Whether dance is an effective Tool for advertising In Pakistan

By

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Whether dance is an effective Tool for advertising TVC’S In Pakistan

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Abstract

The topic that I have chosen for my dissertation revolves around two sub ideas; dance and advertising. The main idea of my research is the combination of these subs: whether dance has been an effective tool for advertising (TVCs) in Pakistan. The aim of this study is to find out what attracts consumers to buy brands, which use dance as their key instrument, how a consumer decides to buy a brand which uses dance and how has the market for an ad with a dance routine been created in Pakistan.

The study will also aim to recognize the taboo that has been associated with dance for decades and whether or not this taboo has been broken, or at least whether the people have started to accept dance without fear of being judged.

Dance, is a personal favorite hobby, which is what led me to carrying out a research on the topic. This expressive art form conveys ideas, emotions, education, movement, all in all liberation of the body showing to the audience the extents to which a human body can achieve.

The major chunk of the exploration lies in the marketing of a product since I want to study whether dance has impacted the sales and whether the increase or decrease of sales has made them negate the dance mechanism or whether they continued using this tool.
Introduction

The topic of my research has grown from two ideas, dance and advertising. Recently, dance has become an important component for advertisements. In the past few decades one can say that Pakistani adverts were based on the relationship between a mother and a son or a mother and a daughter and the result was, a story created. It simply stated the importance of the product, which helps to build the gap in relations between families.

Nowadays there has been a twist in some of the commercials that have started to narrate a story through a dance routine. No doubt, the routine is very fascinating to watch and the beat of the song does catch one’s attentions but an interesting factor to analyze would be: *Whether dance has been an effective tool for advertising (TVC’s) in Pakistan?*

The aim of this study is to pinpoint the reason for attracting consumers to buy brands, which have used dance as their key instrument and whether applying this method of increasing consumer loyalty has affected the sales of the product in a negative or positive manner. The topic is important because it is a distinct fact that in the recent years, brands have been consistent in their utilization of dance in their TVC’s and one would question their intent and philosophy.

Dance, is a personal favorite hobby, which is what led me to carrying out a research on the topic. This expressive art form conveys ideas, emotions, education, movement, all in all liberation of the body showing to the audience the extents to which the human body
can achieve. It caters to people from all classes and brings them together on one forum.

‘It is exposed to the world providing an unsaid language for all to hear’.¹

Doris Humphrey once said, ‘When you move you stand revealed for what you are’². Whether a professional dancer is performing a choreographed piece of work or a schoolgirl walks down the street, we learn something about them. Dance is a revealer of the person’.³

In my case the revelation is of the advertisement, helping us understand the reasons for different brands using diverse dance routines. The major chunk of the exploration lies in the marketing of a product since I want to study whether dance has impacted the sales and whether the increase or decrease of sales has made agencies negate the dance mechanism or whether they continued using this tool for their future adverts.

The first few brands to use a dance routine in their TVCs were Tarang, Sooper Biscuit, Warid Telecom and Chaika⁴. The brands that the research will be carried out on are:

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¹Anonymous, Prompt – ‘what are some of the functions of dance in our culture today? In your opinion, which of these is/are most important, and why?’ Portfolio
http://www.riartslearning.net/portfolio_files/10/dance2.pdf.

²Anonymous, Prompt – ‘what are some of the functions of dance in our culture today? In your opinion, which of these is/are most important, and why?’ Portfolio
http://www.riartslearning.net/portfolio_files/10/dance2.pdf.

³Anonymous, Prompt – ‘what are some of the functions of dance in our culture today? In your opinion, which of these is/are most important, and why?’ Portfolio Files.p7.

⁴Shoaib Qureshy, ‘Tv ads:Is all the dance really selling?’,The Express Tribune,
(Posted on 28th December 2010)
Tarang: is powder milk created specially for the masses. The advertisement that I am focusing on is the ‘HeerRanjha’, which has used Meera (Pakistani Celebrity) in it.

Agency: Adcom

Sooper Biscuit: primarily made from egg and milk as the key ingredients to the product. The ad being focused on is the ‘Sooper Citrus Talent 2011’, featuring various occasions where dance is the key to happiness.

Target Market: Masses (The nation; Youth: 16 years-25 years) Agency: EBM; English Biscuit Group.

Omore: This ad is based on the ‘Uth chocolate cone’, and focuses on college/university students. Target Market: Students from colleges (Middle Upper class 19years-25years) Agency: IAL Saatchi and Saatchi.


The reason behind choosing these brands was because all of them have used different genres of dance in their advertisements. Tarang uses a typical Eastern style of dance, which is very close in nature to the Pakistani audience; it has the “jhatkas” and the beat in the song, which would attract the consumers. The entire philosophy behind Tarang’s

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5 The Vision Factory TV ad, (Posted on 9th April 2010) http://www.youtube.com/watch?v=yFww17RYQQI

6 Citrus Talent TV ad, (Posted on 25th December 2010) http://www.youtube.com/watch?v=ELvJep1kRpg

7 The Vision Factory TV ad, (Posted on 8th May 2010) http://www.youtube.com/watch?v=QjVH1V8-C8k

8 Telenor Talk Shawk TV ad, (Posted on 15th August 2007) http://www.youtube.com/watch?v=3IB00b8S8Nk

9 Zehra Zaidi interviewed on 10th February 2012. [Interview was conducted in person, recorded and transcribed].
campaign is based on dance and thus, a perfect choice for my research. Sooper is a brand that launched itself through its’ brand name and has used different tools in every communication to reach out to their consumers, dance, being one of their recent tools in their 2011 commercial. Many other brands have also used the technique of dance to sell their brand, thus one questions; why dance?

Initially my study was a vast accumulation of questionnaires and interviews but during the course of my research certain limitations left me to only writing my paper with the help of interviews of various creative managers. Thus, the research will be based mainly on interviews with the brands whose advertisements I have chosen to explore and analyze. These will mainly be the creative directors of each brand, and have a detail discussion as to what their brand philosophy is and how they chose to feature dance in their advertisements and the outcome of an advert that featured dance compared to other tools that were being used to sell the product.
Literature Review

To embark on this thought provoking journey my length of reading material extends from blogs to online magazines to web articles, because it is through reading viewpoints and others observations that my arguments for this topic become easier to understand. The literary debate becomes comprehendible when an argument is noted, and presented with another opinion. Similarly when talking about the license to an artistic expression, dance portrays itself as being without boundaries that connects all to one platform, across the globe, moving from culture to culture.

Functions of dance

‘An artistic expression used in almost every culture globally can be called dance.’\(^\text{10}\) It brings together people through its expressions and brings diversity through the different genres of dance.

