



Reflections and Flavours of Indian Culture and Colloquial Humour in Advertisements Created by Prasoon Joshi

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Article Citation: Panicker, R. SH. (2021). Reflections and Flavours of Indian Culture and Colloquial Humour in Advertisements Created by Prasoon Joshi, *Journal of English Literature and Cultural Studies*, 2(1): 28–31.

Received Date: February 14, 2021

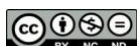
Accepted Date: May 12, 2021

Online Date: July 18, 2021

Publisher: Kare Publishing

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E-ISSN: 2667-6214



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ABSTRACT

Before a top poet-lyricist, author, and now the chairman of the board of censors, Prasoon Joshi belonged and still belonged to the world of advertisements. As a creative head and then the most sort after 'ad-man' the advertisements, their jingles and most importantly the tag lines created by Prasoon Joshi have a discrete aroma. Thirty seconds of commercial carries a whole story apart from the main message. And the message is delivered with such finesse and is wrapped and served in such a way that the audience savours the flavours of Indian Culture with a dash of colloquial humour. This paper accents the creativity applied by Prasoon Joshi in the taglines of the advertisement using humour as a primary tool and blending it with the typical Indian context. The paper will highlight the use of succinct style and the typical Indian idioms and phrases to create effective jingles that were and are very popular among the public. Marketing strategies require making attractive advertisements which are persuasive enough to lead the potential customers to buy their product and in return benefit the sales of the company. The open market policies and the mass access to entertainment through television; made advertisements to become more musical and creative..

Keywords: Television commercials, Marketing, Taste

Introduction

"The secret of all effective advertising is not the creation of new and tricky words and pictures, but one of putting familiar words and pictures into new relationships".

Leo Burnett

In a simple sentence, advertising icon Leo Burnett is able to provide insight into the complex and constantly-evolving world of advertising.

Human being by instinct has always been a teller of tales. The cave paintings in a way was the earliest form of advertising, that the caveman wanted the world to know what it could do and how?

Egyptians used papyrus to make sales messages and wall posters. Bronze plate for printing an advertisement for the Liu family needle shop at Jinan, Song dynasty China. It is considered the world's earliest identified printed advertising medium. It is the evolution and presence of communication technologies that have allowed advertising to come up as an entity that blends information, innovation and science to sell a product.

What is advertising?

Oxford dictionary defines advertising as

'**Advertisement** a notice, picture or film/movie telling people about a product, job or service; an example of something that shows its good qualities". A television advertisement can be divided into 3 parts. A story, the role of the product and a slogan or a tag line.

When a potential customer sees and hear it gets tempted to buy a product , but what is the most alluring part of an advertisement that the customer is hooked to? It is the tagline and it is the slogan that stays in the mind of the views The customer not only listens to the tagline carefully, but also hums it. The catchier the tagline, the better the chance of a product being popular. A tagline tickles and quickly becomes a part of the everyday conversation. Coleridge famously quoted:

“What is an Epigram? A dwarfish whole, Its body brevity and wit its soul”

It is this epigrammatic use of sentences that makes effective taglines and slogans. Slogans are not new to human beings. It goes back to the ancient times. Slogan gets its root from the term- ***Slough-ghairm***, from ‘Scottish Gaelic meaning to invite to rally around. Hence, a slogan is by and large an extraordinary expression that is often used to communicate a thought or reason to a large audience to perform a purpose. In the earlier times, Slogans served a different purpose, they were used to motivate the selected folks to fight for them or to rebel against king, hence, the purpose of generating a slogan was strictly for the fulfillment of an agenda. But with the due course of time, the slogans formed an intergral part of marketing strategy. It was the impact of a slogan on the masses that made it an important tool for the business houses to use it for marketing their product and increase its accessibility. Slogans are large communication served in small packages. They are like the last dash of lemon in a drink or a last stroke of rouge on the cheek or an artistic signature by the artist at the end of beautiful painting. It completes the whole project. They play on one major strategy, ‘Less is more’, with a subtle use of expressions and understanding the taste of the target audience that makes a slogan effective. An advertising slogan along with brand name and logo are three key components of brand identity that establish companies’ connections with the world around them (Kohli and Leuthesser and Suri, 2007). The slogans or the taglines serve two purposes: 1. Boost a brand, 2. Rejuvenating, reforming and sometimes relaunching a product,

