

# Advertising to 'Eve'rtising - A Complete Conversion of Portraying Woman in Advertisng: A Case Study of Cadbury Cricket Joy

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## ABSTRACT

The concept of empowerment is frequently misunderstood. Women have long strived for opportunities to express themselves and achieve equality with men. Media platforms such as film, theatre, and advertisements play a pivotal role in advancing women's rights. Advertising, by its very nature, leaves a lasting impression on audiences, and creative campaigns have the power to reshape perceptions. Terms like *Evertising* and *Ad-her-tising* have recently emerged to describe advertising efforts focused on women, emphasizing empowerment, feminism, female activism, leadership, and equality. Over the past decade, the media has increasingly portrayed women in more empowered and liberated roles. This study examines the latest trends in the representation of women in media and evaluates the impact of advertising on women's empowerment in India. To achieve these objectives, comprehensive primary and secondary data were collected and analyzed using various statistical methods. The findings reveal that analyzing women-focused advertising and Evertising provides insights into future portrayals of women. Based on these findings, a framework for empowering women through advertising has been developed. The results suggest that advertisers can gain significantly by adopting a more thoughtful and progressive approach to representing women in their campaigns.

**KEYWORDS:** Advertising; Women Empowerment; Evertising; campaigns; influence

## INTRODUCTION

For centuries, advertisements and marketing campaigns often confined women to stereotypical and overly sexualized portrayals, limiting their roles to child-rearing, family care, and household chores. Despite their frequent presence in ads, women were typically depicted in a subordinate manner, ignoring their true potential and abilities. This practice not only reinforced negative stereotypes but also perpetuated societal biases against women.

Over time, Indian advertisements have seen a remarkable transformation, mirroring broader cultural changes driven by globalization, economic modernization, increasing female workforce participation, and the rise of dual-income families. As more women joined the workforce, traditional gender roles within Indian families began to shift. With growing financial independence, women became more assertive, prompting advertisers to realize that

perpetuating outdated stereotypes was no longer acceptable. Today, women from various socio-economic backgrounds in India seek self-respect and individuality. Reflecting this, women empowerment has emerged as a central theme in advertising.

In recent years, the role of men in Indian families has also evolved, and advertisements increasingly depict men in nurturing roles—helping with household chores or actively engaging in child-rearing. Many ads now portray men as advocates for gender equality. Simultaneously, the representation of strong, independent women in Indian advertisements has gained prominence, showcasing a trend referred to as *Evertising*.

## Advertising to Evertising: Background

Women empowerment is a fundamental aspect of feminist thought, aimed at achieving gender equality.

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*Evertising* builds on this ideology by encouraging women to embrace their identity and make autonomous choices (Alcoff, 1988). Defined as “advertisements that promote the idea, images, and messages of female talents and women empowerment” (SheKnows Media, 2015), *Evertising* seeks to inspire confidence and self-expression among women.

According to Google’s “Think Insights” marketing research team, ads that empower women generally convey messages related to gender equality, love, and body positivity (Wojcicki, 2016). The origins of *Evertising* can be traced back to Dove’s groundbreaking *Real Beauty Campaign* in 2004, developed by Ogilvy and Mather, Edelman Public Relations, and Harbinger Communications. This campaign directly challenged conventional beauty standards that equated beauty with youth, tall stature, slim figures, and flawless skin. Dove’s market research, conducted in collaboration with the London School of Economics, found that only 2% of women considered themselves beautiful, while 50% believed beauty standards were overly narrow, and 66% felt that media portrayals of beauty were unrealistic.

The *Real Beauty Campaign* advocated for celebrating authentic beauty by showcasing women of all ages, skin tones, body types, and imperfections. The campaign resonated deeply with audiences, achieving commercial success, generating 11 million euros, and igniting global conversations about self-esteem and body positivity.

Advertising, as a powerful medium for influencing societal norms, is strategically used by marketers to shape consumer behavior. This often involves leveraging the presence of women in advertisements, particularly if their inclusion aligns with product promotion. However, this practice has long sparked debates about the ethical portrayal of women in advertising.

Over the years, as societal roles evolved, so did the depiction of women in advertisements. Traditional portrayals of women as submissive caregivers and men as dominant breadwinners have been replaced by more dynamic representations. Women, once confined to domestic roles, are now celebrated as independent and decision-making individuals. This shift reflects their growing influence in household purchasing decisions and broader market dynamics. As a result, advertisers have adapted their approach, portraying women in diverse, empowered roles that resonate with their evolving societal positions.

## Birth of ‘Eve’rtising

### **Evertising: A Global Movement for Women's Empowerment**

*Evertising*, developed by feminists to promote women's empowerment, challenges traditional and cultural norms by advocating for gender equality in advertising. Defined as “pro-female talent, messaging, and images used in advertising to empower women and girls” (Gillespie, 2016), the concept was officially introduced by the American digital media company SHE Media (formerly SheKnows Media) in 2014. The following year, SHE Media launched the global *Evertising Award* to honor businesses that break away from conventional gender roles and expectations (SHEmedia, 2022).

These initiatives sparked a global movement encouraging companies to embrace gender equality and create advertisements reflecting these values. Inspired by *Evertising*’s success, many businesses began prioritizing themes of female empowerment, celebrating femininity, and promoting womanhood in their marketing strategies (Drake, 2017). As global populations expand, new opportunities emerge for businesses to adopt *Evertising*, offering both social and financial benefits to those that succeed in implementing and sustaining these campaigns (Nudd, 2021).

The ripple effect created by *Evertising* has encouraged more companies to join the movement, demonstrating its growing influence in reshaping advertising norms.

### **The Impact of Evertising on Consumers**

In recent years, advertising campaigns emphasizing female empowerment—collectively referred to as *Evertising*—have gained prominence. A prime example is Dove’s *Real Beauty* campaign, which challenged beauty standards and sparked widespread discussions. Despite frequent media coverage of *Evertising*, limited research has been conducted on its effectiveness from a marketing perspective.

To bridge this gap, a study employed a between-subjects experimental design to evaluate *Evertising*’s impact. Female participants were randomly assigned to view either a traditional advertisement or an *Evertising* ad for the same brand. Afterward, they completed questionnaires to share their reactions.

The findings revealed that *Evertising* significantly enhances consumer perceptions of advertisements and brands. Participants exposed to *Evertising* showed higher purchase intentions and stronger emotional connections to the brand compared to those who viewed conventional ads. These results underscore

the dual power of Evertising in fostering positive brand associations and promoting social change.

### Female Representation in Advertising

Historically, advertising often portrayed women in secondary and stereotypical roles, particularly in family-oriented and adult product categories. Over time, this trend extended across industries, with attractive female models becoming a staple in ads for products ranging from bicycles to shaving gel. While these portrayals were widely criticized by women's rights activists for reducing women to mere objects, advertisers often argued that such ads were persuasive across demographics. These commercials typically centered on a stunning female model, overshadowing the product or service being promoted, leveraging physical allure to captivate audiences.

Advertisements hold immense power in shaping societal perceptions and values. However, the persistent depiction of women in superficial or objectifying ways has reduced their image to mere physical attributes, such as body shape and facial appearance. This portrayal not only alienates diverse consumer groups but also contributes to harmful societal pressures. Unrealistic beauty standards depicted in advertising have been linked to negative psychological outcomes, including low self-esteem, eating disorders, and body image issues, particularly among young women.

The advertising industry bears a moral responsibility to society. The way women are depicted in media profoundly impacts societal expectations and individual self-image. Idealized portrayals often pressure women to conform to unattainable standards, leading to harmful behaviors and significant psychological distress. While showcasing women in ads is not inherently problematic, doing so in ways that demean them or perpetuate misleading messages is detrimental. It is vital for advertisers to adopt empowering and authentic representations of women, promoting positive, realistic images that celebrate their true worth and capabilities.

### Women's Empowerment through Advertising

Modern advertising increasingly portrays women as equals to men, reflecting their evolving roles in society. In contrast to earlier decades, when women were depicted as homemakers or caregivers, the 1970s and 1980s often portrayed them as subservient to men. Historically, advertising reinforced negative stereotypes, frequently reducing women to sex objects or commodities. For example, J.K. Cements once objectified women in its ads to boost ratings, a practice that drew widespread criticism for perpetuating damaging stereotypes.

The objectification of women in ads for products such as cement or cars has contributed to body image issues, including anorexia and inferiority complexes. However, the late 1990s marked a turning point, driven by advocacy from women's organizations that condemned negative portrayals, such as the infamous Fair and Lovely campaign, which equated beauty with fair skin. This shift ushered in more positive and empowering representations of women, paving the way for the concept of *Evertising*—advertising that empowers women.