In an argument (I read online) which is based on the functions of dance in society,\(^\text{11}\) various positive factors were mentioned of how dance stimulates within an individual the freedom of the mind and body, which collide when a person dances or even watches

\(^{10}\text{Anonymous, Prompt – ‘what are some of the functions of dance in our culture today? In your opinion, which of these is/are most important, and why?’}. \text{Portfolio Files.p7.}\)

\(^{11}\text{Anonymous, Prompt – ‘what are some of the functions of dance in our culture today? In your opinion, which of these is/are most important, and why?’}. \text{Portfolio Files.p7.}\)
someone dancing. However, the fact that dance has recently been used ‘sadly’\textsuperscript{12} for commercial purposes to sell products, has been looked down upon. I feel degrading commercial usage of dance is an opinionated subject; yet one cannot ignore the fact that it has increasingly grown not only in Pakistan but globally too. Dance, has been mainly used for entertainment, which is one of the reasons why one could say that today it is being used in advertisements. The anonymous writer to the aforementioned online article mentions countless number of times how dance is the one artistic form, which has kept itself alive and still is very close in nature to cultural values.\textsuperscript{13} Yet the writer does not feel that dance should be used for a commercial aspect. However, one can disagree with the writer because the aesthetics of dance do not change when they are put to commercial use instead it is an art form that reinvigorates the viewer. This point can have an endless debate because dance is an art form, and whether it is used for commercial purposes or not depends on how effectively the dance routine is being used.

A TVC focusing on a female artist selling a brand through a dance routine can be enjoyable to watch rather than watching the same old advertisements where the product is simply glorified. For example Warid Telecom had recently used the Lollywood actress Noor Bukhari, for their campaign ‘Bol Anmol’\textsuperscript{14} where through a dance routine the


Ne of the ways dance fully exposes the human body is sadly in a commercial aspect. Dance is used in various commercials to sell a product, advertise a show, or to produce the daily beauty image.

\textsuperscript{13}Anonymous, Prompt – ‘what are some of the functions of dance in our culture today? In your opinion, which of these is/are most important, and why?’, Portfolio Files.p7.

\textsuperscript{14}The Crew Films, Warid TV ad, (Posted on 17\textsuperscript{th} December 2010) http://www.youtube.com/watch?v=tkN1jswpKto
actress emphasizes on the importance of the product, rather than her holding the packed product and selling it through words.

**Dance and its relation with advertising**

Peter J. Arnold in his article on ‘Creativity, Self-Expression and Dance’\(^1\) highlights the relationship between the creative and the aesthetic. Advertising has taken the aesthetics of dance and creativity and used it to sell a product to the masses, which may or may not be successful. He examines how creativity is a form of ‘divine inspiration’,\(^2\) which reflects on dance because dance reflects creativity. Everything is centered on movement and thus, dance in a TVC may or may not stimulate consumers to purchase that product let alone stimulating potential consumers. By stimulation one can interpret that the choreography of the dance can play a very important role in the sale of the product. For example in an ad by Nestle Fruita Vitals Citrus Talent,\(^3\) a young boy lacks energy but as soon as he drinks a glass of Nestle juice, is revitalized and dances to the beat in sync with the rhythm. This is how stimulation can be caused via movement.


\(^2\)Peter J. Arnold, ‘Creativity, Self-Expression and Dance’. [Fall 1986]

\(^3\)Citrus Talent, ‘Nestle Fruita Vitals Juice’. (Uploaded on 4th August 2010) http://www.youtube.com/watch?v=V_jmGh5wbM0
In an article titled ‘Dance in Pakistan’\textsuperscript{18} by Sheema Kermani, she emphasizes on the greatness of dance in Pakistan and the Sub-Continent but highlights the limitedness that dance brings with it to countries\textsuperscript{19} like Pakistan. Kermani further talks about the fundamentals of dance and mentions that a society must be tolerant, ‘Arts can only exist in a society that is tolerant of divergent opinions and open to questioning on every conceivable aspect of life…but also because of the intolerant attitude of the fundamentalists. Any divergence from traditionally held beliefs or expression of an idea, which goes against the grain of one or the other sect, brings with it the threat of physical violence.’\textsuperscript{20} Conclusively she feels that it is impossible in Pakistan, yet she herself has tried to promote dance through the length and breadth of her life. This leads me to an interesting argument for having to explain a positive outlook on dance in adverts today.

**Dance; Freedom or Fun**

The basic phenomena of dance states the freedom of expression and different genres express it in distinctive ways showing that dance can be used to sell an emotion or a feeling. My research will help to answer whether or not this diverse form of art is acceptable. At the same time that I look for approval through research, I slightly disagree with Sheema Kermani on her thought of what is impossible in Pakistan because dance has slowly yet gradually come into the advertising world and the fact that it is being used

\textsuperscript{18} Sheema Kermani, ‘Dance in Pakistan’ (Posted on 23\textsuperscript{rd} October 2010)http://www.narthaki.com/info/articles/art286.html

\textsuperscript{19} Sheema Kermani, ‘Dance in Pakistan’p13.

\textsuperscript{20}Sheema Kermani, ‘Dance in Pakistan’p13.
to advertise products shows us that people are accepting of the idea. Surely, this has been a gradual process of many efforts made by various individuals like Sheema Kermani, as dance generally is considered a taboo in the Pakistani society, but nevertheless an appreciation is a must for the few brave souls willing to tread upon controversial subjects.

An online blog named, ‘A time to Dance,’ reveals how dance has lately become an integral part of the advertising world, ‘I’m not sure what the logic behind it is, but I’m all for anything that gives money to dancers (even if that money comes from soul-sucking commercial work)’. Maria states how dance has been used to sell products because they manage, ‘to show a brand as something that will make you feel carefree and happy’. This drives me right back to my question of whether dance is an effective tool in advertising. Later in my research through my interviews with the brands that I am focusing on, one can better understand the effectiveness of dance.

Maria furthermore states, ‘My favourite of the moment is from the supermarket chain Bloom. They have several versions of a commercial in which happy employees dance around a customer with a cart amongst the produce and cash registers.’ Another

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intriguing example of a similar advert is of ‘Hanes’ a commercial that sells lingerie whereby they show comfort and elasticity of a garment through dance movements. The brands allow their viewers to take a visual experience through dance, via the product in concern. It is often questioned as to what message is sent when dance is used in advertising.

Dance; A taboo?

To this one may argue that dance is a religious culture for one sector of society and therefore viewers from that sector might be offended when watching advertisements, which feature dance in them. On the other hand it can be used for pure entertainment for another society. In this way one answer is unjustified to what message is perceived through dance employed adverts. The dance has the freedom to be interpreted in numerous ways. In a conservative society like Pakistan, dance is shunned as taboo and the well-known ‘Mullahs’, locally known as religious scholars might not be comfortable with the idea of dance in advertisements. But to experience a zeitgeist one has to rebel against the norms and thus, currently we are witness to dance being show cased extravagantly. In my research it will be disclosed whether dance was considered an offence or a path to new ideas and modernization.


Advertising means to drive a certain sense of consumer behaviour. It highlights the persuasiveness an advert can have on its consumer to purchase a product. In Pakistan, ads have been created which have dance as a feature, for example the ‘Rhythm of Unity’ advert which was made about six years ago, but the prominence of dance has marked it’s standing now in the market, which is VERY evident.