How does a product becomes a brand? It takes multiple steps and machianry to make a product reach to a status of brand. It is an eventual process that requires hardwork, astute strategy and above all creativity. All these three when combines with advertisement, it leads to a product to its customers and if the customers remain loyal to the product for a long time and at the same time, if the number of customers that are using the product increase in gret number. Then the product gains customer in a large region, state and nation and for some product globally, Apple, Nike, CocaCola, Loreal, Samsung, Nokia, and many more. The brand name has a special phenomena. A brand name, rather than drawing explicit group, addresses general group to pass on their particular implication. Brand owners invest a lot on publicizing workplaces to come up with gleaming advancing adages. The brand names should point out, regardless of anything, the fundamental use and purpose of a thing, or respond to the group's prerequisites, or offer more approving circumstances for their future/conceivable customers. The advertisements use music, and small peppy punchlines, it could be with or without performers, The music and the couplet or the quardplet is called a jingle and it is followed up with tagline. It is the tagline that attracts and stays with the audience. “A marketing tag line is a short catchphrase used by a business or brand to summarize its mission and the products or services it offers. Tag lines are designed to be catchy, clever or even controversial to distinguish them from the tag lines or slogans used by other companies and to make them more memorable. Companies use their tag line on every piece of marketing and communication material, including business cards, stationery, websites and social media profiles” (**What is a Marketing Tagline? Ellie Williams.**

Chron.HoustonChronicle.com). Going by this statement, it is clear that advertisement taglines needs to be terse, should have colloquial and catchy phrases and should have a distinct regional flavor in them, not to mention the relevancy of the lines..It is here that Prasoon Joshi has mastered the art of creativity in advertisement. In an era where the lines between conventional advertising, entertainment and content are blurring, He is widely recognized as one of the most unique voices to make his mark in the complex landscape His taglines, his use of language and his ability to connect to the nation with his distinct touch makes him the ‘ad-guru’ he is known today amidst us.

About Prasoon Joshi

He is the CEO of McCann World group India and Chairman (Asia Pacific), a subsidiary of the global marketing firm McCann Erickson. He is a renowned poet lyricist and is currently the Chairperson of the Central Board of Film Certification

Characteristics of Prasoos's advertisement taglines

Flavours of Indian Culture:

Indian culture is all about ownness, simplicity and relationship. There is an earthy granularity, texture, a tactile-tangibility in our language. Prasoos sees it purely purely from a vantage point of detail and pour it into words," To quote Prasoos – "the fact, of a childhood spent in scenic hills of Almora, my birthplace in the lap of Himalayas amidst hills of Kumaon, instead of a cityscape, truly gifted me a remarkable opportunity and ability to gain insight into the pulse of the real India".

Let us see the flavours of Indian culture in the advertisement created by his company.

1. Coca-cola

Prasoos Joshi as the Macan Erikson chief took the onus on elevating the brand coca-cola from an international brand and give it an Indian twist. Coca-cola was struggling hard to find its feet because of the presence of Pepsi and it was its second relaunch. It had to find a way to the refrigerators of the Indian homes and for that it had to find the answer to the Pepsi's "*Yahi hi right choice baby*" tagline. Prasoos Joshi came up with a unique tagline that changed the whole game on its head. Thanda in India means cool drink, and this word is ingrained in our culture. For example, when guests come to our house, we ask "Kuch thanda lenge yaa garam?", means will you prefer having something cool or hot? Similarly hawkers sell cold drinks, soda or chilled water by crying out "Thanda Thanda!." Joshi used a clever twist of this very familiar Indian Hindi word to link it to Coca Cola. Resulting in a synonymous recognition in the Indian minds of anything cool means Coca Cola.

Thus came the famous tag line- "*Thanda Matlab Coca-cola*".

