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ANIMALS IN ADVERTISING (LITERATURE REVIEW)

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Background. *The article is a review of material on the topic of the reasons for using animals in various kinds of advertising. The animal species are examined in the light of the emotions, stereotypes and symbols they carry with them.*

The purpose is to systematize the reasons why animals are used in advertising. A related aim is to identify which animals (or their images) in advertising texts have a greater ability to attract and hold the reader's attention and to influence them, i.e., to direct their behavior towards making a purchase.

Materials and methods. Materials of scientific articles and experiments of both domestic and foreign scientists were analyzed. The question of using animals in advertising was covered from the position of philology, psychology, culture studies, marketing. The method of discursive and stylistic analysis of the text was used in analyzing the material.

Results. The authors conclude that the reasons for using animals vary. Among them are marketing (increasing sales, saving the budget of the advertising campaign, attracting a new audience), symbolism (the animal is the embodiment of certain qualities), humanism (evoking of a humane attitude to animals), naturalism (animals are shown in their natural habitat), anthropomorphism (the animal is endowed with human characteristics). The difference between the use of domesticated and non-domesticated animals in advertising is also noted, and the animals (mainly insects) whose appearance is considered to be the most unlikely in the advertisement are listed.

Keywords: advertising; commercial; animals; target audience; logo; brand; image; visualization

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ЖИВОТНЫЕ В РЕКЛАМЕ (ОБЗОР ЛИТЕРАТУРЫ)

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Обоснование. Статья представляет собой обзор материала на тему причин использования животных в разного рода рекламе. Рассматриваются виды животных в свете тех эмоций, стереотипов и символов, которые они несут с собой.

Цель заключается в систематизации причин, по которым животные используются в рекламе. Сопутствующей целью является выявить, какие животные (или их образы) в рекламных текстах обладают большей способностью привлекать и удерживать внимание читателя и оказывать на него воздействие, т.е. направлять его поведение к совершению покупки.

Материалы и методы. Были проанализированы материалы научных статей и экспериментов как отечественных, так и зарубежных ученых. Вопрос использования животных в рекламе был освещен с позиции филологии, психологии, культурологии, маркетинга. При анализе материала был использован метод дискурсивного и стилистического анализа текста.

Результаты. Авторы приходят к выводу, что причины использования животных варьируются. Среди них – маркетинг (увеличение продаж, экономия бюджета рекламной кампании, привлечение новой аудитории), символизм (животное – воплощение определенных качеств), гуманизм (воспитание в человеке гуманного отношения к животным), натурализм (животные показываются в естественной среде обитания), антропоморфизм (животное наделяется че-

ловеческими характеристиками). Также отмечена разница между использованием в рекламе домашних и неодомашненных животных и перечислены животные (главным образом, насекомые), появление которых считается нежелательным в рекламе.

Область применения результатов. Результаты могут быть использованы копирайтерами для написания рекламных текстов и создания новых продуктов.

Ключевые слова: реклама; рекламный текст; животные; целевая аудитория; логотип; бренд; имидж; визуализация

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Introduction

Animals and the zoomorphic images they carry in advertising have already been studied in the light of culture studies, marketing, philosophy, ethics and religion [1; 3]. Authors continue to survey the nature of exploiting animals in commercial and social advertising. The aim of the article is to analyze the reasons why animals and their images are used in different types of advertising (print, broadcast, digital, outdoor, product placement, influencer marketing).

Materials and methods

Materials of scientific articles and experiments of both domestic and foreign scientists were analyzed. The question of using animals in advertising was covered from the position of philology, psychology, culture studies, marketing. The method of discursive and stylistic analysis of the text was used in analyzing the material. Texts analyzed were taken from the sites and from online articles devoted to the issue.

Discussion

Human attachment to either their beloved pets or animals in general is evident. People are fascinated by them, and they normally cause strong

positive or negative emotions in them. Animals are used to increase the reach of the target audience and to improve the brand image, which contributes to its recognition. For example, in 1972 toilet paper *Andrex* first appeared in an TV advert in the UK with its market share at that time being 23%. By the end of the 1970s, this had increased to 30%, as it is said, thanks to the puppies introduced in it. Due to these emotional links, animals are able to capture audience's attention in adverts or in brand logos more resulting in the fact that consumers make up to 95% of all purchasing decisions subconsciously as they are pushed more by emotions and feelings than by common sense. Another example of TV ad – Subaru cars are advertised by a family of Labradors ("Mum", "Dad" and two puppies) with the slogan "Dog Tested, Dog Approved" labelled as "America's favorite canine family" [12]. Thus, dogs are used to create an image of a happy family life in advertising for commercial success. It's interesting to note that this cuteness of animals can be measured. For example, Keller and Gierl in their research hypothesized that different animals may have different degrees of cuteness. They compared the cuteness through the artificially created chatbots with an image of a penguin and an ostrich and found that participants noticed "higher feeling of entertainment" in the process of communication in the chatbot with a penguin than in the one with an ostrich [8, p. 22].

