

# The Evolution of Marketing Animation as an Integral Part of Business Communication

<sup>1</sup>Prof. Bivash Saha, <sup>2</sup>Prof. Moumita Basu

<sup>1</sup>Assistant Professor, <sup>2</sup>Assistant Professor

<sup>1</sup>Department of Business Administration, <sup>2</sup>Department of Media Science

<sup>1,2</sup>Swami Vivekananda Institute of Modern Science affiliated to Maulana Abul Kalam Azad University of Technology, Kolkata, India

**Abstract:** Today, virtual animation is utilized for everything, from amusement in movies and video games to advertising on television and the internet, industrial education aids like virtual animated videos, and project approvals for big-scale building projects. Before approving funds for future development, many modern corporations now demand that new goods be produced utilizing 3-D modeling and occasionally animation. The focus of the study question in this piece is on how ideas and ideals may be effectively shared so that others can understand them and adopt the same viewpoint. This study will demonstrate how technology is used in business communication, the growth of marketing animation, and the slow transition into the current "high tech" era of virtual reality.

**Keywords:** Animation, Visual Advertisement, Marketing, Business Communication, Technology.

## I. INTRODUCTION:

Human has struggled with being able to communicate precisely and effectively since the beginning of their existence. The late 19th and early 20th centuries are the witness of greatest advancements in this endeavour. One of the most efficient methods of human communication has been demonstrated to be the employment of distinctive visual effects in conjunction with sound for usage in education, entertainment, business, and general categories. In this case, referring to Lutz, it can be said that learning is a process that involves the use of our senses. Man's immediate or current surroundings were the only visual representation available prior to the inventions that gave rise to pictorial display. Joseph Nicephore Niepce did not create photography until a little more than a century ago in France. Since then, it has been able to physically and chemically fix images of the outside world on a surface. The potential to communicate visually and audibly became a reality when combined with Thomas Edison's invention of the phonograph. Both for amusement and general communication, as well as in educational contexts, this new media was utilised.

Motion, however, had not yet been introduced, setting the way for new periods of communication using both sight and sound. The adage "a picture is worth a thousand words" applies to visual communication as well. People have a natural urge to speak, just as they are impelled to employ visuals in communication Joseph Nicephore Niepce. Take, for instance, the hieroglyphics discovered in Egypt on stones and carved into cave walls. Around 3000 BC, the ancient Egyptians imported the concept of hieroglyphic writing from Mesopotamia. In general, there were around 800 symbols used in Egyptian hieroglyphics. However, by around 300 BC, the total had increased to around 6,000 symbols. The symbols exhibit the formal, rigid quality typical of ancient Egyptian art.

Numerous graphical characters known as pictographs or ideograms were present in the earliest hieroglyphs, or symbols. These characters were accurate portrayals of concepts and ideas. For instance, Egyptians might draw an image of a woman to represent the idea of a woman.

Mankind uses created images as a way to visually communicate what is on their minds so that others can comprehend and share the same idea. Processes for creating "animated cartoons" or "moving screen graphics" started to emerge via continual development. Despite being quite primitive, these demonstrations marked the beginning of a new era of efficient, automated visual training and communication. However, not all subjects can be captured visually with only a camera. In many cases, an artist was required to create a collection of illustrations that, when animated, visually express the artist's ideas and feelings.

This research article's goal is to cover the history of virtual animation, from its early applications in marketing and commercial communications to its current use in many facets of contemporary life. Today, virtual animation is utilised for everything, from amusement in movies and video games to advertising on television and the internet, industrial education aids like virtual animated videos, and project approvals for big-scale building projects. Before approving funds for future development, many modern corporations now demand that new goods be produced utilising 3-D modelling and occasionally animation. The growth of marketing animation as a crucial component of company communication will be examined in this study piece.

## II. LITERATURE REVIEW:

In the research paper titled "Visual communication and entertainment through animation" scholar James T. Hamrock said that from the late 19th century and all through the 20th century, there was constant development of communication through the use of drawings, then came photographic technology, followed by animation, and shortly thereafter, movies. Each step of the way, the medium used was never enough to satisfy the appetite for complete and accurate communication. There always had to be a device that could take the artistic medium and make it project on the screen or make it move or, later, make it move and talk. He also mentioned in the conclusion portion that through animation, millions of people have grown up and been entertained with the likes of Mickey Mouse, Donald Duck, and the rest of the Disney corral of characters. Children and young adults have been entertained and developed their hand-eye coordination through the use of animated video and computer games. However, over the past 25 years, animation has played an ever-increasing role in business and advertising. On the business side, development of products using 3-D modelling and coupling it with animation to solve problems, use as training aids, and proving functionality of products