This evolution in advertising reflects broader societal changes. As women increasingly pursue higher education and gain independence as decision-makers, media portrayals have shifted to reflect their diverse realities. Modern advertisements have moved away from outdated stereotypes, showcasing women in roles that resonate with their authentic selves. Industries like airlines, for instance, now celebrate diversity and inclusivity in their workforce (Sharma and Das, 2019).

Empowerment lies at the heart of feminist ideology, which advocates for gender equality. Feminist empowerment emphasizes enabling women to make their own choices and define their identities (Alcoff, 1988). Evertising, defined as “advertising that leverages pro-female talent, themes, and images to empower women and girls,” aligns with this philosophy. Google's "Think Insights" research highlights that such ads focus on themes like love, body positivity, and gender equality, resonating particularly with millennial women (Wojcicki, 2016). Research shows that over half of millennial women are drawn to products promoted in empowering advertisements, and many believe companies should be accountable for how they represent women in their marketing.

Campaigns like Dove's *Real Beauty* have successfully demonstrated the potential of feminist branding, portraying women realistically and positively. The campaign not only reshaped societal attitudes but also drove financial success, contributing to Dove's multi-billion-dollar revenues (Wallace, 2015). While stereotypes persist in some ads, an increasing number of marketers recognize the importance of authentically representing their audiences. Such portrayals foster stronger connections and enhance brand perception (Zimmerman & Dahlberg, 2008).

Empowering advertisements go beyond challenging gender roles—they educate and inspire. Campaigns like Dove's have proven that aligning marketing strategies with women's aspirations can yield significant social and economic benefits. As women



achieve greater social and professional milestones, they gravitate toward ads that reflect their aspirations and values (Sivulka, 2009). While challenges remain in dismantling stereotypes, the ongoing shift toward empowering representations of women in advertising signals progress, demonstrating how small consumer choices can contribute to broader societal change (Gill, 2008).

### **Goffman's Theory of Gender Stereotype**

Erving Goffman, the great sociologist of his time (1979) have analysed of 400 advertisements to explore how women are represented in advertisements and classified the representation into six categories.

#### **1. Relative size**

Goffman found that in advertisements during the social interaction between the genders; men are often portrayed taller than women which indicate the men's superiority of status over women in advertisements.

#### **2. The feminine Touch**

According to Goffman, women more than men, are depicted using their fingers and hands to trace the outlines of an objects or to cradle it or to caress its surface. He also found the use of face and self-touching is quite common with women in ads, which imply a sense delicacy and preciousness about the body.

#### **3. Function Ranking**

He noticed that in advertisements, during the professional interactions most of the time men are shown in executive role and women are in sub-ordinate roles. Even for the household and cosmetics products (for women), men are portrayed as the experts to describe the importance of the products.

#### **4. The Family**

The fathers in the advertisement according to him are shown to be standing little apart from the physical circle of family members and mothers are shown as mingling and involving with the family members.

#### **5. The Ritualization of Subordination**

Goffman observed that in advertisements, women in comparison to men are shown lowering themselves physically in some form or other like lying on beds and floors, in bashful knee bend, lowering head, canting head or body. While men are shown walking straight and steady, women are shown usually holding hands, leaning on shoulders, overtly showing their affection, thereby implying the dependent status of women, who are in need of support, help and protection.

#### **6. Licensed Withdrawal**

Women, often in advertisements, appeared to withdraw themselves from the social situations

through involvement in telephonic conversation, showing emotional response by covering their face or mouth with hands, shocking or biting fingers, averting head/ eye, lowering of heads, in close physical touch with men, withdrawing their attention from the scene and mentally drifting them from the physical scene around them and thus, they avoid direct eye contact with the viewers. (Goffman, 1979).

### **Breaking the barriers**

Since gender is not static, over the years gender roles have changed and its parameters getting refined both in society and media making the stereotype less distinct.

The boundaries of the gender division of labour between the productive and reproductive roles are narrowed down as women have started entering in to previously male subjugated region (Pandya, 2008, p. 61). Now- a- days women endorsement is becoming an integral part of modern advertising. Recent advertising has focused on the 'empowered' women called femvertising (Yorgos & Zotos, 2016).

Rath (1987) said, "Now a-days men and women do not live in water tight compartments of bread winning and home making. The women help in keeping the family, society and life together. She is no longer a mere housewife." Introduction of modern education, increase in the female literacy rate and enrolment of women in higher education, subsequent participation of women in labour force, expansion of the outlook and the result of the feminist movement, brought changes in the role and status of women not only in the society but also in the way they were portrayed in the advertisements. There is a growing trend of independent, single, working women and a similar life style portrayal is seen in advertisements. Present day advertisements represent smart mom's independence and passion, the super wife's assertion in choice, the young girl's choice of education over marriage, the modern women's balance between the professional and personal life (Jha, 2007), (Das, 2016)

The persona of the "New Indian Woman" is formed who is a prospective consumer not only with independent thoughts but also with an independent salary and a complete hold over the finance of her family.

Now-a-days instead of portraying the unrealistic beauty and demeaning the ability of women advertisements have started celebrating the real womanhood sending the meaningful message. Advertisers are opting for a novel approach to portray women strategically in the advertisements to motivate the consumer to buy the product. A paradigm shift is noticed in the concept of today's advertisements,

where the main focus is empowering women. A new era of advertising emerged now that strives to empower women: Femvertising (Repisky, 2015).

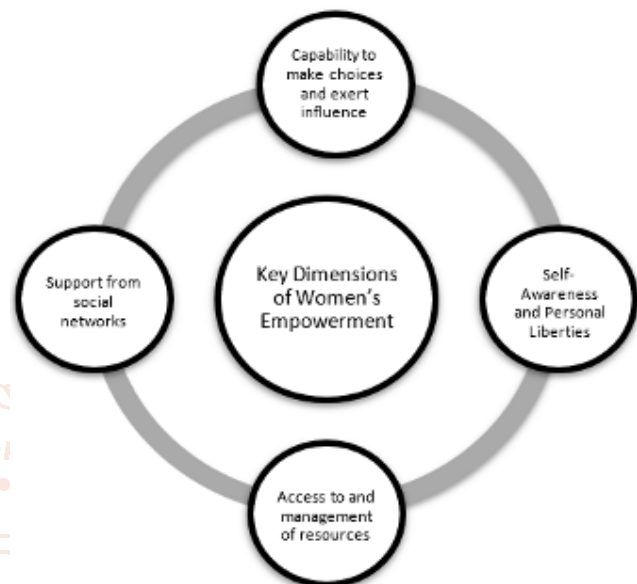
Fatima (2013) has reiterated that women depiction in advertisement has gone for sea change and is still improving. One can observe in current ads that woman is shown as confident, extrovert, leading the group, can do it attitude rather than docile, timid, washing utensils, cooking, waiting for her husband and taking care of the whole family at the cost of her own health. The study of Moorthi, Roy and Pansari (2014) indicates that the role of woman in television advertising has changed over the decades. Nagi (2014) claims that though women in Indian TV advertisements still are represented in stereotypical way; due to influences from the west, the familial norms are changing from being patriarchal to more egalitarian. Advertisers now-a-days have started depicting women in neutral role where both the gender have the equal status and contributed equally. A new trend has started, couple of representations for consumer durable goods like, washing machines, refrigerators,

### Some Examples of evertising:

In recent years, many companies in India have been crafting advertisements aimed at breaking stereotypes or portraying women as confident, decisive, and capable of multitasking. These campaigns often use femvertising to stand out in the crowded advertising space:

- 1. Promoting Girls' Education:** A prime example is the Government of India's "Beti Bachao, Beti Padhao" campaign, which seeks to improve the social welfare and status of girls. Similarly, Oriflame's "Beautiful Change" ad highlights the story of a successful woman from an affluent background who takes responsibility for educating her maid's daughter.
- 2. Breaking Taboos:** Myntra's ethnic wear brand Anouk launched the "Bold is Beautiful" campaign, addressing issues like choosing a same-sex partner and showing that pregnancy doesn't hinder a woman's career. Whisper also created ads to challenge stereotypes and taboos around menstruation.
- 3. Gender Equality:** Nike's "Da Da Ding" ad became widely popular by focusing on women's athleticism and delivering a strong message about the importance of female sports. Ariel's "Share the Load" campaign questioned the long-standing stereotype that laundry is solely a mother's job.

- 4. Reframing Beauty:** Titan's "I Am – Flaunt the Flaws" ad redefined beauty by celebrating women as they truly are, embracing their natural flaws.
- 5. Challenging Norms:** Star Plus's "Nayi Soch" campaign featured an ad where a sweet shop is named "Gurdeep Singh and Daughters," challenging the traditional practice of naming businesses after fathers and sons in India.