Due to close emotional bonds between humans and animals, animals in advertising may display "human" behavior: they can talk, walk on two legs, have jobs, etc. The examples are The Laughing Cow (UK brand), Tony The Tiger (US brand) and Matroskin and Sharik (in Russian Dairy Brand *Prostokvashino*). That's why certain animals are chosen to advertise various items due to the characteristics people assign to them [2, p. 155-157]. They, so to say, symbolize the things a company may want to visualize and make you want to require these characteristics, e.g. dogs are loyal, reliable and good companions, cats – independent, lucky and flexible, lions are brave, foxes are cunning, owls are wise, etc. Some famous logos with animals are an alligator (Lacoste), a swan (**Swarovski**), a peacock (**NBC**), an elephant (**Evernote**), etc [3, p. 226]. According to Hramova M.N., all cases of using animals in advertising are divided into 4 groups:

1) animals-etalons that embody certain features that people would like to acquire; 2) animalistic images that combine appearance of an animals and human beings' behaviour which is seen as anthropomorphism (a vivid example is *Chester* – the leopard from Cheetos chips); 3) cute animals which evoke a sense of warmth and care; 4) natural or “ecological” images of magnificent animals and birds are used in social advertising making us admire the world of animals and prepare us to take care of them [3, p. 227].

Some authors call this tendency to use animals in advertising an appeal to our ‘inner Tarzan’. Numerous adverts with animals often become key visuals and main characters of the plot. In an attempt to attract the greatest possible attention and to stick in the consumer’s mind, the advertisements incorporate the animalistic quality of human nature and thus appeal to the one’s natural inner world. Animals embody the fascination of life in harmony with nature. Their instinctive certainty of movement and suppleness, their evolutionary, fixed place in the hierarchy of nature and life in the wild symbolise the utopia of a different life. This image transfer is taken into account by advertisers [13].

Animals are considered to be valuable “marketing tools” (a term by Keller and Gierl) when it comes to advertising goods directly related to them. Companies specialising in various areas, for example, manufacturers of pet food or household goods, have started to use pets in their commercials. Brands of cleaning products can also use pets to emphasize the effectiveness of products that “cope” with any furry family member’s traces at home. The pet’s image allows manufacturers to convey the value of the product better. Moreover, the pet owners are very often guided by emotions. The text below is an example of digital content on the site:

Beneful Dog Food. Beneful chooses to put joy into everything we do so that you can choose joy for your dog at every meal. We believe that the best dog food recipes combine real ingredients with mouthwatering flavor in every nutritious recipe. And with each Purina Beneful dog food recipe, we give your dog a mealtime you can both get excited about. Choose Joy. Choose Beneful [15].

The online shop bugalugspetcare.com advertises a lot of products for “furry friends” using apart from images of cats and dogs entertaining

language: *SIGN UP TO GET A PAWSOME 10% off your first order plus ... Exclusive tail wagging discount / Early access to offers / The latest pup-dates from Bugalugs ...* (*pawsome* = *awesome* [extremely good]; *tail wagging* = the movement of the dog's tail; *pup-dates* = *updates* [a new form of something that existed at an earlier time]). Thus, copywriters use not only stylistically neutral language like in *Beneful Dog Food* but also occasionalisms to attract consumers' attention.

Secondly, animals are viewed as pets, people's companions so they are seen as being capable of the same feelings [4, p. 18-19]. That's why it seems to be reasonable that advertising agencies use them in order to support "against cruelty" projects. Andrea Blyden, a representative of *The Body Shop* commented on it: "It's pretty simple here: who can better talk about the problem of animals and their abuse than the animals themselves?". According to Cruelty Free International the number of animals used in testing every year equals that of 500,000. *The Body Shop* stresses the importance of eliminating animal testing for good. The image of a man holding a note "Forever Against Animal Testing" and a smiling dog holding a note "I'm with him" next to him supports this idea. Thus, the term "animal-friendly" in relation to cosmetics was coined [7].