has saved corporate America, and the World, vast amounts of money and has greatly enhanced marketing strategies. It is hard to look at some commercials and be able to distinguish between make-believe characters and real live human beings. Some of the most memorable commercials are those where animation has been the key strategy used to embed sights and sounds into our minds. In another research article scholar Chang Hyun Jin identified that, understanding the relationship between animated commercials and the viewers' cognitive and emotional responses as well as behavioural expectations provides valuable information to practitioners who design animated ads. Practically, the findings offer advertisers and animators helpful information when they are developing new animated characters for ads. In other words, the motion of an animated image affects how humans receive information and also causes some types of pleasant feelings, including arousal. Aside from that, when compared to when there is a high level of involvement, the employment of well-designed animation in advertisements can increase the subject's level of attention. Understanding the relationship between viewers' exposure to animated commercials and viewers' perception of animated ads, the connection of brand and behavioural action to cognitive and affect responses is a valuable asset to advertising practitioners and scholars.

Another research article titled "The digital environment in visual and audio-visual arts theoretical approach" Dr. Evi Sampanikou and Abraham Kawa said that the interactive possibilities of digital art gave other dimensions not only to digital representation, but also to the education and the role of the artist. Characteristic nowadays is for example the hybrid educational origin of contemporary artists, who often operate, in 'exploratory' ways, mixed-media 'works-within-works', thus invading –actually- new or other versions of reality.

### III. EARLY DAYS AND RISE OF MARKETING ANIMATION:

From the earliest cave paintings to Victorian vision theory to Joseph Plateau's 1832 Fantoscope to the very first silent animated film Humorous Phases of Funny Faces in 1902, animation has always been an extension of the obsession with creation, bringing the imagination to life. In the years that followed, animation grew to be associated with the cinematic experience, and animators started to explore the possibilities it presented. Animation found its place in the marketing and advertising sectors as a result of the great storytelling qualities it could provide, which were recognised by both animators and business leaders. Advertising professionals started to perceive animation's potential as a method to break out from the soulless consumerist machine and move toward innovative solutions that allowed for a more intimate connection with their target audience. Making human connections with the brand, the people behind it, and the potential customers necessitated using marketing animation. Animated characters were at the forefront of marketing for many goods, from Tony the Tiger on Frosted Flakes to Snap, Crackle, and Pop on Rice Krispies.

Due to the vivid impressions and strong connections created by interesting commercial animated videos, marketing animation is currently at the forefront of innovative advertising campaigns around the world. In this study post, we'll examine more closely at how marketing animation has changed over the years and why organisations should seriously consider using it to enhance their advertising. The popularity of marketing animation continues to grow and has become a crucial component of companies' advertising efforts since it has a strong visual impact while also invoking persistent memories. Unsurprisingly, the history of marketing animation begins with the invention of animation. However, animation's roots go back thousands of years, to Palaeolithic cave drawings, where animals' legs were painted in superimposed positions, distinctly illustrating the concept of motion.

In the early 1600s, with the invention of the magic lantern, a device that projected images from sheets of glass, technology started to play a significant part in animation. Although technology and animation can be linked back to the 15th century, it wasn't until the Victorian era and the discovery of the persistence of vision theory that the art of moving pictures started to change and move us in the direction of what we now know as marketing animation to be. The Golden Age of American Animation is currently in progress in the United States' 20th century, 500 years later. With the release of Steamboat Willie, one of the earliest sound cinema cartoons, in 1928, Mickey Mouse created history and catapulted Walt Disney to fame around the world, forever altering the face of the animation business. The invention of other immensely successful animated characters during this time period, such as Bugs Bunny and Popeye, started a snowball effect that eventually led to advancements in the field, namely marketing animation.

### IV. A MOVE TOWARDS MARKETING ANIMATION AND THE IMPACT OF GLOBALISATION:

The rise of marketing animation was sparked by Walt Disney's success with the hand-drawn cartoons of Mickey Mouse, Bugs Bunny, and other characters during the Golden Age of American Animation. After enjoying success in the movies, Walt Disney started collaborating with the US Army in 1941 to produce propaganda films for the general public as well as training and educational movies for the troops.

The propaganda animations created by Walt Disney during World War II are arguably some of the first examples of marketing animation, forever altering the potentiality of the industry and propelling animation to the forefront of advertising. Seeing the favourable outcome of the propaganda advertising, Disney began to utilize its characters in an assortment of advertisements, from games and toys to kitchenware and even soap, and was able to increase brand recognition and bring in more money for the business. When home televisions became more common, television networks jumped on the marketing animation craze by using advertising to pay for their shows. At this period, marketing animation started to become more widely used in advertising. After The Golden age, the first animated series to air consistently during primetime television, was released in the 1960s, the Golden Age of American Animation came to an end, and marketing animation started to take off. In order to fund their stations, networks rushed to capitalise on the animated commercial trend as television sets proliferated in American homes. Early examples of marketing animation that used cartoons proven to be effective advertising techniques and assumed a commanding position in the sector. For instance, Rocky and Bullwinkle have appeared in several breakfast cereal commercials since the 1960s and are still used often in marketing animation today.