**Figure : Key Dimensions of Women's Empowerment**

Source: <https://www.insightsonindia.com/2020/03/10/insights-into-editorial-stree-shakti-is-an-integral-part-of-our-rashtra-shakti/>

### 1. Theoretical Framework

The cultivation theory has long been a tool utilized by the media industry to shape societal norms and expectations, particularly concerning the role and portrayal of women. Traditionally, advertising has been instrumental in reinforcing these ideals by subtly embedding idealized representations of reality in the minds of viewers. However, recent years have seen a notable shift in these trends, particularly in response to movements like #MeToo, which have pushed for more positive and empowering messages for women in the media.

Television advertisements, known for their powerful influence on public perception, have begun to shift from idealistic portrayals to more realistic and empowering depictions of women. This evolution, driven by the cultivation theory, aims to challenge outdated stereotypes and promote messages of female empowerment. The impact of this shift is reflected in a study by Manstead and McCulloch (1981), which highlights how these advertisements influence viewers' perceptions and attitudes, subtly cultivating new norms.

The rise of "Evertising," or advertising that specifically focuses on empowering women, has been shown to positively affect consumers' intentions to purchase, their attitudes towards ads, emotional connections, and overall perceptions of women. However, Drake (2017) found that while Evertising has these positive effects, it does not necessarily alter traditional gender role perceptions. This indicates that while Evertising may enhance certain aspects of consumer behavior, it may not fully succeed in challenging deeply ingrained societal norms about gender roles.

Interestingly, some research suggests that Evertising may not always achieve its intended impact. For instance, Abitbol and Sternadori (2016) found that while Evertising made some participants more aware of gender biases, it did not necessarily change their overall perceptions of women or the associated brands. This indicates a disconnect between the message of empowerment and its reception, suggesting that while the notion of women's empowerment may be appreciated, it does not always translate into a positive brand perception or consumer behavior.

The potential for backlash is another concern for companies engaging in Evertising. Aruna and Gunasudari (2021) caution that while these campaigns aim to dismantle gender stereotypes, they can sometimes inadvertently reinforce them. This highlights the importance of carefully crafting messages that not only portray women as multifaceted individuals but also align with the broader mission and values of the organization to avoid reinforcing the very stereotypes they seek to challenge.

A study by Akestam et al. (2017) delves into the mental reactions elicited by feminist advertising, such as the optimistic feeling of having choices. Their research, based on two quantitative studies in Sweden, aimed to measure the effectiveness of a campaign specifically designed to empower women. The findings suggest that while feminist advertising can evoke positive mental responses, its success is context-dependent and may vary across different cultural settings.

Zeisler (2016) offers a critical perspective on Evertising, suggesting that it may reflect a cultural design where anything can be labeled feminist as long as someone claims it is. This raises questions about the authenticity and practical significance of such campaigns in a society where the meaning of feminism is increasingly broad and sometimes contradictory. The challenge lies in ensuring that Evertising goes beyond superficial claims and

genuinely contributes to the empowerment of women in a meaningful and lasting way.

## 2. Methods and Material

To analyze "Evertising - A breakthrough of empowering women in Indian Advertising: A case study of Cadbury Cricket joy," random sampling techniques were employed to gather primary data. This study is currently being conducted in India, specifically focusing on a sample of 50 Indian women from various parts of Kolkata. After obtaining their consent, the participants were given a questionnaire consisting of close-ended questions. The data needed to be carefully collected and analyzed using multiple tools to complete the comparative analysis. The research objectives are supported by both primary and secondary data, which together provide a clearer understanding of the findings. The questionnaire included close-ended questions, Likert scale questions, and multiple-choice questions, covering various aspects of women's lives, such as their experiences with Evertising, educational background, current professional status, and responsibilities.

**Population and Sample:** There is a vast population in Kolkata, and the researcher assumed that the population is unknown, the confidence level is 95%, the margin of error is 4.48%, population Proportion is 60%. So, in the study, a sample of 50 Indian women from a different section of Kolkata provided the data.

**Data and sources of Data:** The purpose of the study is supported by both primary and secondary data, which provide a more accurate interpretation of the findings. To better comprehend the results, the study's objectives are supported by both primary and secondary data.

The study will achieve the following objectives based on the aforementioned issue that was covered in the literature review:

### Objective

- A. To assess the conditions of women in India.
- B. To understand the significance of women's empowerment in their lives.
- C. To determine the impact of Evertising on women's empowerment.
- D. To compare the portrayal of women in classical versus contemporary advertisements.

### Hypothesis:

H1: There is no significant impact of Evertising on women's empowerment.

H2: There is no significant difference between the image of women in classical and contemporary advertisements.



## TWO ADVERTISEMENTS: TWO DIFFERENT TIME FRAME, TWO MEANING



**Advt1: 'Kuch Khaas Hai', 1994**

In India, the image of a woman joyfully sprinting onto the cricket field and celebrating as her favorite player scores the winning runs is etched in the memories of many. This iconic Cadbury Dairy Milk advertisement from the mid-90s not only evokes nostalgia but also stands as a landmark in Indian advertising history. Yet, the tale behind its creation is one of urgency, ingenuity under pressure, and a last-minute breakthrough that turned potential disaster into a resounding triumph.

The journey began in 1994 when Cadbury faced a major challenge: its product was perceived primarily as a treat for children, lacking appeal among adults. The responsibility to transform this perception fell on Ogilvy, the advertising agency tasked with delivering something extraordinary to retain the account. During this high-stakes moment, Piyush Pandey, the creative genius behind the campaign, was on a Diwali vacation in the USA. He received an urgent call from his boss and immediately flew back to Bombay. During the flight, Pandey scribbled the initial lyrics for the now-famous jingle on the back of his boarding pass: "There's something so real... in everyone. There's something so real... ask anyone."

This Cadbury Dairy Milk commercial exemplifies the power of creativity, determination, and quick decision-making in marketing. It underscores the importance of adaptability and innovation when under pressure, highlighting the value of collaboration and trusting the instincts of your creative team. Challenges often pave the way for opportunities to craft something unforgettable.

The story serves as a compelling reminder that iconic campaigns are often born from extraordinary circumstances. It inspires marketers and brand leaders to recognize that behind every successful advertisement lies a blend of creativity, persistence, and a stroke of serendipity.



Source: [https://www.youtube.com/watch?v=z\\_0tC06ndUE](https://www.youtube.com/watch?v=z_0tC06ndUE)

**Advt 2: 'Kuch Khaas Hai', 2021**

### Moments from the Recreated Dairy Milk Cricket Advertisement

The advertisement sought to celebrate and honor the remarkable achievements of women who were emerging as influential role models for India's youth. Piyush Pandey, Chairman of Global Creative and Executive Chairman, India, remarked, "Back in 1994, it took a courageous client to approve the original Cadbury Cricket film that went on to become iconic. Revisiting and reimagining such an iconic piece required even greater boldness. I'm delighted that Mondelez India and Ogilvy India have successfully crafted something magical, making it relevant, engaging, and unmistakably Cadbury in its progressive and forward-thinking approach."

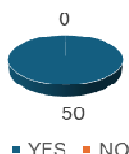
The 2021 remake of the iconic 'Kuch Khaas Hai' advertisement was widely regarded as a tribute to India's women athletes. Industry observers noted that the timing of the campaign was impeccable, coinciding with the outstanding performances of young Indian women athletes at the Tokyo 2021 Olympics and Paralympics, along with the growing global recognition of the Indian women's cricket team. With its gender-focused twist, the revamped advertisement resonated deeply with audiences, drawing widespread praise and admiration across Twitter and other social media platforms.

### FINDINGS AND ANALYSIS

1. In the first question all the respondents answer positively. The advertisement is seen by everybody. But, the 90's born respondents have seen the advertisement through youtube rather than as normal television commercial.

YES	NO
50	0

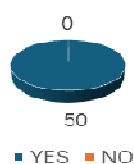
Have you seen “Kuch Khas Hai”  
cricket joy advt made in 1994?



2. In the 2<sup>nd</sup> question all the respondents answer positively. The advertisement is seen by everybody

YES	NO
50	0

Have you seen “Kuch Khas Hai”  
cricket joy advt made in 2021?

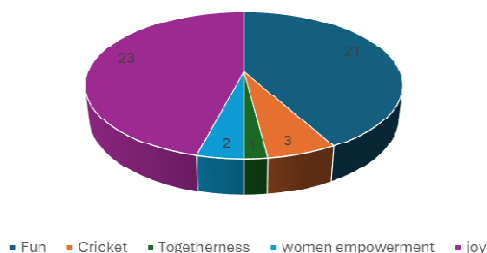


3. In this case maximum number of respondents 23 out of 50 responses that the most important message of the advertisement of 1994 is “JOY” and 21 out 50 respondents have seen “FUN” as the important message in it.