In an article by Shoaib Qureshy for The Express Tribune, he questions as to ‘Why are so many advertising campaigns resorting to song and dance routines to sell products?’ which is a little similar in nature to my research which features as to how effective this usage of dance is in the adverts. Qureshy’s initial statement is ‘Does this mean that singing and dance routines are what grip the Pakistani people and make them go buy brands? Or, does this simply mean that this is an idea that can be easily sold to clients by agencies?’ However later he states that; ‘Agencies have developed a stereotypical solution for all marketing communication needs and forgotten the essence of their business – to be different and not to do the same old thing.’  

The reason behind bringing this article into my research is that first Shoaib states that ‘recently’ the advertising charts have brands that have only featured dance and at the same time he advices agencies to stop using ‘stereotypical’ ways to market themselves. He seems to be

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28 Rhythm of Unity, TV ad,(Uploaded on 26th July 2006) http://www.youtube.com/watch?v=bxLU140SeOI


30 Shoaib Qureshy, ‘Tv ads:Is all the dance really selling?’p15.
31 Shoaib Qureshy, ‘Tv ads:Is all the dance really selling?’p15.
32 Shoaib Qureshy, ‘Tv ads:Is all the dance really selling?’p15.
33 Shoaib Qureshy, ‘Tv ads:Is all the dance really selling?’p15.
concerned as to why agencies and brands have resorted to dance in their adverts, which directly links me to my research. Further on in this research one discovers what exactly lead the brands to choose dance as their vital tool in their advertisements, which has created so much hype in the market; for the good or for the bad. The fact remains that everyone is curious to figure out why dance? Why did the brands’ not opt for any other tool? Was this an area they had never tapped before?

Qureshy’s ideology is that brands like Tarang and Sooper, ‘were initially built on a great advertising idea. However, over time they moved away from that critical success factor and now find solace in only good advertising execution (minus the idea).’ I would like to disagree with him because Tarang’s recognition comes directly from the dance in the advert and a brand like Sooper Biscuits has made their advertisement exciting for the viewer by adding dance to it. He states, ‘Great advertising always is and always will be about a great idea that is executed differently from the same old thing that we are accustomed to seeing all around us,’ which cannot be argued upon, but it is completely up to the brand how they convey that idea. The target audience plays a fundamental role in the success of any product.

In an interview with Muzzammil Ijaz Ahmed from Adcom, a creative director who has worked on the brand Telenor, states “Telenor wanted something fun, vibrant and exciting

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34 Shoaib Qureshy, ‘Tv ads:Is all the dance really selling?’ p15.
35 Shoaib Qureshy, ‘Tv ads:Is all the dance really selling?’ p15.
36 Muzzammil Ijaz Ahmed interviewed 15th November 2011. [Interview was conducted in person recorded and transcribed].
for the audiences. After a complete survey of the market and spending time doing field research we discovered that every woman somewhere was connected to the movement and rhythm of dance, and at the end of the day all men can easily say that a woman is at the back end of the television remote control. A man will eventually watch what his wife or children desire to watch.”37 This is a very important point as it answers the question of Shoaib Qureshy and his query as to why dance was being used. Other brands might have various reasons for choosing dance, which will be disclosed in the latter part of this research.

Various arguments may come up through the course of my research but ultimately the question is dance and its effectiveness, and how it has or has not helped in boosting sales and most importantly the reaction of the audience.

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37Muzzammil Ijaz Ahmed interviewed 15th November 2011.[Interview was conducted in person recorded and transcribed].
Research Methodology

My research involved two distinct methods, primary and secondary research to find out the possible answers to my question, “Whether dance in TVC’s is an effective tool for advertising in Pakistan?”

In order to answer my question I first studied various articles on dance and advertising through the Internet. I wanted to get a general opinion by reading blogs and articles, which specifically spoke about dance, advertising or the combination of the two. As Mr. Shakeel Anwar\textsuperscript{38} stated when interviewed, “The culture of dance in TVC’s has always existed in one form or another, but in the recent years dance has created waves in the Advertising industry in Pakistan. Some brands reason their usage of dance in TVC’s as a 60 second entertainment for the audience and others say it is never pre planned; it is a flow of thought.”\textsuperscript{39}

My secondary research helped me evaluate and decide what kind of primary research I would require to carry out for the commercials I was studying. Reading several articles made me realize that I had to go out and do field research since majority of the brands I was researching were catering to the masses, that meant carrying out questionnaires whilst conducting interviews.

\textsuperscript{38} Mr. Shakeel Anwar interviewed 4\textsuperscript{th} January 2012. [Interview was conducted in person, and was recorded and transcribed].

\textsuperscript{39} Mr. Shakeel Anwar interviewed 4\textsuperscript{th} January 2012. [Interview was conducted in person, and was recorded and transcribed].
The first method were questionnaires, which would be primarily multiple choice questions asking the consumers questions based on everyday life, their likes and dislikes with various options and questions based on dance and advertising as a whole. The end result of these questions would be to understand what likes the consumer has, how they can be linked to advertising a product and whether dance was something that was the outcome of the consumer’s choice or whether it was a planted marketing strategy. They would also question the reaction of the consumers’ on TVCs’ which already have dance featured in them. The questionnaires would be made for the specific target audience of each brand.

The second method of research is detailed interviews, which will be carried out with each brand’s manager, asking them the brands philosophy, target audience, strategy and most importantly questioning them on their idea behind using dance as a tool in commercials.

However, after carrying out an interview with a Creative Head for the brand Tarang (tea whitener), I found out that when a creative begins to work on a brand they have to carry out a field research which in their understanding means, ‘spending time at their consumers’ houses’ to get a good insight into what exactly the masses desire to watch on screen. Thus, I was not required to carry out questionnaires and my research revolved around interviews with the brand managers who would give me complete understanding and reasoning behind their strategy. This very fact had a positive and negative effect on

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40 Muzzammil Ijaz Ahmed interviewed 15th November 2011. [Interview was conducted in person recorded and transcribed].
my research. Positive because I was able to get first hand information on how the consumers reacted to field surveys’ and the process through which the decision was made of what tool to use when advertising a brand. However, this limited my research as I could not possibly go out in the field and give questionnaires to a million people and have answers to certain questions that I had in my mind about dance and its effectiveness in advertising. Thus, I made the decision to stick with doing interviews with the four brands I had chosen as it would give me an idea about what the consumers demand and how a creative caters to that demand.

The Creatives’

However the interviews that I had conducted proved to be fruitful and the people I interviewed along the course of my research are:

Zehra Zaidi⁴¹, Creative Head at the Adcom agency:

She is responsible solely for the brand Tarang, a tea whitening powder and has been looking after it ever since it was launched. Being loud and “filmy” she enjoys creating advertisements for Tarang and openly expresses Bollywood as her inspiration for the brand. She feels the brands success began with the dance element and now it makes sense for them to use dance in every commercial. She gives an insight into the reason behind the Bollywood connection to dance.