Add to that, the various avatars that Amir Khan came in in these Ad, from a Hyderabadi to a babu moshay, from gurkha to a jutt, it all made people feel that the product is a part of the family. Thus a foreign product became one, with the very Indian concept of 'Atithi devo Bhava'

Recently the advertisements of Coca-cola became more connected with depiction of relationship. Indian culture values relations above everything. Coca-cola has recently capitalized on this warmth. The relationship between a father and a son in a train journey to various song lyrics and also a coca-cola for every relation. They have also used songs. Coca-Cola India's latest campaign 'Say it With Coke' sees plastic bottles of the beverage sporting wrap around labels with lyrics

His taglines of "*Jio sir utha kay*" and the taglines for NDTV "*khabar wohi jo sach dikhaye*". Then his powerful use of words as cathphrase like '*Panga*' in a campaign for saving water makes him a powerful ad man who understands the need the a right mix of Indianness in the campaigns he creates to let the message reach its destination. The mix of flavours of Indian culture makes it fast and long lasting.

It is his mastery of using the language in the most attractive manner and also the use of his creativity in campaigns to create social awareness in the country that has made the advertisement popular and serve the purpose very well.

Colloquial Humour

Leo Burnett says- "Creative ideas flourish best in a shop which preserves some spirit of fun. Nobody is in business for fun, but that does not mean there cannot be fun in business" Without humour one can't touch the heart of the people. With all the problems in the world and the kind of tumultuous life that most of the people live today, they have less reasons to smile.

Prasoos Joshi's knowledge of the 'Socio-linguistics' of the country has played an intergral role in creating such wonderful taglines. Take for example the famous tagline of Chloromint. All the characters in the advertisement are from the middle class and the kind of lingo they use reflects a typical Indian. The innocent customer in a pan shop who represents the ever inquisitive Indian, the pan wala with his mouth full of his own pan humming and mixing his sentence in the same tune, all are the result of a great knowledge about the pulse of the nation. Or the quirky and nosy modern middle class girl, living in a bourgeois surrounding and aspires to become a model, the catch line was how they come to the reality after a tight slap and the tagline, which every Indian boy and girl must have faced in the home, when we are undergoing an age where we are very inquisitive and keep on asking about small things and get into the nerves of our elders and how do we get the reply, a slap a threat, dare you ask again- Hence the line- "*Dobara Mut Poochna*". became a very famous call. or the famous pakde rehna chhodna nahi of fevicol and not to forget the The Happy Dent ad, it has nothing, but has everything. The very creative idea of a man replacing a lamp in a chandelier was simply out of the box and hence it became an outstanding advertisement. It is considered among the top 10 advertisements of the 21st century.

Conclusion

Prasoos Joshi believes that if a product has to survive the test of time and at the same time bring profitability to the company then it has to touch the heart of the consumers. The consumers should feel connected, only then

they will invest money on a product. Thus is use of flavours of Indian culture and Colloquial humor in his taglines that have made him the real super star of advertisement and campaign taglines. It is not an easy task. We may find it that for a poet and a lyricist writing a single line tagline must be very easy. But it is not. I shall quote a famous Urdu poet Azgar Faragh-

*'Ye nahi dekhte kitni hai riyazat kis ki
Log asan samjh lete hai asani ko'*

It translates into English as, "It is so easy for people to comment that these things so easy to him or her, what they do not see is the amount of practice and hard work he or she has put in to achieve that."

Taglines make it feasible to erect a bond with whatever the brand is made for. These taglines are like messengers and play as a vital character in the whole scheme of things of marketing. As one of character parts, play out a critical function in making brands influence client's psyche. Taglines are like pocket size songs that envelope a nation's language, its cultural essence and also the flavor of its region.. It shall not be an exaggeration to say that Prasoon Joshi's Advertisement taglines make headlines. His flavor or Indian culture, humour and use of simple language to express an idea make him special. To conclude in towing in the same peppy lines that Prasoon shows us in his advertisement we might befittingly say "Dobara sunna zaroor, bhale dobara mut poochna" which means, "Do it for the second time, what if you do not ask again".

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