What is the most important message in advt of 1994?

	Responses	Percentage
Fun	21	42
Cricket	3	6
Togetherness	1	2
women empowerment	2	4
joy	23	46
Total	50	100

What is the most important message in advt of 1994?

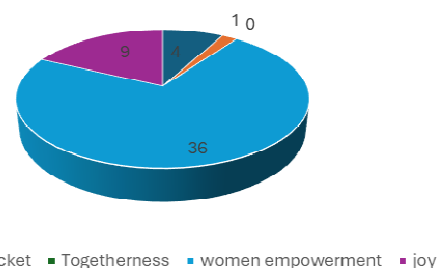


4. In this case maximum number of respondents, 36 out of 50 responses that the most important message of the “Cricket Joy” advertisement of 2021 is “Women Empowerment”, where a female batter is batting in the cricket tournament.

What is the most important message in advt of 2021?

	Responses	Percentage
Fun	4	8
Cricket	1	2
Togetherness	0	0
women empowerment	36	72
joy	9	18
Total	50	100

What is the most important message in advt of 2021?

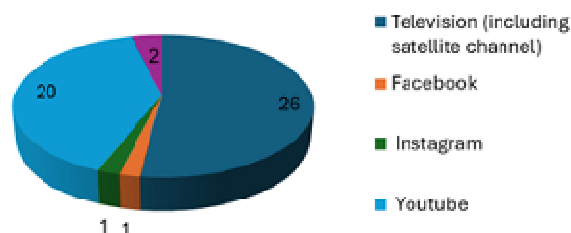


5. Maximum number of respondents, i.e., 26 out of 50, saw the “Cricket Joy” advertisement of 1994 in the television. Most of them born before 1994. 20 out of 50 have seen this advt. in the YouTube; most of them are young generation, born after 2000.

Where did you see the advt of 1994?

	Responses	Percentage
Television (including satellite channel)	26	52
Facebook	1	2
Instagram	1	2
Youtube	20	40
OTT	2	4
Total	50	100

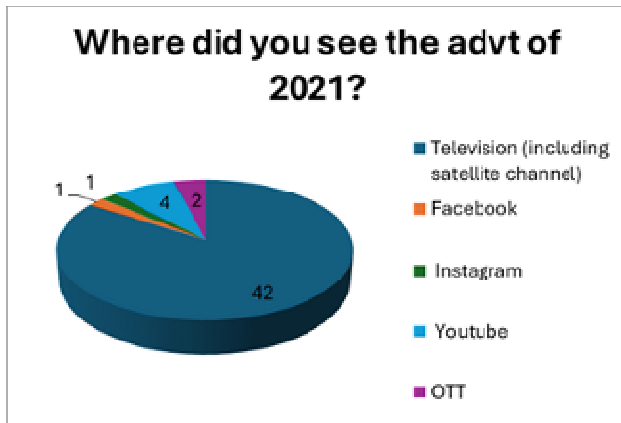
Where did you see the advt of 1994?



6. Maximum number of respondents, i.e., 42 out of 50, saw the “Cricket Joy” advertisement of 2021 in the television.



Where did you see the advt of 2021?		
	Responses	Percentage
Television (including satellite channel)	42	84
Facebook	1	2
Instagram	1	2
Youtube	4	8
OTT	2	4
Total	50	100



aspects such as:

- There is a significant impact of women's empowerment on Advertisement
- In this Advt. Woman is portrayed as Primary role Player.
- There is a significant impact of Socio-Economic condition on Advt in India.
- The advt. portrays the changes of socio-economic conditions in the society.
- The Advt. shows Ritualization of Subordination of woman.
- The advt. shows male as a primary role player.
- This advertisement breaking the taboos.
- It shows Gender Equality.
- It Reframes Beauty.
- It shows Challenging Norms.

The responses have been collected from 50 respondents differently for two advertisement in dichotomous question format way. The respondents had to answer either in 'YES' or in 'NO'. the responses have been collected and shown in the following lines. The interpretations are as follows:

**ADVT1 : "Cricket Joy" of 1994**

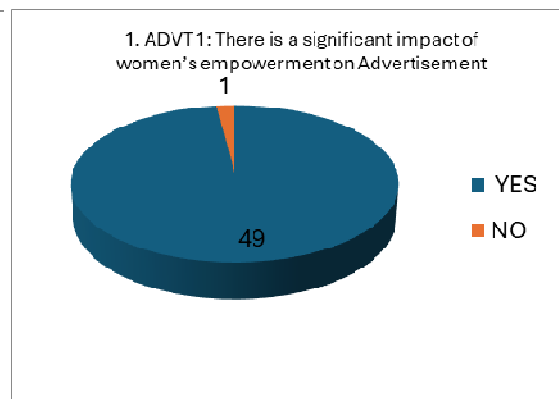
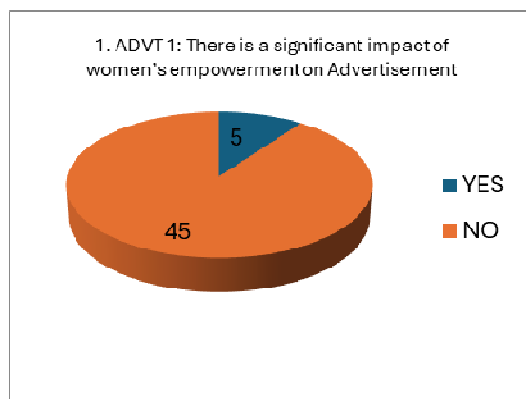
**ADVT2: "Cricket Joy" of 2021**

7. Comparative analyses of two "Cricket Joy" advertisements are done in the following. Comparison were made on the ten (10) different

**A. There is a significant impact of women's empowerment on Advertisement:**

In this parameter, maximum number of respondents, 48 out of 50, opined that in ADVT 1 no women empowerment have been shown in the advertisement whereas, 47 out of 50 respondents responded that it has been clearly shown in the ADVT 2.

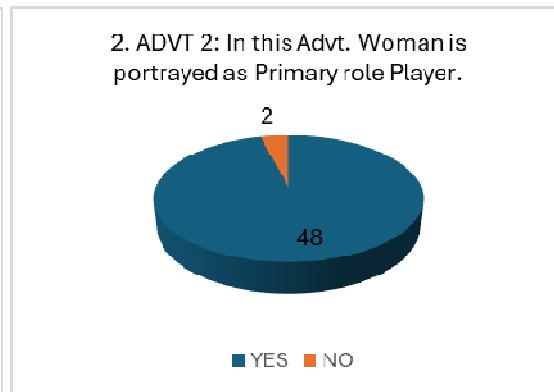
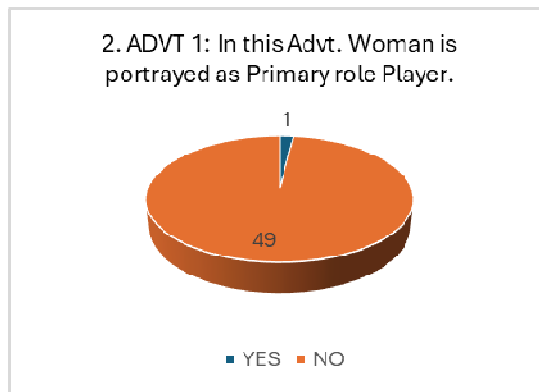
Advertisement	Criteria	YES / NO	Responses	Advertisement	Criteria	YES / NO	Responses
ADVT - 1	There is a significant impact of women's empowerment on Advertisement	YES	5	ADVT - 2	There is a significant impact of women's empowerment on Advertisement	YES	49
		NO	45			NO	1



**B. In this Advt. Woman is portrayed as Primary role Player:**

In this context maximum number of respondents 49 no. responses against the statement for ADVT1 and only 1 response positively. But, reverse responses observed in case of ADVT2. 48 responses were positive and only two were against the statement,

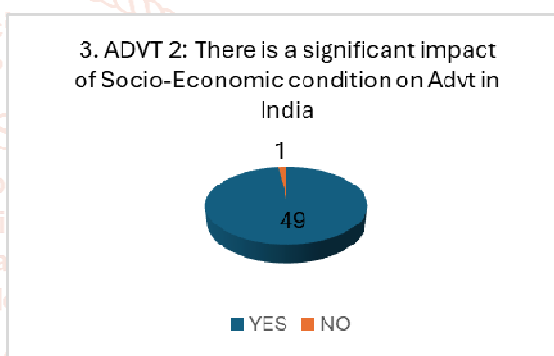
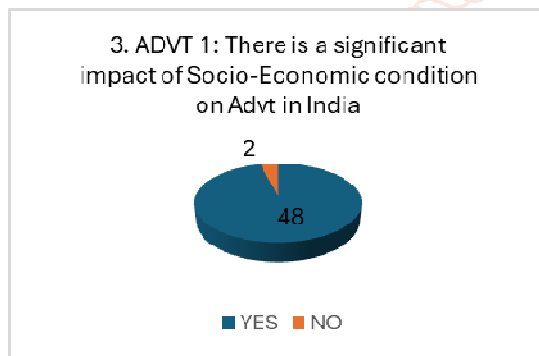
ADVT - 1	In this Advt. Woman is portrayed as Primary role Player.	YES	1	ADVT - 2	In this Advt. Woman is portrayed as Primary role Player.	YES	48
		NO	49			NO	2



### C. There is a significant impact of Socio-Economic condition on Advt in India:

In this case the responses were same for both the advertisements. 48 in case of ADVT1 and 49 in ADVT2 were in favour of the statement.