⁴¹Zehra Zaidi interviewed on 10ᵗʰ February 2012 [Interview was conducted in person, recorded and transcribed].
Muzzammil Ijaz Ahmed,⁴² a Creative Manager at the Adcom agency:
He only deals with the Telenor brand and has been in the industry for ten years.
Muzzammil graduated from NUST, Islamabad but always had an interest in advertising,
which made him move to Karachi and has been working for Adcom ever since. Being a
Lahore based individual, he has an eye for creativity and feels that commercials are
meant to entertain the audience but must carry a message for society. Being a business
student, he will be able to give a good reason behind the marketing aspect of dance and
how popular it is.

Mr. Shakeel Anwar,⁴³ the man behind Sooper biscuits, the Creative and Marketer at
EBM, English Biscuits Manufacturing:
Shakeel feels that a brand cannot decide what its next commercial will look like or the
concept behind it. He feels that dance is just something that came about in one Sooper
commercial and does not know if it will be seen again. His strategy towards advertising is
driving the consumer right into the brand. He will give a good justification as to why
dance is not a generic answer to a successful advertisement, which has featured it before.

⁴²Muzzammil Ijaz Ahmed 15⁴th November 2011.[Interview was conducted in person recorded and
transcribed].

⁴³Mr. Shakeel Anwar interviewed 4⁴th January 2012. [Interview was conducted in person, and was recorded
and transcribed].
Mr. Rehan Khaliq, the Brand Manager for Omore Ice cream

Rehan has a great insight into the research that goes behind making a TVC, thus he was the perfect person to question on how decisions are made on what execution styles to use while making a TVC. Omore has used a hip-hop dance routine in their Youth TVC 2010, which caught my attention thus I chose the brand and interviewed the manager.

The reason to study various brands is to understand the philosophy, thought process and reasoning behind using dance as their weapon to advertise.

An interesting point to note during the interviews was that the interviewees expressed how they had never been interviewed on a topic solely revolving around dance. They were curious to know why such a research on dance in ads was being carried and why not any other tool in adverts. The discussion was indeed refreshing for them.

My next chapter will elaborate on the results of the interviews, which will create an interesting argument.

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44 Mr. Rehan Khaliq interviewed on 19\textsuperscript{th} March 2012. [Interview was conducted in person, and was recorded and transcribed]
Findings and Analysis

After having interviewed different Creative Heads, I developed a good understanding of an agency’s decision to use dance as their primary tool and another’s agency instincts to discover that executing dance would be the right strategy for them.

From this, different debates stemmed up on my research question; whether dance is an effective tool for advertising TVC’s in Pakistan?

Zehra Zaidi\(^{45}\) from Adcom had a conventional answer to using dance as the key medium in all the Tarang TVCs. Her argument stated that a brand will only be successful if the consumer can relate to the brand, thus studying the lifestyles of the target audience was vital for their execution. Dance was primarily used because women from the low-income bracket enjoy and idolize television ‘stars’. The theme of dance perfectly gels in with the Tarang brand whose aim is to glorify everything larger than life.

I enjoyed listening to Zaidi’s perspective on advertising as it was the only brand that has continued to use dance as a medium in every TVC and according to Zaidi they never fail to entertain their audience. After having discussions at length with my own domestic staff\(^{46}\) and people from their community, I agree with her on the idea that low-income class consumers look up to television stars and admire them dreaming to have that

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\(^{45}\)Zehra Zaidi interviewed on 10\(^{th}\) February 2012. [Interview was conducted in person, and was recorded and transcribed].

\(^{46}\)Safia and Khalil interviewed on 25\(^{th}\) February 2012. [Interview was conducted in person, and was recorded and transcribed].
lifestyle one day. Hence the larger than life picture works flawlessly for the brand’s image and the concept they were focusing on.

Zaidi further stated that dance is more than often considered a taboo in the Pakistani society but the manner in which Tarang shows dance has not only glorified the Pakistani actors but has fixated a jingle in the consumer’s head and alongside provided them with complete entertainment. The taboo in this, one can understand, since Pakistan is an Islamic Republic where it has taken the media many years to modernize and make their audiences accept dance in the society. Zaidi did mention the difficulties the agency had to face when they decided to use dance, as their client, Engro, of Tarang initially felt it would never work successfully in a country like Pakistan but however, it all proved wrong. Tarang has been one brand that uses dramatic dance steps in their TVC, but because it is Meera, a famous Pakistani actress portrayed as an ordinary Pakistani girl, adorned in our native attire executing those steps, it automatically helps to look up to them, as she is a popular name in the Lollywood Industry and a name like hers would capture attention in the market.

Tarang has not only created waves amongst audiences’ as a brand, but has become an identity. People remember the dance and want to redo the dance at weddings in Pakistan, which are famous for their dances. Thus, the Meera ‘thumkas’ are not only famous with

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48 Attractive Bollywood dance steps
the Pathans but are also famous with the elite class who notice the attire that Meera is in or any other actor who is a part of the Tarang identity.

Zaidi confesses that dance has been somewhat a stolen idea from Bollywood but if it works for the brand then there is no reason why one must not use it. She feels that if India cannot take over Pakistan physically, they will virtually through their media. Tarang and dance go hand in hand; it is perhaps the only brand in my opinion, which has justified their usage of dance to the last leg.

One can question the mundane idea of dance being used in every TVC for Tarang, but to that Zaidi counter argues “we try and use romantic fairy tales for our advertisements because our consumers want to see a story within the ad and therefore our focal point remains, Tarang, the perfect match for tea. The only difference is that we execute this idea with the perfect couple dancing and putting up the perfect routine for our audience.”

At the start of my research I assumed that dance was a planned strategy and the reason it was used in advertisements was simply because brands’ in general required a change in the way they showcased themselves in front of the consumer. However, Tarang was the only brand that agreed with my ideology, which revolves around how dance can revolutionize a way of thought and not just stand as a medium in advertisements. They

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49 A local community in Pakistan that belongs to the province of N.W.F.P (north West Frontier Province)

50 Zehra Zaidi interviewed on 10th February 2012. [Interview was conducted in person, and was recorded and transcribed].
have actually created a platform for dance in Pakistan, with the upcoming dance shows like ‘Hero banay ki Tarang’\textsuperscript{51} on various television channels like Hum TV, dance classes which are now being offered in different cities and a famous dance studio that opened up in the last couple of years by the name of Body Beat Recreational Studio\textsuperscript{52}. So, the brand has in turn created not only a niche for itself but has created a stage for all those people who want to pursue dance as a hobby, passion or means of living. In fact, Zaidi took great pride in saying that “other brands have copied us- there is a local brand in Bangladesh which has used the Tarang jingle, and has also created a dance based advertisement for it, thus Pakistani’s are not cheaters after all.”\textsuperscript{53}

They felt that the consumers were able to relate to the ad spontaneously. Their sales were a confirmation to how successful their ads had been which explained their reason not to change dance as their medium of execution.