Since it could thrill and engage viewers in the shortest amount of time possible, marketing animation has been successful since its inception. This is still the case, mostly because it offers a level of creative freedom unequalled by other formats. The advent of motion graphics and the computer revolution altered animation and, with it, marketing animation. The animation business saw significant change between 1967 and 1984, but the Golden Age of CGI really turned animation on its head and opened up a world

of bright, new opportunities for marketing animation. By drastically reducing the turnaround time of the production process, modern computer animation, which includes 2D and 3D animated graphics, fit in perfectly with the Fast-Food culture that was becoming more and more popular in the middle of the 1980s. This was quite helpful for marketing animation in terms of web series and even brand storytelling. ensure that animation was used to create online series and brand narrative as well as movies and TV shows.

#### V. RESULT AND CONCLUSION:

Today, the success of a brand's identity depends heavily on marketing animation. Being noticeable is important in today's fast-paced social media age and frequently distracting business environment. Using marketing animation in promotional campaigns can make the difference between a customer connecting with an advertisement, website, or promotional material, or ignoring it. From the invention of the Fantascope centuries ago, marketing animated films has come a long way. Since new technologies are always being developed, staying current with fashion trends is crucial.

Throughout its growth, marketing animation has improved and expanded in sophistication and accessibility. Modern businesses can use marketing animation, and not only big ones like Disney and Coca-Cola. Not only are animators more accessible, but the turnaround time is also shorter, making it simpler for amateurs to complete independently thanks to the abundance of user-friendly applications available. Another marketing animation approach that has become widespread among companies is motion graphic animation. The advantage of employing motion graphics is that you can use a variety of graphic kinds and are not restricted to just character-driven animations. Animation has changed from being primarily based on amusement fifty years ago to becoming the language of customer. Similar to a logo, it develops into a part of brand identity and greatly enhances brand recognition. These characters serve as brand ambassadors in marketing animation for internet advertisements, web banners, email marketing campaigns, product packaging, billboards, and even print advertisements. When they appear in material later on, these "heroes" help to develop the appropriate associations with a brand and produce enduring impressions. Although marketing animation is well entrenched in the contemporary advertising framework, there are always novel approaches to take advantage of the fad. In order to do this, 360-degree and AR/VR animated videos are emerging as the newest trends in marketing animation. In order to create animated films, brands and content creators are now utilising cutting-edge technologies like augmented reality, virtual reality, and 360-degree video technology. The technologies help create immersive storytelling and are generally experience-based.

The days of watching the most recent episode of our favourite show when it was shown on TV are long gone. Web series and streaming are monarchs right now. The most widely used form of entertainment today is watching television online, with cartoon series like Bob's Burgers, Rick and Morty, and Love, Death + Robots dominating the streaming market. To satiate their audience and establish a relationship with them, brands are following the trend and creating interesting animated series. As an illustration, Starbucks recently produced the animated web series 1st and Main. By this point, using marketing animation and pitching these services to your animation clients may seem like a no-brainer.

When creating an enduring brand image, marketing animation videos are essential.

- The characters who appear in these videos may change along with the brand and continue to be popular for decades. Consider the numerous variations of Mr. Peanut or Colonel Sanders over time. The animated brand mascots or characters can develop alongside the brand thanks to this classic kind of marketing animation.
- The use of timeless and timeless characters in marketing animation movies enables the brand to become evergreen, enduring past fads and trends to cement the company's image in consumers' minds.

Through all ages, marketing animation spreads brand messages and slogans.

- A catchy animated video advertising a brand's slogan or catchphrase can withstand the test of time and stick in the consumer's memory for years. Consider the enduring "I'm Lovin' It" from McDonald's or the four-decade-old "Have It Your Way" from Burger King.
- The power of an effective marketing animation campaign is demonstrated by the fact that a jingle, character, or phrase may stick with us from childhood into maturity.
- The plan is straightforward: develop a memorable lead character, and then occasionally release new ads as chapters in the same brand narrative that change and develop over time.

Marketing animation aids in creating lasting connections in the minds of consumers.

- Continuing from the previous point, marketing animation elicits an emotional response and enables us to recall the feelings we felt while watching the film.
- We immediately think of the time we watched the marketing animation movie when that logo appears again. This is due to the fact that it evoked strong emotions in us, left a lasting impact, and created linkages with the company.

Explainer films with marketing animation are a fun way to communicate a brand's message.