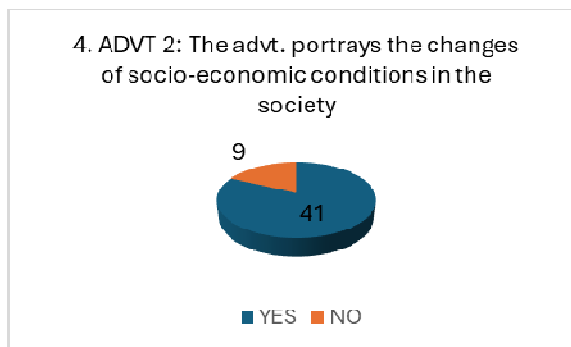
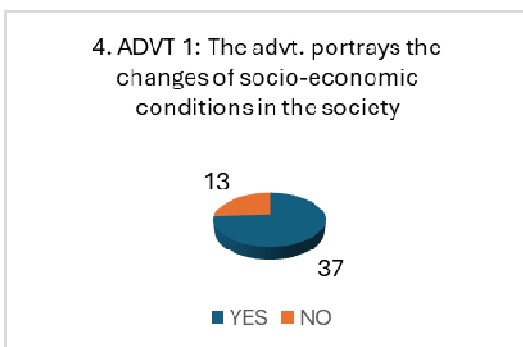
There is a significant impact of Socio-Economic condition on Advt in India	YES	48	ADVT - 2	There is a significant impact of Socio-Economic condition on Advt in India	YES	49
	NO	2			NO	1



### D. The advt. portrays the changes of socio-economic conditions in the society:

The responses are mixed in case. For ADVT1 37 respondents affirm the statement for this advertisement. For ADVT2, 41 respondents nodded their heads in favour of the statement. It means, maximum number of respondents believe that both the advertisements portrayed the changes of socio-economic conditions in the society.

ADVT - 1	The advt. portrays the changes of socio-economic conditions in the society	YES	37	ADVT - 2	The advt. portrays the changes of socio-economic conditions in the society	YES	41
		NO	13			NO	9

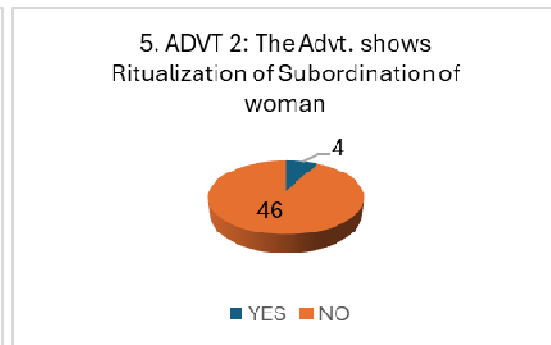
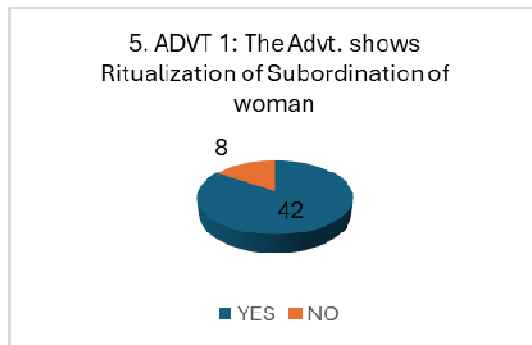


### E. The Advt. shows Ritualization of Subordination of woman:

Under this statement maximum respondents, 42 number of respondents believed that ADVT1 showed that the woman of this advertisement acted as a subordinate member, and this subordination was celebrated in gracious way. Whereas, in the second advertisements, maximum number i.e., 46 respondents opined that woman was not

portrayed as a subordinate one but, she was portrayed as dominant over her male counterpart.

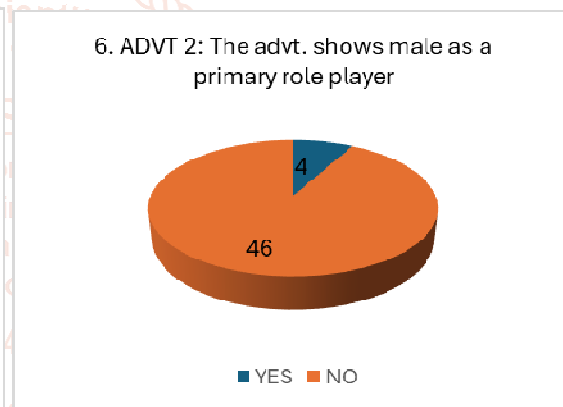
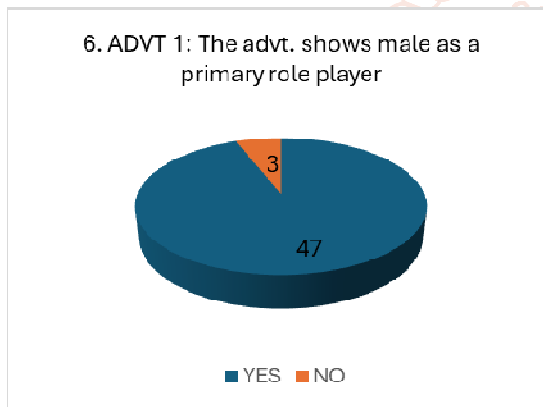
ADVT - 1	The Advt. shows Ritualization of Subordination of woman	YES	42	ADVT - 2	The Advt. shows Ritualization of Subordination of woman	YES	4
		NO	8			NO	46



#### F. The advt. shows male as a primary role player:

For ADVT1 maximum no of respondents affirmed the statement. In case of second one maximum no. of respondents, i.e., 46 out of 50 discarded the statement, as the female batter is the primary role player in this advertisement.

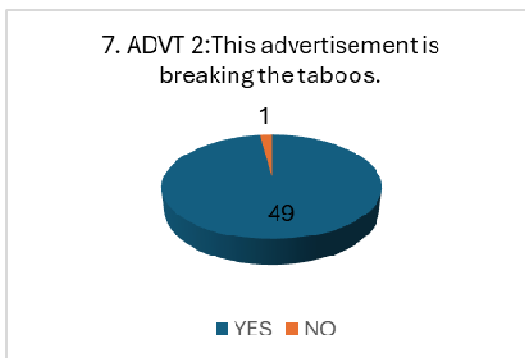
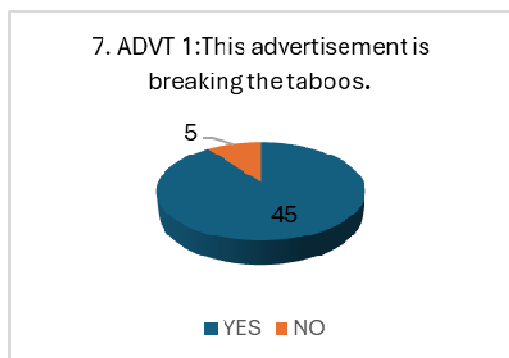
ADVT - 1	The advt. shows male as a primary role player	YES	47	ADVT - 2	The advt. shows male as a primary role player	YES	4
		NO	3			NO	46



#### G. This advertisement breaking the taboos:

45 out of respondents supported the statement in case of ADVT1 and 49 out of 50 respondents supported the statement in case of ADVT2.