However, Shakeel Anwar from Sooper Biscuits EBM had a completely opposing viewpoint since he felt that firstly dance is not a tool but is just a form of execution that a brand may or may not use depending on their requirement. He felt strongly about the

\textsuperscript{51}\textsuperscript{Asim Mehmood, ‘hero banay ki tarang-dance promo,’[Posted on 1st February 2010]http://www.youtube.com/watch?v=OZO8o1kYTUc

\textsuperscript{52}\textsuperscript{Group In, Body Beat, (Posted on 16th September 2011) http://www.groupin.pk/blog/body-beat-dance-studio-karachi-dance-classes-music-lessons-aerobics/

\textsuperscript{53}\textsuperscript{Zehra Zaidi interviewed on 10th February 2012. [Interview was conducted in person, and was recorded and transcribed].}
waves dance has recently created in advertisements but simultaneously felt that “if every brand starts to use dance, TVCs will become mundane.”

This completely negates Zaidi’s opinion on dance where she states “dance is a vision. It can be classy or sleazy depending on how one shows it, in fact dance is not a solution where one can say one size fits all but however it can be modified and used to maximum advantage.” Anwar felt that a brand’s image ‘should not be fixated on one idea because that leaves the consumer with no sense of surprise’. This very fact caught my interest because although Tarang used only one idea they still managed to create variations in their ads, whether it was having a change in the fashion style, colours, stage sets or actors or the situation being shown.

Both these opinions created an interesting debate for my topic because I absolutely agree with Anwar on his viewpoint about how dance would become monotonous if it was used by every brand, but if one looks closely at the upcoming ads, one can notice that dance has been present in the advertising industry for more than a decade, however keeping itself subdued to keep a distance from controversy.

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54 Mr. Shakeel Anwar interviewed 4th January 2012. [Interview was conducted in person, and was recorded and transcribed].

55 Zehra Zaidi interviewed on 10th February 2012. [Interview was conducted in person, and was recorded and transcribed].

56 Mr. Shakeel Anwar interviewed 4th January 2012. [Interview was conducted in person, and was recorded and transcribed].
In recent years, Tarang began using it religiously and then Sooper Biscuits, Nestlé Fruita Vitals, Warid Telecom and many others adopted the tool of dance in their TVCs.\(^{57}\) Thus, it has become a trend and when any one of these brands are questioned on their identity of dance, they all state one thing in common which is; “the audience desires a 60 second entertainment energizer and dance can never go wrong when it comes to entertaining.”\(^{58}\)

Zaidi felt that Tarang as a brand has a strong ‘equity value’\(^{59}\) and thus they do not need to change their execution style from dance to something else at this point in time. On the other hand, Anwar stated how they only used dance in one advertisement because it was the best way for the concept to be executed. He feels that a brand cannot hold on to one form of execution and throw it at the audience time and again because the consumers might begin to take the style of execution for granted. This point creates a twist because, currently, (April 2012) an ad by Sooper biscuits is running on the television, which has again used dance as a tool for the advert. It would be interesting to see what Anwar would say now about the advert.

Anwar discussed at length how exactly a TVC is executed and the process behind the research that is involved in making a TVC, after which he felt that each time a brand picks up a theme for their advertisement there are several ways to show it on television but the key to having a effective commercial is to constantly change the style in which

\(^{57}\) Shoaib Qureshy, ‘Tv ads: Is all the dance really selling?’ p15.

\(^{58}\) Zehra Zaidi interviewed on 10\(^{th}\) February 2012. [Interview was conducted in person, and was recorded and transcribed].

\(^{59}\) Zehra Zaidi interviewed on 10\(^{th}\) February 2012. [Interview was conducted in person, and was recorded and transcribed].
the audience looks at it. They must be attracted to the product more and more each time they watch the commercial.

Personally, I feel that it depends on the mood created by the brand and what exactly they are trying to show their audience. The Tarang commercial does justice to the brand each time. Nevertheless Sooper Biscuits has taken me through a series of commercials which have had different stories shown in different scenarios. I comply with Anwar when it comes to the creativity factor because Sooper as a brand brings something different in each TVC, which catches my attention, whether it is good or bad and when I think of Tarang, there is already a preconceived notion of dance at the back of my mind, which again works for Tarang. Thus, one cannot really state which method of execution is correct but however, debating over my question on dance I feel most of the people interviewed felt positively about the theme of dance.

Another stimulating interview took place with Muzzammil Ijaz Ahmed, who has very traditional ideas about advertising. Ahmed talked about how one has to do anything it takes to get the job done in a clean manner. At first it was confusing as to what he meant exactly when he said a “clean” manner, but further explained that clients only want their product to be glorified which is understandable. The conflict begins when other interests are shown in the commercial. It is this interest that creates a buildup to the product at the end.

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Muzzammil Ijaz Ahmed 15th November 2011. [Interview was conducted in person recorded and transcribed].
I felt that Ahmed went a little off topic from my research question on dance because to him a good commercial is one where people remember the ad for at least a decade. His opinion is that the communication power of an advert must be so great that people are persuaded to buy the product. His view on dance was quite contrary to what I had imagined. He felt dance was the “latest fashion” through which people decided which product to use. I felt refreshed with his argument as he talked in length about how dance has not taken over the Pakistani Media but to an extent has effected advertising globally. ‘Dance has become the new black since every channel has some program or advertisement relating to dance.’

However, I argued with him that dance can be seen in music videos and movies, then why bring dance to the world of commercials, to which he laughed and said “movies and dance videos come and go but advertisements are made specifically to fill a need in the market, at this point the Pakistani market needs some form of entertainment with all the politics that takes place and that is where the commercials set in, dance just uplifts the entire beat.”

It was a very different interview because Ahmed made sure to make me understand a little bit about the dynamics of advertising (the economics of it all!). He clearly marked

61 Muzzammil Ijaz Ahmed 15th November 2011.[Interview was conducted in person recorded and transcribed].

62 Muzzammil Ijaz Ahmed 15th November 2011.[Interview was conducted in person recorded and transcribed].

63 Muzzammil Ijaz Ahmed 15th November 2011.[Interview was conducted in person recorded and transcribed].
the difference between a commercial which has forced dance into it and a commercial which you see and then understand that nothing better than dance could have worked. Personally I feel Warid Telecom is a brand, which has used dance as a tool for its commercials, but a better example of dance being used was by Nestle Fruita Vitals because it gels in better with their concept.

Talking to people from the industry itself, created a better perspective for me but at the same time I kept going back to my question whether dance has been successful and to some extent there was no definite answer but certain people were indifferent to dance, for example Anwar and then there was Ahmed, who thought that it was a need in the market which had been captured and was now being explored to its fullest.

