequate representation from each category and subcategory.

Table 1: Socio-Economic factors

Sl No.	Factor	Sub factor	Frequency	Percent
1	Age	Below25	249	44.44
		25-40	178	31.90
		above 40	131	23.48
		Total	558	100.0
2	Gender	Male	221	39.60
		Female	337	60.40
		Total	558	100.0
3	Occupation	Employees	138	24.74
		Businessman	144	25.81
		Professional	160	28.68
		Farmers	13	2.30
		Students and scholars	103	18.46
		Total	558	100.0
4	Educational Qualification	SSLC	51	9.1
		Higher Secondary	190	34.1
		Degree	152	27.2
		PG and above	165	29.6
		Total	558	100.0
5	Marital status	Single	399	71.5
		Married	149	26.7
		Divorcee	10	1.8
		Total	558	100.0
6	Place	Urban	243	43.5
		Rural	213	38.2
		Suburban	102	18.3
		Total	558	100.0
8	Mode of advertisement	Internet	45	8.1
		Others	8	1.4
		Total	558	100.0
9	Income	Lower Income	372	66.7
		Middle Income	116	20.8

| | | Higher Income | 70 | 12.5 |
| | | Total | 558 | 100.0 |

Table 1, reveals that 44.4% consumers are from the age group of below 25, 31.90% from the age group of 25 to 40 and 23.48% from the age category of above 40.

It also reveals that 39.6% consumers are from the male group, 60.4% from the female group. It shows that majority of the data providers are from the female category.

It alsoshows the participation of consumers on the basis of their occupation. 18.46% of belongs to student category, 28.68% consumers are professional,25.81 % consumers are business people, 24.74% consumers are Employees and only 2.3% people belongs to farmers.

It also narrates the educational qualification of the consumers and it shows that 34.1% of consumers have Higher secondary education, 29.6% consumers have PostGraduation and above, 27.2% consumers have completed graduation and only 9.1% consumers have registered Matriculation as their education.

It alsodisplays the marital status of the consumers, registering 71.5% as single status, 26.7% as married and only 1.8% pertains to Divorcee status.

It also shows the Native place of the consumers in which 43.5% indicates that they belong to urban area, 38.2% of consumers are from rural area and 18.3% consumers point that they belong to suburban area.

It also explains the consumers' preference on viewing different mode of advertisements, measuring that 90.5% of consumers prefer TV, 8.1% prefer Internet and 1.4% consumers prefer other medium.

It also describes the Income level of the consumers of which 66.7% consumers belongs to Lower income group, 20.8% consumers belongs to Middle Income group and 12.5% consumers belongs to Higher income group.

It alsonarrates the region of the consumers' nativity in which 38.7% of consumers pertains to Kollam district, 33% pertains to Ernakulam district and 28.3% consumers relate to Malappuram district.

4.2 Effectiveness of Advertisement with doodle in building brand awarenesswith different socio economic variables

This part of the analysis is devoted to know the effectiveness of advertisement with Doodle in generating brand awareness, one of the determinants of brand equity, with socio economic factors like Gender, Age, Profession, Education, Marital status, Locality, Mode of advertisement, Income and region.Mann Whitney U test and Kruskal Wallis H test are used for testing hypotheses to take population inferences.

Table 2: Effectiveness of DoodleAdvertisement in building brand awareness with different socio economic variables

Factor	Sub factor	N	Brand Awareness-CD	
			Mean Rank	P value[#]
Gender	Male	221	277.02	.939
	Female	337	278.27	
Age	Below 25	249	283.65	.433
	25-40	178	265.79	
	Above 40	131	253.87	
Profession	Employees	138	270.76	.069
	Businessman	144	334.19	
	Professional	160	298.70	
	Farmers	13	326.85	
	Students	103	269.97	
Education	SSLC	52	272.90	.504
	Higher Secondary	190	287.23	
	Degree	151	286.79	
	PG and above	165	264.28	
Marital status	Single	399	288.81	.053
	Married	149	252.68	
	Divorcee	10	307.80	
Locality	Urban	243	283.45	.874
	Rural	213	275.97	
	Suburban	102	277.48	
Mode of advertisement	TV	505	273.42	.009**
	Internet	46	348.11	
	Others	7	237.21	
Income	Lower Income	372	270.69	.006**
	Middle Income	116	321.14	
	Higher Income	70	257.29	

Test * Significant at 5% level of significance

** Significant at 1 % level of significance

Table 2 narrated the effectiveness of Script advertisement in building brand awareness with different socio-economic factors. In connection with Advertisement with Doodle, significant difference is visible in factors of consumer durables, Income of the consumers on Consumer durable and Region.

Linking to Consumers' profession, employees are highly influenced in creating brand awareness with mean rank of 357.89 followed by professional (297.45), business men

(280.90), others predominantly students (270.41) and least influenced by Farmers(244.42). Pertaining to medium of advertisement, internet is highly rated by the consumers in generating brand awareness on consumer durables with mean rank of 348.11 followed by TV (273.42) and least by others (237.21).

CONCLUSION

Digital technology has changed the material basis of animation, and yet the activity of drawing remains at the very core of the animation process, whether the outcome is in a classically drawn or digital form. It is essentialist to conceptualize traditional drawing and hand-drawn animation as honest, personal and subjective in opposition to the bland, mechanized perfection of digital imagery in which individual work is homogenized through the use of standard computer software. Drawing is used in the design and conceptualization of digital animation and in the training of animators: traditional drawn animation is scanned, cleaned-up, colour corrected and edited on computer. Post digital animators work seamlessly with a combination of analogue techniques and a range of digital processes to create imperfect, messy and subjective images with a computer.

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