ADVT - 1	This advertisement breaking the taboos.	YES	45	ADVT - 2	This advertisement breaking the taboos.	YES	49
		NO	5			NO	1

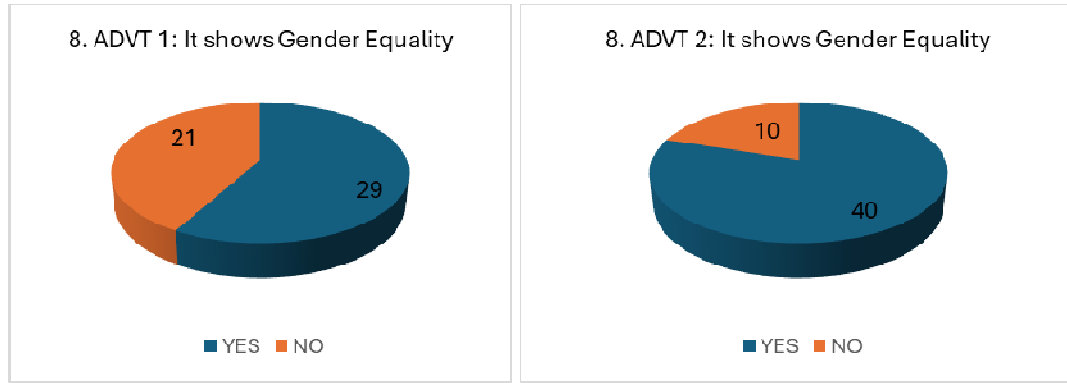


#### H. It shows Gender Equality:

In case of ADVT 1 the responses were almost equal. 29 out of 50 were in favour of the statement whereas 21 were against the statement. In case of ADVT2, maximum number of respondents i.e., 40 no. believed that this advertisement showed gender equality.



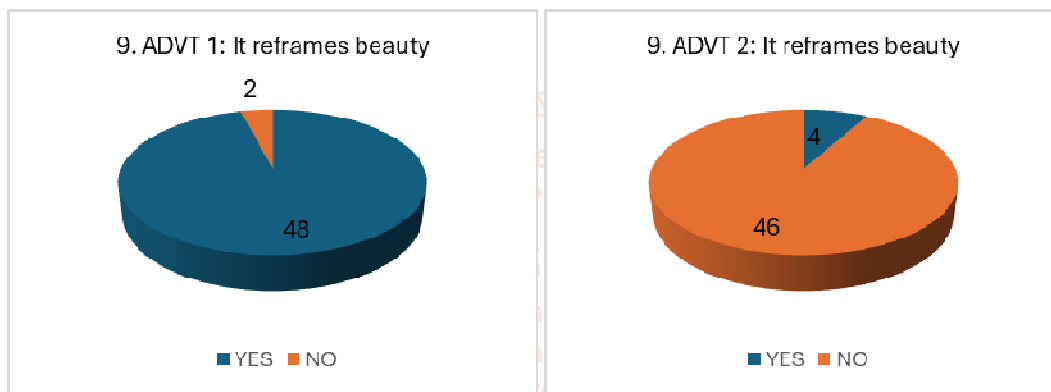
ADVT - 1	It shows Gender Equality	YES	29	ADVT - 2	It shows Gender Equality	YES	40
		NO	21			NO	10



### I. It Reframes Beauty:

For ADVT1 48 respondents were positive whereas, 46 respondents were negative for ADVT2.

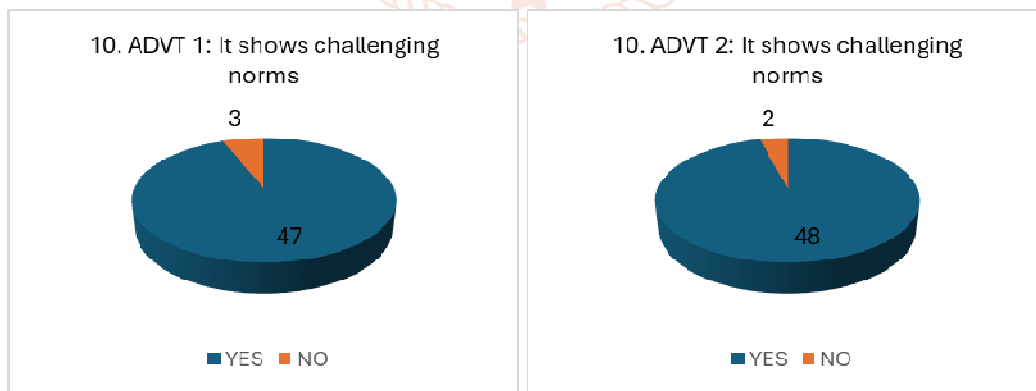
ADVT - 1	It Reframes Beauty	YES	48	ADVT - 2	It Reframes Beauty	YES	4
		NO	2			NO	46



### J. It shows Challenging Norms:

Maximum respondents 47 no. indicated that the ADVT1 showed Challenging norms. 48 respondents also in favour of the statement in case of ADVT2.

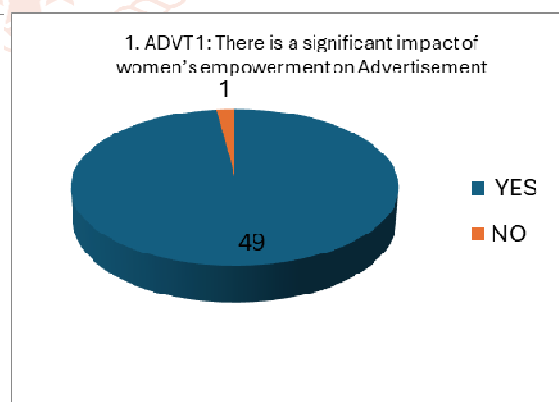
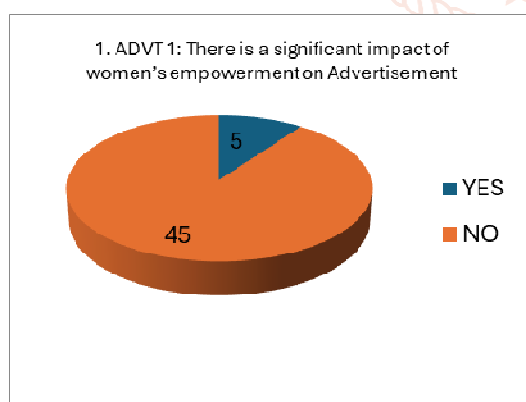
ADVT - 1	It shows Challenging Norms	YES	47	ADVT - 2	It shows Challenging Norms	YES	48
		NO	3			NO	2



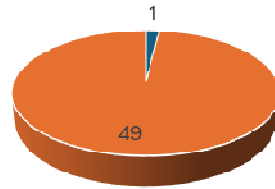
### Summary of Result

Advertisement	Criteria	YES / NO	Responses	Advertisement	Criteria	YES / NO	Responses
ADVT - 1	There is a significant impact of women's empowerment on Advertisement	YES	5	ADVT - 2	There is a significant impact of women's empowerment on Advertisement	YES	49
		NO	45			NO	1

ADVT - 1	In this Advt. Woman is portrayed as Primary role Player.	YES	1	ADVT - 2	In this Advt. Woman is portrayed as Primary role Player.	YES	48
		NO	49			NO	2
ADVT - 1	There is a significant impact of Socio-Economic condition on Advt in India	YES	48	ADVT - 2	There is a significant impact of Socio-Economic condition on Advt in India	YES	49
		NO	2			NO	1
ADVT - 1	The advt. portrays the changes of socio-economic conditions in the society	YES	37	ADVT - 2	The advt. portrays the changes of socio-economic conditions in the society	YES	41
		NO	13			NO	9
ADVT - 1	The Advt. shows Ritualization of Subordination of woman	YES	42	ADVT - 2	The Advt. shows Ritualization of Subordination of woman	YES	4
		NO	8			NO	46
ADVT - 1	The advt. shows male as a primary role player	YES	47	ADVT - 2	The advt. shows male as a primary role player	YES	4
		NO	3			NO	46
ADVT - 1	This advertisement breaking the taboos.	YES	45	ADVT - 2	This advertisement breaking the taboos.	YES	49
		NO	5			NO	1
ADVT - 1	It shows Gender Equality	YES	29	ADVT - 2	It shows Gender Equality	YES	40
		NO	21			NO	10
ADVT - 1	It Reframes Beauty	YES	48	ADVT - 2	It Reframes Beauty	YES	4
		NO	2			NO	46
ADVT - 1	It shows Challenging Norms	YES	47	ADVT - 2	It shows Challenging Norms	YES	48
		NO	3			NO	2