Last but not the least, I interviewed Mr. Rehan Khaliq who heard my question on dance and dived right into the laws of attraction for a consumer. He felt that ‘five things attract a consumer in a TVC; presence, performance, awareness, relevance and loyalty’. His interview was more like a case study into the life of a consumer as he explained the reason why a creative decides to choose one method of execution over another. “Having worked on Uth Cone 2010, it never occurred at the start that we would end up doing a dance routine for this ad, because it was not on our agenda but now if we reminisce into the past, one just remembers the dance more than the product, you only remember

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64 Mr. Rehan Khaliq interviewed on 19th March 2012. [Interview was conducted in person, and was recorded and transcribed].
the product when recalling the dance steps. So it becomes who came first, the chicken or the egg?

Although Khaliq still felt otherwise about dance, ‘Dance is a great hobby for those who enjoy it, but in my opinion most people enjoy watching dance more than performing it. In Pakistan, dance is not a very open subject but many people like Sheema Kermani and others have tried to bring it to light. I certainly feel that dance based adverts are very exciting to watch as they full of fun and colour, but whether it works for a brand or not really depends on their concept’. This point was stimulating; as it seems like that audiences enjoy watching colourful, lighthearted ads.

Khaliq and Anwar’s views were somewhat similar because they both believed that any style of execution could be used for a commercial depending on how much it justifies the concept of the ad. They agreed with the idea of dance being present currently in the industry but did not agree with Ahmed’s opinion, which stated that the ‘need in the market is dance at the moment’. These varying opinions were exciting to hear and thought-provoking because all four brands, Telenor, Tarang, Sooper and Omore are linked to dance and not all four stand unanimous in their decisions of employing dance techniques.

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65 Mr. Rehan Khaliq interviewed on 19th March 2012. [Interview was conducted in person, and was recorded and transcribed].

66 Mr. Rehan Khaliq interviewed on 19th March 2012. [Interview was conducted in person, and was recorded and transcribed].

67 Muzzammil Jaz Ahmed 15th November 2011. [Interview was conducted in person recorded and transcribed].
After a round of interviews with people working on varying brands, I realized that dance is the new thing on the block, which attracts consumers and gives them the entertainment they desire. Ahmed stated a very important fact, which was ‘Looking at the current situation in Pakistan, the news constantly flashing about people dying or being killed, adverts are the only way to refresh an individual’s mind and if dance is doing that for the masses at this point, then why not use it to its maximum potential’.  

Thus, all these interesting views drive me back to my argument on the effectiveness of dance in TVC’s in Pakistan and makes me understand that the audience desires anything that will put a smile to their face and instantly create a need in their mind for the product and if dance can create that need, then there should be nothing that stops it.

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68 Muzzammil Ijaz Ahmed 15th November 2011. [Interview was conducted in person recorded and transcribed].
Conclusion

It all began with a simple question; *whether dance is an effective tool for advertising TVC’s in Pakistan?* But now that I have finally reached the end of my research journey I have recognized that this very question has created a good debate not only for my research but also in the advertising field itself, as told to me by my interviewees.

I did not have a preconceived notion to the answer of my question but yes I did start out with a general perception that dance is showbiz and people enjoy entertainment at all times, in all forms, be it dance or any other tool being used by a creative to get their point across to the consumer. Dance is a personal favourite hobby and in an advertisement it is something I thoroughly enjoy to watch, thus I felt it is important to find out how effective this tool has been in the Pakistani advertising industry.

The people I interviewed gave me varying opinions on dance but at some level all agreed to the fact that in recent years dance has become an integral part of the industry and is being used in many advertisements.

After analyzing and studying my interviews in detail, one can come to the conclusion that although there is no set formula to guaranteed hundred percent successful TVC, but ‘those TVC’s which have a dance routine in them have been much appreciated by the
audience as they not only communicate the message to the viewer but also have interaction with the consumer. However, one can also say that brands like Tarang and Telenor were the first few brands, which in cooperated a dance routine into advertisements, where there was an entire team of dancers along with the male and female lead actors. Nowadays, other brands are also using similar techniques, for example Kashmiri; a Pakistani brand for spices. The point being that a trend has been set and now many brands playing follow the leader.

Last but not the least, an interview with Hassan Rizvi, a choreographer who has designed the dance steps for many brands, one of them being Nestle Fruita Vitals Citrus Talent, is of the opinion that, ‘dance has slowly set its footsteps into the advertising industry and now dance is not only a part of TVC’s but it’s creating waves otherwise as well as you can see I am launching my dance video, Naach, for all those who love this medium. Dance shows are in full swing and yes even though it was considered a taboo in society, slowly people are breaking away from this idea.

Thus, one cannot endorse the fact that dance has had a positive influence on the society. However, from dance just being used in TVC’s it is creating new avenues for people and

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69Muzzammil Ijaz Ahmed 15th November 2011.[Interview was conducted in person recorded and transcribed].

70 Hasan Rizvi interviewed on 10th March 2012.[Interview was conducted in person, and was recorded and transcribed].


72 Hasan Rizvi interviewed on 10th March 2012.[Interview was conducted in person, and was recorded and transcribed].
also opening up different career options. However, the taboo certainly will still exist in society and only time can help overcome the problem. However, if one factor is taking the society into a positive direction and opening new avenues for talent then they must be encouraged. In times of distress and in times of war, a little bit of merry making always helps to ease the fear.
Anonymous, Prompt – ‘what are some of the functions of dance in our culture today? In your opinion, which of these is/are most important, and why?’ Portfolio Files http://www.riartslearning.net/portfolio_files/10/dance2.pdf.

Asim Mehmood, ‘hero banay ki tarang-dance promo,’[Posted on 1st February 2010]http://www.youtube.com/watch?v=OZO8o1kYTUc


Citrus Talent, ‘Nestle Fruita Vitals Juice’, (Uploaded on 4th August 2010)http://www.youtube.com/watch?v=V_jmGh5wbM0

Citrus Talent TV ad, (Posted on 25th December 2010) http://www.youtube.com/watch?v=ELvJep1kRpg


Rhythm of Unity, TV ad,
(Uploaded on 26th July 2006)
http://www.youtube.com/watch?v=bxLU140ScOI

Sheema Kermani, ‘Dance in Pakistan’, [Posted on 23rd October 2010]
http://www.narthaki.com/info/articles/art286.html

Shoaib Qureshy, ‘Tv ads: Is all the dance really selling?’, The Express Tribune,
(Posted on 28th December 2010)

The Crew Films, Warid TV ad, (Posted on 17th December 2010)
http://www.youtube.com/watch?v=tkNljswpKto

Telenor Tawk Shawk TV ad,
(Posted on 15th August 2007) http://www.youtube.com/watch?v=3lB00b88N2k

The Vision Factory TV ad,
(Posted on 9th April 2010) http://www.youtube.com/watch?v=yFww17RYQQI

The Vision Factory TV ad,
(Posted on 8th May 2010) http://www.youtube.com/watch?v=QjVH1V8-C8k
Appendices

‘Dance in Advertising’

Questionnaire specific to any TVC

I am currently a student at the Indus Valley School of Arts and Architecture, in my final year and as a partial fulfillment of the degree I need to carry out a research on a topic of interest. I found inspiration in dance and linked it to advertising, on which I have build my question.