- Animated explainer videos have become more and more popular in recent years and remain a well-liked method of instructing customers on how to use a business's goods or services.
- Long instruction manuals are no longer necessary. Explainer videos are now being used as a fun and effective approach to conduct seminars for customers.
- Explainer videos with animation for marketing can also be used for employee training sessions or internal training. In either case, animated explainer videos use their capacity for entertainment to make learning more compelling and engaging.

By acting as a powerful attention grabber, marketing animation draws clients' attention.

- With so much content available nowadays, it is unlikely that a static image or text-heavy article will stand out in the crowd. However, eye-catching images, such as marketing animation films, grab the attention of the audience and are much more inviting than other types of information.
- Additionally, animated videos make it possible to convey complex ideas in a brief amount of time. Therefore, it is not unexpected that many forward-thinking companies employ animated movies to create distinctive advertisements that set them apart from the online competitors.

Businesses can use marketing animation as a platform to artistically illustrate a concept.

- In contrast to conventional advertising content, animated explainer videos allow you to emphasize close-ups, highlight specifics, disclose subtle product characteristics, and creatively explain features.
- A dull product presentation is transformed into an engaging user experience that helps customers understand not just the functionality of the product but also its attitude and personality.

By helping to tell a brand's story, marketing animation videos help to increase client and consumer loyalty.

- There's no denying that animation is an effective storytelling tool, and businesses can take advantage of this by using animated explainer movies to share information about their team, history, traditions, and product manufacturing processes.
- This is how businesses may use marketing animation to gain the trust of their clients. Giving them a peek behind the scenes will boost their level of loyalty. From a series of images carved into stone to inventive AV/VR technology-driven animation delivering an immensely astounding immersion experience, the path of marketing animation has been a lengthy one.
- Marketing animation works well when it takes the viewer to a different world and elicits a wide range of different emotions with each new frame. Marketing animation has advanced rapidly and is showing no signs of slowing down, from blockbuster animated films from the Golden Age of Animation to animated television programs that remind us of our youth to branded explainer videos and short format series. Perhaps animation's rich artistic heritage and natural beauty are what have drawn viewers of all kinds throughout history.
- It is not surprising that marketing animation has evolved into one of the main marketing and advertising strategies that enables brands to garner attention in the oversaturated internet media arena given its entertaining, inspirational, and engaging energy.
- When it comes to getting people to grin, identify, and engage with a business, marketing animation is a crucial element. Diversifying brands is the way to go, as is moving away from conventional consumerism and toward more human-centered marketing.

**VI. ACKNOWLEDGMENT:**

The authors would like to acknowledge Prof. Dr. Meghdoot Ghosh, Principal and Prof. Dr. Debanshu Chatterjee, Dean of Research & Development, Swami Vivekananda Institute of Modern Science, MAKAUT for their continuous encouragement. We are also very thankful to our family and friends for their immersive support.

**VII. REFERENCES:**

1. Aaker, David A., Rajeev Batra, and John G. Myers (1992), Advertising Management. Englewood Cliffs, NJ: Prentice Hall.
2. Alba, Joseph W., Wesley J. Hutchinson, and John G. Lynch Jr. (1991), "Memory and Decision Making," in Handbook of Consumer Behaviour, Thomas S. Robertson and Harold H. Kassarian, eds. Englewood Cliffs, New Jersey: Prentice-Hall. p. 124–61.
3. Burns, Kelly S. and Richard J. Lutz (2006), "The Function of Format. Consumer Responses to Six On-line Advertising Formats," Journal of Advertising, 35, 1, 53–63.
4. Calder, Bobby J., Edward C. Malthouse, and Ute Schaedel (2009), "An Experimental Study of the Relationship between Online Engagement and Advertising Effectiveness," Journal of Interactive Marketing, 23, 4, 321–31.
5. Drèze, Xavier and Francois-Xavier Hussherr (2003), "Internet Advertising: Is Anybody Watching?" Journal of Interactive Marketing, 17, 4, 8–23.
6. MacKenzie, Scott B., Richard J. Lutz, and George E. Belch (1986), "The Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations," Journal of Consumer Research, 13, September, 174–95
7. Kuisma, Jarmo & Simola, Jaana & Uusitalo, Liisa & Öörni, Anssi. (2010). The Effects of Animation and Format on the Perception and Memory of Online Advertising. Journal of Interactive Marketing. 24. 269-282. 10.1016/j.intmar.2010.07.002.
8. Devignes, P. (1860). The animation book: A complete guide to animation filmmaking-from flip-book to sound cartoons to 3-D animation (p. 21). New York: Three Rivers Press.
9. Druckrey, T. (1996). Electronic culture: Technology and visual representation. New York: Aperture Foundation, Inc.
10. Hamrock, J T. (2000). Visual communication and entertainment through animation. Graduate Research Papers. University of Northern Iowa.
11. The Evolution of Marketing Animation Through the Decades. Business of Animation.