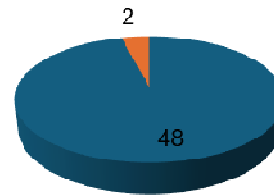


2. ADVT 1: In this Advt. Woman is portrayed as Primary role Player.



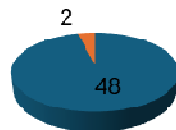
■ YES ■ NO

2. ADVT 2: In this Advt. Woman is portrayed as Primary role Player.



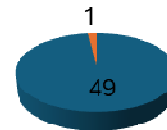
■ YES ■ NO

3. ADVT 1: There is a significant impact of Socio-Economic condition on Advt in India



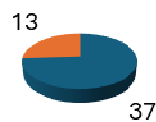
■ YES ■ NO

3. ADVT 2: There is a significant impact of Socio-Economic condition on Advt in India



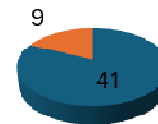
■ YES ■ NO

4. ADVT 1: The advt. portrays the changes of socio-economic conditions in the society



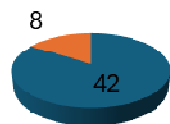
■ YES ■ NO

4. ADVT 2: The advt. portrays the changes of socio-economic conditions in the society



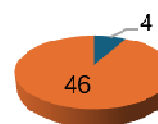
■ YES ■ NO

5. ADVT 1: The Advt. shows Ritualization of Subordination of woman



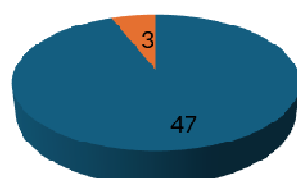
■ YES ■ NO

5. ADVT 2: The Advt. shows Ritualization of Subordination of woman



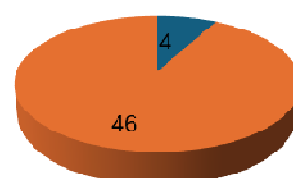
■ YES ■ NO

6. ADVT 1: The advt. shows male as a primary role player



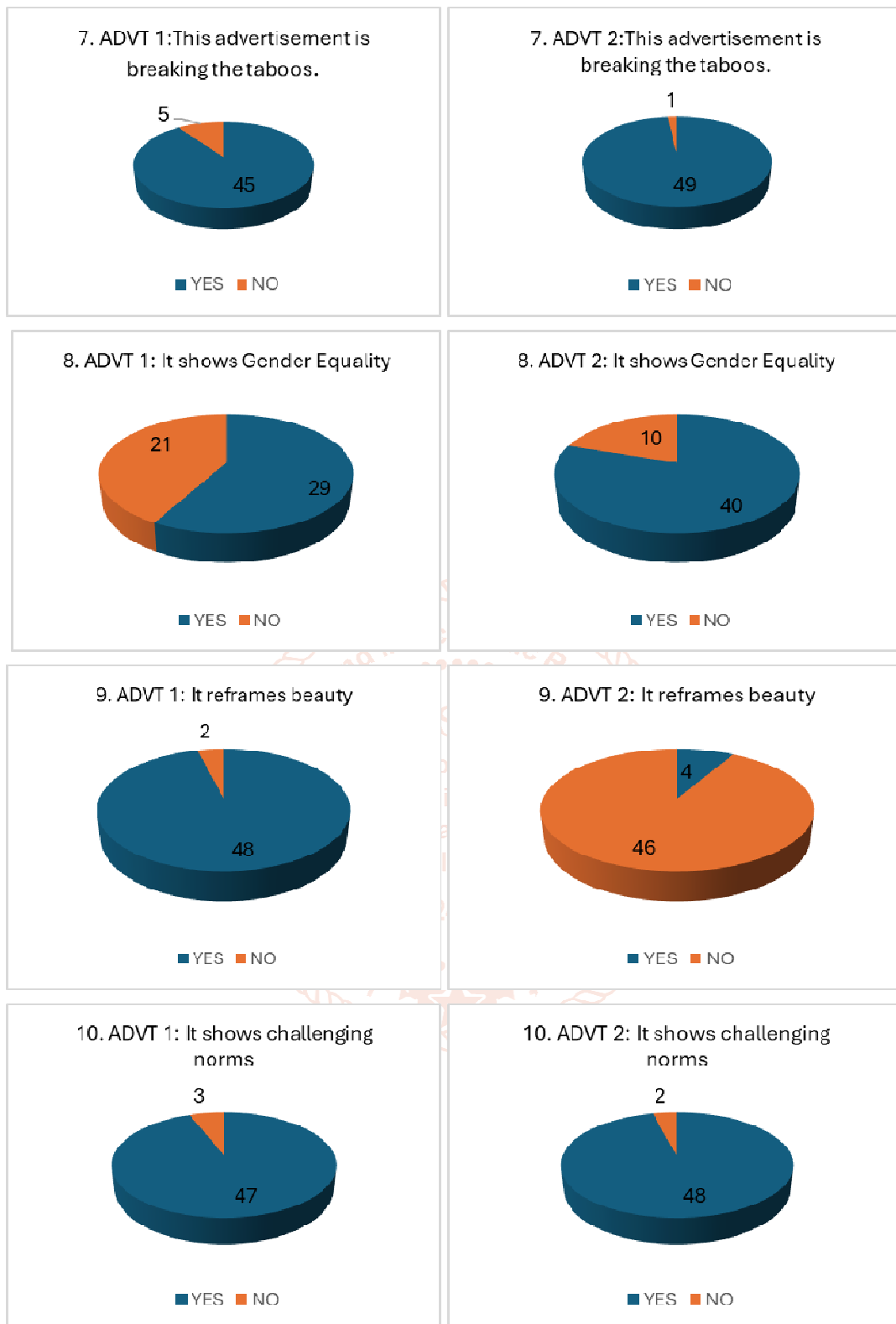
■ YES ■ NO

6. ADVT 2: The advt. shows male as a primary role player



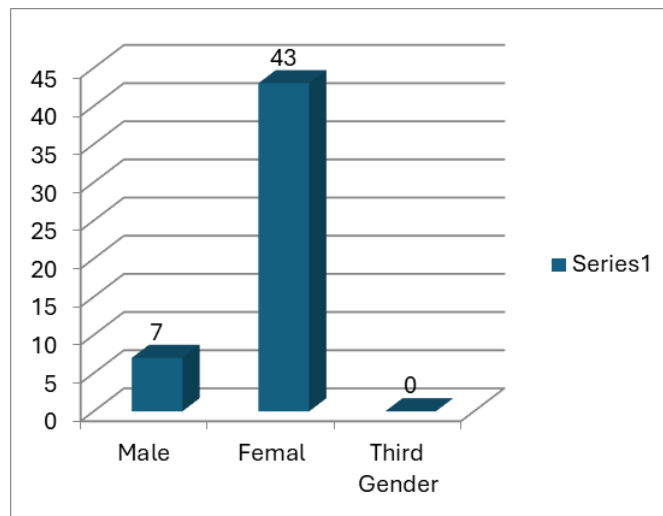
■ YES ■ NO





9. Among total respondents 43 were female and 7 were male.

Gender Profile	
Male	7
Female	43
Third Gender	0

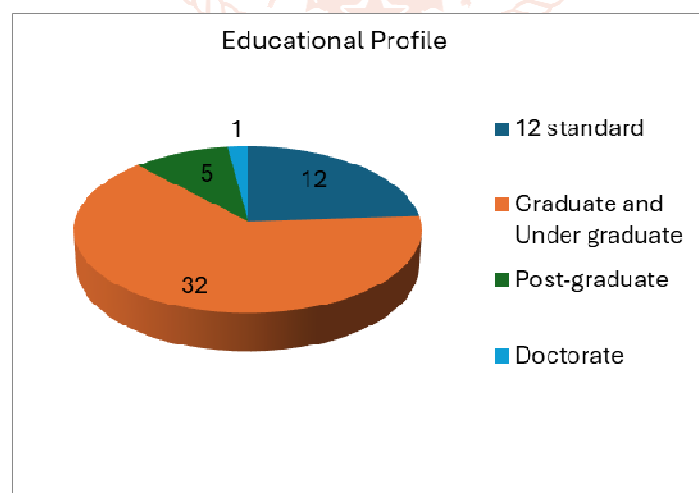


10. Out of 50 respondents, the age of 22 respondents were in between 15yrs-20 yrs. 12 were in 21yrs-26yrs age group. 7 respondents have been chosen from 37yrs -42 yrs age group. 4 and 5 respondents were from 43yrs-48yrs and above 48 yrs age group respectively.

Age Profile	
Between 15-20	22
Between 21-26	12
Between 37-42	7
Between 43-48	4
Above 48	5

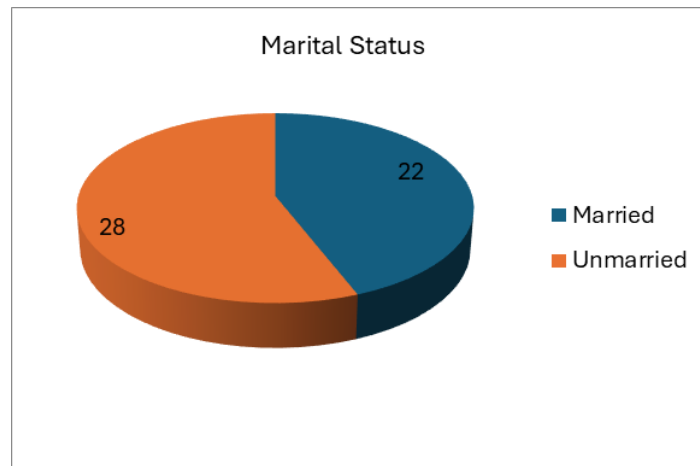
11. Out of 50 respondents 12 were from 12 standard, 32 were either graduate or pursuing under graduate courses, 5 were post graduate and 1 was Ph.D holder.