My dissertation, which is an extended paper of about 10,000 words, is based on dance and advertising in Pakistan. My question revolves around the idea “Whether dance is an effective tool in advertising (TVC’s) in Pakistan?” The idea is to find out what the reason is behind introducing dance in television commercials and how that has helped the brand to evolve. My research is specific to the Pakistani audience and thus I want to understand the reason for using dance and whether it has been a successful advertisement for the product and will it be used in the future or not.

Below are some questions, which will help me understand the product and the brand philosophy of it.

Questions

1) What in your opinion attracts a consumer to a brand?

2) Recently, dance has been in cooperated in the television commercials, why is that so?
3) How do you think a Pakistani audience reacts to tools like dance being introduced in the TV commercials?

4) How successful has dance been as a part of the campaign for the brand?

5) Are you a high-end brand?

6) Has dance been an effective tool for advertising in Pakistan?

**Transcription of Interviews**

**Zehra Zaidi (Adcom) Creative Head: Tarang (Tea whitener)**

Q) In your opinion what attracts a consumer to a brand?

A) It could be anything that is relatable, which he has seen in one form or another, in which he sees some sort of association with his lifestyle. It could be anything that he aspires to be, something that he has seen while he was growing up. For example, Nutella (chocolate brand) is bought worldwide, half the people do not know why they buy it, and it has become a love mark. A brand should take you to that level, that when you go to buy their product and you do not find it, you do not buy any other product, the brand should be able to take you to that level, they must not compromise and go for anything else, which is a big deal. Loyalty beyond reason is the key to a perfect brand. How relatable the brand is to you or your lifestyle and if it aspires you.

Q) What exactly is Tarang? Is it like the brand Everyday?

A) Tarang is somewhat like everyday, it is a whitening powder, it is primarily in liquid form and recently the powder form has been introduced. In advertising we have a socio
economic class where Everyday caters to Type A and Tarang caters to B- and downwards.

Q) Are you a high-end brand?
A) No, we are not a high-end brand.

Q) Tarang is one of the brands, which connect to dance. So why dance?
A) For Tarang, our target market is the lower income class, and then we studied the lifestyle of these people to find an insight so that the consumer could relate and say this is me. Now dance, no body really has done in ads and culturally it is also considered a taboo. When you think of sending your child for professional dance you think twice and think what kind of a profession it is, unlike India. We studied what the lower income housewives were most inspired by Star Plus(an Indian channel)dramas.

Q) So Tarang is a Bollywood influence?
A) Anytime, what we did was study the lifestyle of the low-income housewives who are addicted to Star Plus, it start at 8pm and continues till about 11pm at night. A recent show that I saw was showing how Lahore has been most influenced by Star Plus, It has been said that if Pakistan will not be taken over by India literally it will be taken over by the Indian media, which is exactly what has happened.
Q) Has dance been an affective tool for advertising in Pakistan?
A) Tarang’s image has come through dance. Our storyboards, concepts are all vernacular which would mean colloquial. Our first TVC, did not do well but I think that was the best TVC for Tarang, it had humour and it was a 60 seconds short film.

Q) The ad I am focusing on is the Heer Ranjha ad, so tell me more about it
A) Heer Ranjha was not our biggest successes, Soni Manhiwaal was, and all our ads have a very huge influence from romantic fairy tales specially Punjab. Tarang is a Punjabi brand. We try and use romantic fairy tales for our advertisements because our consumers want to see a story within the ad and therefore our focal point remains, Tarang, the perfect match for tea. The only difference is that we execute this idea with the perfect couple dancing and putting up the perfect routine for our audience.

Q) How do you think the audience reacts to dance being used in ads?
A) Tarang is a brand that makes 60 seconds of entertainment and that too in a classy way. We are the first ones to casted local stars, before no one really used to give them importance, for example Shan and Reema. They have also come into the limelight. When our first ad was being made, local directors actually told their assistants to remember details of how the makeup was being done so they could use it in their films. Umar Saeed did the clothes, Nabila did the hair and make up and the music is done from India, Vishal and Shehkhar do the composition of the music. Tarang is a very respectable brand because there is a very fine line between being cheap and being Bollywood. We wanted to be classic.
Q) Tarang commercials are very glamorous but the brand is not expensive?
A) We only want to entertain the masses; it’s a very folk style influence. We want when a man comes tired home, a wife is sitting free; we just want them to be entertained. Every year we have a theme.

Q) Will dance be continued in other ads of Tarang?
A) You know right now Tarang sells more then Nestle Milkpak, Olpers and more then other milk brand. We are doing very well, right now will not be the right time to change the tool form dance to something else. We have a very strong tagline, which is Tarang hi, Tarang hai. Very few brands are present which have equity value, and slowly it is reaching that point of success. The second ad for Tarang is where we realized that dance is working for us.

Q) Do you cater to any specific gender?
A) Really not.

Q) What determines the consumer to buy your product?
A) It is very inspirational and entertaining. There is no reality check in this ad. It is a very unreal set up.

Q) Does your brand do functional or emotional advertising?
A) Absolutely emotional advertising, but we do have functional copies in between so we try to keep it grounded at times but we want to show everything exaggerated. Tarang
operates at night; we relate it to functions etc. We fight with our client in every meeting, but we try to explain them that it is working for us.

Q) Do you think other brands copy you?
A) Of course, it has become tricky for us now. A Bengali brand has copied us, even the music is the same, and it is kind of flattering. Tarang is supposed to mean the perfect match.
Muzzammi Ijaz Ahmed (Adcom) Creative Head: Telenor (Telecom)

Q) What does an advertisement mean to you?

A) Advertisements have always played a vital role in the running for any company that exists around the globe. It is a medium through which the masses play the role of being attracted to any given product, provided the designer is doing his job efficiently. Everyday a new brand is launched and months later it disappears from the market because either the consumers’ loose interest or the brand looses its identity.

Q) What is good advertising?

A) Advertising is only successful when it has a good insight to it sends a message across to it’s consumers and giving them a reason good enough to come back to the product. My opinion is that the key to any good advertisement is to identify the need in the market. Movies and dance videos come and go but advertisements are made specifically to fill a need in the market, at this point the Pakistani market needs some form of entertainment with all the politics that takes place and that is where the commercials set in, dance just uplifts the entire beat.

Q) Are you a high-end brand?

A) We really can’t call ourselves a high-end brand but we fall somewhere below the high strata. A high end brand will have a different approach to launching a product because their target market is specified but catering to the lower as well as lower-middle class one must consider their level of intellect and their lifestyle before throwing a product at them.
Q) Has dance been an effective tool for advertising in Pakistan?