Animals are used to draw attention to their rights. PETA (which stands for "People for the Ethical Treatment of Animals") is one of the most popular cruelty-free certification programs. In 2014 PETA used an image of a badly injured sheep in their ad which caused the burst of indignation in the society. As it turned out, they used a prop of a bleeding sheep to demonstrate the danger sheep undergo in the process of shearing [14].

Cruelty Free International uses the image of a rabbit on their home page underlying that they work "to create a world where no animals suffer in a laboratory". "The Leaping Bunny Programme" is another world-famous cruelty-free programme which is the globally-recognisable gold standard for cosmetics, personal care and household products. Historically, almost every ingredient (even water!) used in cosmetics has been tested on animals. Under this programme hundreds of brands are approved *cruelty free*. *The Leaping Bunny* is used as a logo on those

brand cosmetic and personal care products which do not use animal testing in their production. The pictures of a few celebrities (Vanessa-Mae, Paul McCartney, Peter Dinklage being among them) with their pets are posted on the site to support the campaign. The animals used to demonstrate the idea are mice, hares, rabbits, monkeys, cats and dogs [16].

Nearly the same idea, i.e. to arise awareness among human beings, is promoted in the article “33 Powerful Animal Advertisement Examples That Tells The Uncomfortable Truth”. Powerful images of different animals’ sufferings are used under the following captions:

“Every 60 Seconds A Species Dies Out. Each Minute Counts. Each Donation Helps”, “Help Us Fight The Effects Of Cosmetic Testing”, “Animals Are Not Clowns”, “Zurich Zoo: More Space For The Big Ones”, etc.

The campaign is aimed not only to prevent the abuse of domestic or circus animals but also their extinction, poaching and over-harvesting of wild-life populations [9].

With the development of the Internet animals have begun to appear on social media. And brands are searching pet influencers market in an effort to find those characters whose images in posts will give a higher level of engagement. This content is better perceived and has a great viral potential. Some pets are amassing huge followings on their own. They are pets which make brands famous, not the other way around. On the other hand, pets not only create a constant stream of new and interesting content for brands, but they are also much cheaper for advertising than celebrities. The cost of the latter’s participation in advertising campaigns can reach up to \$200,000 while pets “request” an average of \$2,000 to \$5,000 per post on social media [6]. Video commercials are much more costly than posts on social media. But no matter how expensive it is to use animals in advertising, it’s worth it. According to the researchers, a 30-second video using horses advertising *Budweidser* products can cost up to 3.8 million dollars, but the emotions it evoked led to bigger sales [10, p. 6].

The usage of animals may produce no effect if they are used in commercials which are they irrelevant to the subject of it. The author of “In-

side A Buyer's Mind" T. Burt comments on the presence of a dog in the advertisement of his local bank in radio ads, billboards, their website and on television. Puppies and kittens, he says, naturally attract more attention, but they can hardly make people switch from their current banks. As it turned out, the golden retriever became a kind of "mascot" of a local bank just because its owner was also the owner of the bank. But dogs have very shaky associations with money and banks, so he advises to keep the pets out of advertising if they have nothing in common with it [5, p. 70]. The secret lies in using animals in comic ways, i.e. depicting them like humans (with anthropomorphic behavior). Thus, they become effective marketing tools [10, p. 7].

Moreover, there are species which are highly unlikely to be used in advertisement: snakes, spiders, vermin. According to Keller and Gierl, if brands aim to increase the credibility of their message, it is very advisable to use pets rather than undomesticated animals. They conclude: "undomesticated animals are perceived as less trustworthy than pets" [8, p. 25].

They also conducted an experiment when they presented an advert with a pet and with a human character in it to a group of test participants. The researchers found out that such emotions as happiness, joy, pleasant surprise are a lot more often caused by the adverts with an animal character rather than with a human character. 'Animal depiction leads to more favorable ad attitudes than depiction of human models' [8, p. 16].

It should be noted that the list of animals used in advertising varies with different cultures. In American society the list goes like this: dogs, cats, horses, bears, and geckos. While dogs were most often portrayed as real, the bear and gecko were depicted as cartoon characters [10, p. 17].

Conclusion

The authors conclude that the reasons for using animals vary. The main reasons for attracting images of animals in advertising texts lie in 1. the emotional connection of human beings with animals, which evoke strong feelings within the audience, especially positive; 2. the direct connection of the advertised product with the animal itself; 3. the

ability of an animal to be a brand image, which contributes to its recognition; 4. saving advertising costs; 5. symbolic meanings many animals bring with themselves to our life; 6. promotion of humane treatment of animals in society.

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