Education Profile	
12 standard	12
Graduate and Under graduate	32
Post-graduate	5
Doctorate	1



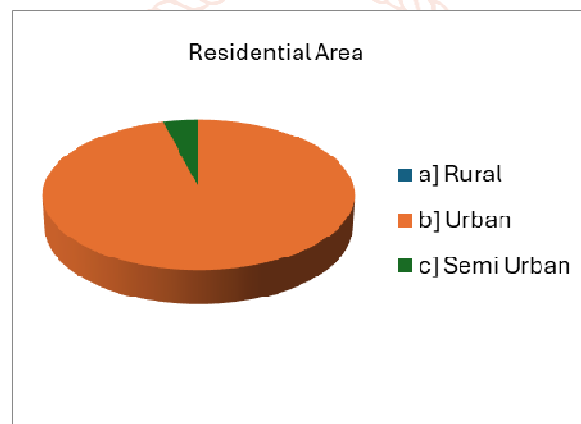
12. 28 respondents were married and 22 were unmarried

Marital status	
Married	22
Unmarried	28



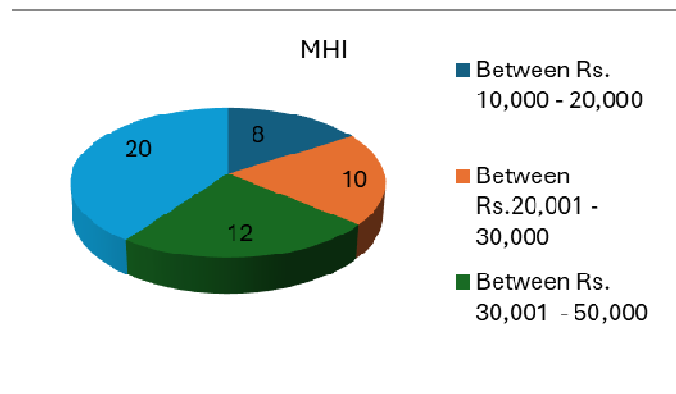
13. Mainly the project based on Kolkata maximum numbers of respondents, i.e 48 were from Kolkata, another 2 were from extended Kolkata.

Residence Area	
Rural	0
Urban (Kolkata)	48
Semi Urban near to Kolkata	2



14. in case of Monthly Household income, 8 were from 10,000-20,000 block. 10 were from 20,001-30,000 range. 12 were from 30,001-50,000 range and rest i.e, 20 were from above 50,000.

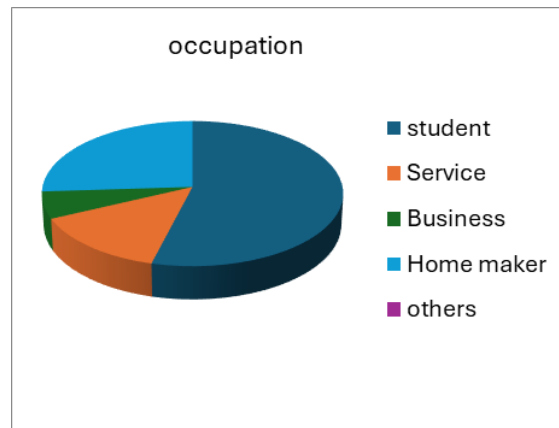
Level of monthly income	
Between Rs. 10,000 - 20,000	8
Between Rs.20,001 - 30,000	10
Between Rs. 30,001 - 50,000	12
Above Rs. 50,000	20



15. in case of occupation 27 respondents were students, 7 were servicemen, 3 were Businesswomen. 13 were Home makers.



Occupation	
student	27
Service	7
Business	3
Home maker	13
others	0



### Hypothesis:

H1: There is no significant impact of Evertising on women's empowerment.

Let's calculate the Chi-square statistic based on the data provided and test the null hypothesis: **"There is no significant impact of Evertising on women's empowerment."**

### Data Recap:

	Yes	No
ADVT 1	5	49
ADVT 2	45	1

### 1. Hypotheses:

- **Null Hypothesis (H<sub>0</sub>):** There is no significant impact of Evertising on women's empowerment.
- **Alternative Hypothesis (H<sub>1</sub>):** Evertising has a significant impact on women's empowerment.

**2. Chi-square Statistic:** We've calculated it previously as 77.94

**3. Degrees of Freedom:** 1 (since it's a 2x2 table).

**4. Critical Value:** At a 5% significance level and 1 degree of freedom, the critical value is approximately **3.84**.

**5. Comparison:** If the calculated Chi-square statistic is greater than the critical value, we reject the null hypothesis.

**So, Alternative hypothesis- Evertising has a significant impact on women's empowerment is accepted**

### Conclusion:

Since the Chi-square statistic (**77.94**) is much greater than the critical value (**3.84**), we reject the null hypothesis.

### Inference:

There is a statistically significant impact of Evertising on women's empowerment at the 5% confidence level. This suggests that the differences observed in responses (Yes vs. No) regarding Evertising are not due to random chance, and Evertising likely plays a significant role in influencing women's empowerment.

H2: There is no significant difference between the image of women in classical and contemporary advertisements.

Here, the primary role playing has been taken as dependent variable

Advertisements	Yes	No
ADVT 1	1	49
ADVT2	48	2

### Conclusion:

**Calculated Chi-square statistic:** 88.4

**Critical value at 5% significance level:** 3.84

Since the Chi-square statistic (**88.4**) is much greater than the critical value (**3.84**), we reject the null hypothesis.

### Inference:

There is a statistically significant difference between the image of women in classical and contemporary advertisements at the 5% confidence level. The observed differences are not due to random chance, suggesting that classical and contemporary advertisements portray women differently.

### Conclusion

The analysis of the 1994 and 2021 "Cricket Joy" advertisements provides valuable insights into the

evolution of societal values and perceptions, particularly regarding gender roles and women's empowerment.

1. **Shift in Viewing Platforms:** A generational shift in media consumption is evident, with older audiences watching the 1994 ad on television and younger audiences accessing it on digital platforms like YouTube.
2. **Evolution in Message:** The 1994 ad was associated with joy and fun, reflecting traditional narratives, while the 2021 ad emphasized women's empowerment, marking a shift towards socially conscious advertising.
3. **Portrayal of Gender Roles:** The 1994 ad featured women in subordinate roles, whereas the 2021 ad celebrated a woman in the lead, reflecting progressive gender dynamics.
4. **Socio-Economic Reflection:** Both ads captured socio-economic changes, but the 2021 ad resonated more strongly with contemporary values.
5. **Breaking Norms:** Both ads challenged societal stereotypes, with a stronger acknowledgment for the 2021 version, showing increasing acceptance of progressive narratives.
6. **Advancement in Gender Equality:** The 2021 ad was widely recognized for promoting gender equality, demonstrating a shift in societal expectations for gender representation in media.
7. **Demographic Impact:** The responses, shaped by young, educated respondents from Kolkata, highlight broader societal shifts in values and expectations.
8. **Statistical Validation:** A statistically significant impact of advertising (Evertising) on women's empowerment and a notable difference between the portrayal of women in classical and contemporary advertisements affirm the role of media in influencing societal attitudes.

In summary, the comparison underscores the progressive evolution in Indian advertising, with the 2021 ad highlighting women's empowerment and gender equality. This shift resonates strongly with contemporary audiences, particularly younger generations, reflecting broader changes in societal values.

### Recommendations

1. **Leverage Digital Platforms:** Focus on digital-first strategies to align with younger audiences' media consumption habits, utilizing platforms like YouTube, social media, and streaming services.

2. **Create Socially Conscious Content:** Build narratives around themes like empowerment, inclusivity, and gender equality to connect with evolving societal values and enhance brand reputation.
3. **Adapt Gender Portrayals:** Move away from traditional stereotypes and embrace progressive representations that highlight equality and empowerment.
4. **Celebrate Socio-Economic Progress:** Reflect themes of societal advancement in advertisements to foster deeper audience connections and showcase brand commitment to progressiveness.
5. **Challenge Traditional Norms:** Continue to innovate by producing content that questions stereotypes, entertains, and inspires social change.
6. **Diversify Campaigns:** Tailor campaigns to address the preferences of diverse demographic groups, ensuring broader appeal and relevance.

By embracing these strategies, brands can create impactful, socially relevant advertisements that resonate with contemporary audiences and contribute positively to societal progress.

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