A) Dance is a tool that has been used for advertising and every time an agency begins to create an identity for a product they carry out field surveys according to which they create a strategy, which would help create an identity. We actually went and spent the entire day in people’s house at various societies’ figuring out what they enjoy doing most at home. We would sit in a corner and just observe their behavior and take down notes of the smallest things that made them happy. Looking at the current situation in Pakistan, the news constantly flashing about people dying or being killed, adverts are the only way to refresh an individual’s mind and if dance is doing that for the masses at this point, then why not use it to its maximum potential.

Q) How does a product advertise itself?

A) First throw the product in the market and then create the need for the product. There is no point of creating the need for something in the market which already exists, For example, Everyday (milk powder) is already there so people know what milk powder is all about, the reason to bring in Tarang was so that a hype is created that hype got created through the TVC.

Q) How do you tabulate a field survey?

A) Field surveys in a market research are tabulated by a separate group of people which is then given to the ad agency who finally discuss what kind of content people enjoy, the
entertainment that they need and once they link the common factors of the field research and their own strategy, then they device a concept.

Q) Why do the upcoming dance adverts have a Bollywood twist to them?
A) Through the results of the field research it was discovered that people live a certain kind of lifestyle and have habits, these habits become the insight of our advertisements. The insight could be something as small as a woman cooking food and watching dances on TV or a woman washing clothes and singing songs because that is probably the main form of entertainment for the masses in Pakistan.

Q) Do you consider dance as a taboo?
A) Currently dance shows and dance competitions are being held and I would like to think that Telenor has been a great inspiration.

Q) If a tool like dance has been used once for execution, should it be reused?
A) The client will continue using the same tool as long as money is flowing into his account. In Pakistan it is very difficult to experimental advertising no matter how small or big the brand is. The client will not put his money as stake. When a client knows a certain idea is being accepted by society he will stick to it till the time is saturated and then move away from it after gaining the maximum. Dance has become the new black since every channel has some program or advertisement relating to dance.
Q) What about Telenor? What kind of advertising do they desire?

A) Telenor wanted something fun, vibrant and exciting for the audiences. After a complete survey of the market and spending time doing field research we discovered that every woman somewhere was connected to the movement and rhythm of dance, and at the end of the day all men can easily say that a woman is at the back end of the television remote control. A man will eventually watch what his wife or children desire to watch.
Shakeel Anwar (EBM) Manager: Sooper Biscuits

Q) What is your reaction to dance in adverts in Pakistan?
A) The culture of dance in TVC’s has always existed in one form or another, but in the recent years dance has created waves in the Advertising industry in Pakistan. Some brands reason their usage of dance in TVC’s as a 60 second entertainment for the audience and others say it is never pre planned; it is a flow of thought.

Q) These days dance is being used by multiple brands. What is your take on this?
A) If every brand starts to use dance, TVCs will become mundane. However, one cannot stop anyone from using or any other tool to advertise their product. The point to be made clear is that dance is just a form of execution, if it works for one brand well and good but these days every Tom, Dick and Harry is using a dance routine in their TVC. A brand should not be fixated on one idea because that leaves the consumer with no sense of surprise.

Q) What does advertising mean to you?
A) It could be anything and everything that creates a niche for your product in the market. You should almost make the consumer desperate for the product or service.

Q) Is Sooper Biscuit a high-end brand?
A) No it is not.
Q) How do you decide what tool to use for you TVC?

A) There is no set formula. It all depends on the concept and how well it is fleshed out. A bunch of ideas are thrown in for the final execution and whatever works best for the product and gives it 100% justification that is the tool we stick by for the campaign.

Q) Initially Sooper started of its TVC in 2008 with focus on the brand’s name and eventually that has changed. Why?

A) The brand has obviously grown over the years, we started with focusing on the word back in 2008 because we wanted to set an image in the consumers’ head which at that time was ‘Sooper mama Sooper’, but now that we have established that we can venture into new experiments and have used a different technique in almost every campaign we have done.
Mr. Rehan Khaliq (Saatchi and Saatchi) Creative Manager: Omore Ice cream

Q) What attracts a consumer to a product?
A) The willingness to buy a product. Five things attract a consumer in a TVC; presence, performance, awareness, relevance and loyalty.

Q) What in your opinion is the effectiveness of dance in the Omore advert?
A) Having worked on Omore Uth Cone 2010, it never occurred at the start that we would end up doing a dance routine for this ad, because it was not on our agenda but now if we reminisce into the past, one just remembers the dance more than the product, you only remember the product when recalling the dance steps. The reason for this is, dance provides guaranteed entertainment and the hip-hop feel gelled in very well with concept we had in mind.

Q) Do you think dance is the upcoming trend in ads?
A) No doubt dance is being used many brands and I would be denial if I said it wasn’t doing well but it really depends if it works for the brand image.

Q) Why is their so much focus on youth in the Omore adverts?
A) After our market survey, we thought of creating a competitive campaign. The ad shows a competition between a girl and boy and how they fight over ice cream. The point is that ice cream is meant for all but because the maximum population is between 16 and 30 (years) we decided to stick by this age bracket and work around it. Eventually, it is
children who derive the buying power at home and thus the youth becomes a perfect option for us to target at.

Q) What is your opinion on dance in general?

A) Dance is a great hobby for those who enjoy it, but in my opinion most people enjoy watching dance more than performing it. In Pakistan, dance is not a very open subject but many people like Sheema Kermani and others have tried to bring it to light. I certainly feel that dance based adverts are very exciting to watch as they full of fun and colour, but whether it works for a brand or not really depends on their concept.
Hasan Rizvi (Body Beat Recreational Centre)
Owner/Choreographer/Concept Maker

Q) What does dance mean to you?
A) As a child I have has immense passion for dance, I pursued it at university level by taking part in dance shows and when I returned from university, I tried to bring dance into the market as much as I could and I am still continuing. I started off by giving classes at shapes under the name of Body Beat, and now I have my own studio where there are choreographers from different genres taking classes. I also have recently launched the first ever dance video in Pakistan by the name Naach. Thus, dance to me is pretty much everything. It includes entertainment, fun, time-pass, passion etc.

Q) How do you think dance and advertising meet?
A) Dance has slowly set its footsteps into the advertising industry and now dance is not only a part of TVC’s but it’s creating waves otherwise as well as you can see I am launching my dance video, Naach, for all those who love this medium. Dance shows are in full swing and yes even though it was considered a taboo in society, slowly people are breaking away from this idea.

Q) Are you in favour of the dance-based adverts currently in Pakistan?
A) It would be really sad if I sad I wasn’t because I have choreographed many of them, besides that factor I think its really refreshing to watch some fun stuff on TV rather then
the same old family sitting in a garden and having family time. Not that I am against that myself, but I just feel its something new on the block.

Q) Why dance?

A) One can say why not dance? I feel dance has really grown in Pakistan over the last few years because people are getting the opportunity to tap on a taboo in society. We have so much talent in Pakistan and it has not been put to good use. I feel with all these dance adverts not only will dance become lesser of a taboo but people will be employed as back up dancers which in turn means employment opportunities for many.