

Case - Advertising Radio FM Brand

A young, gorgeous woman is standing in front of her apartment window dancing to the 1970s tune, "All Right Now" by the one – hit band free. Across the street a young man looks out of his apartment window and notices her. He moves closer to the window, taking interest. She cranks up the volume and continues dancing, looking out the window at the fellow, who smiles hopefully and waves meekly. He holds up a bottle of wine and waves it, apparently inviting her over for a drink. The lady waves back. He kisses the bottle and excitedly says, "Yesss." Then, he gazes around his apartment and realizes that it is a mess. "No!" he exclaims in a worried tone of voice. Frantically, he does his best to quickly clean up the place, stuffing papers under the sofa and putting old food back in the refrigerator. He slips on a black shirt, slicks back his hair, sniffs his armpit, and lets out an excited, "Yeahhh!" in eager anticipation of entertaining the young lady. He goes back to the window and sees the woman still dancing away. He points to his watch, as if to say "Come on. It is getting late." As she just continues dancing, he looks confused. Then a look of sudden insight appears on his face, "Five," he says to himself. He turns on his radio and it too is playing "All Right Now." The man goes to his window and starts dancing as he watches his lady friend continue stepping. "Five, yeah," he says as he makes the "okay" sign with his thumb and forefinger. He waves again. Everyone in the apartment building is dancing by their window to "All Right Now." A super appears on the screen: "Are you on the right wavelength?" Student Answers:

Questions & answers:

Q.1. What is non – verbal communication? Why do you suppose that this commercial relies primarily on non-verbal communication between a young man and a gorgeous woman? What types of non – verbal communication are being used in this case?

Answer: The word "non-verbal" means not involving words or speech. Thus, non-verbal communication is the wordless message received through the medium of gestures, signs, bodily movements, facial expressions, tone of voice, color, time, space, style of writing, & choice of words. As the woman is listening to music in a high volume, verbal communication wouldn't have been possible. In this case signs, bodily movements, facial expressions & medium of gestures are being used.

Q.2. Would any of the non-verbal communications in this spot (ad) not work well in another culture?

Answer: The gesture of holding thumbs up in Japan means "boss." So, this won't work in this ad

Q.3. What role does music play in this spot? Who is the target market?

As in this case, radio FM brand is being advertised, that's the reason for playing music. Here in this case the target market is youngsters.

Q.4. Is the music at all distracting from the message?

Answer: No, the music is not distracting

Q.5. How else are radio stations advertised on TV?

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They hit their caption line in their ad. For e.g. "RadioMirchi sunne walose bach ke rehna!!" They use both verbal as well as non-verbal communication.

Feedback:

Dear student,

Here is your reply,

A feedback before you read the suggested answers: In the answer to first question of -

Advertising Radio FM Brand you haven't either taken in the question in its complete purpose or you haven't answered the second part of question viz.

"Why do you suppose that this commercial relies primarily on non-verbal communication between a young man and a gorgeous woman?"

Suggested answers:

1. What is non – verbal communication? Why do you suppose that this commercial relies primarily on non-verbal communication between a young man and a gorgeous woman? What types of non – verbal communication are being used in this case?

a. Nonverbal communication (NVC) is usually understood as the process of communication through sending and receiving wordless messages. Such messages can be communicated through gesture; body language or posture; facial expression and eye contact; object communication such as clothing, hairstyles or even architecture; symbols and info graphics. Speech may also contain nonverbal elements known as paralanguage, including voice quality, emotion and speaking style, as well as prosodic features such as rhythm, intonation and stress. Likewise, written texts have nonverbal elements such as handwriting style, spatial arrangement of words, or the use of emoticons. However, much of the study of nonverbal communication has focused on face-to-face interaction, where it can be classified into three principal areas: environmental conditions where communication takes place, the physical characteristics of the communicators, and behaviors of communicators during interaction. Kinesics looks at (body) movement as a factor in non-verbal behavior whereas oculosics, or eye behavior, looks at the influence of visual contact on the perceived message that is being communicated.

b. The commercial relies primarily on non verbal communication as the distance between the communicating parties is of one street and spoken words will easily drown in the loud music of the radio. All the more reason for our hopeful fellow to use facial expression and waving was that the lady increased the volume citing the fellow's interest. Apparently interested more in 'Five' channel than visiting our fellow's apartment, she simply continued looking at him while continuing to dance.

c. In this case eye contact, waving, and facial expression (smiling) have been used.

Reference:

http://en.wikipedia.org/wiki/Non-verbal_communication

http://stephan.dahl.at/nonverbal/non-verbal_communication.html

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2. *Would any of the non-verbal communications in this spot (ad) not work well in another culture?*

Answer:

· In Canada, excessive gesturing is generally avoided, so it may work in Canada to have the gesturing in this commercial a bit toned down.

· In Mexico, patience is considered important, had this ad been shot in Mexico, our fellow may not have made the gesture of showing the watch.

· In Iran, the thumbs up sign is considered vulgar, so the young man in this ad may have to do away with it.

· The Okay sign is a money sign in Japan, so, it has no place in an ad about music channel in Japan.

3. *What role does music play in this spot? Who is the target market?*

Answer:

Music plays an important role in this spot; the whole idea is about promoting a music channel. The young man gets this sudden insight of tuning in to 'Five' when he notices that the gorgeous lady is dancing to a song. This suggests that listeners to 'Five' enjoy their music and can connect to it, in solo and in group/community. Playing music to convey this message does the job of the advertisers in a simple, direct and effective manner. Target audience is young generation of the country. Youngsters who may like to party and enjoy their life and keep their surroundings happening with hustle and bustle are targeted by this commercial.

4. *Is the music at all distracting from the message?*

Answer:

The music is in fact the heart of this commercial, rather than distracting; it actually is de facto conveying the message.