

Environment Awareness : Projections And Potentials In Public Advertising Design

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Abstract

In the fast few decades, attention has turned to the need to apply commercial marketing concept, design, techniques, and knowledge, to promote goods, services, that enhances consumer wellbeing through social and environmentally responsible advertising. The deteriorating effect of consumer behaviour on environment through consumption had initiated a new set of advertising called green advertising. It is specific set of advertising is centered around the protection and conservation of environment irrespective of its components that suggests a positive relationship between a product and environment and conservation attributes through various public advertising materials and formats. The study explores the profile of representation of environmental issues and concerns through creative possibilities and visualisation, incorporating the essence of conservation in terms of existence and distinctiveness, commemorating the issues of conservation and preservation through graphical representation for visual communication through public advertising in the form of visual identity, pictorial representations, and public awareness campaigns and advertisements .

Keywords : Advertising Campaign, Eco-friendly, Sustainability, Visualisation, Creativity

Introduction

Undeniably the fascinated environment we live in along with its constituents - animal, bird, plant in prominence were well depicted with their powerful presence in Indian Art also, where the diverge range of animal imagery were depicted as companions of deities, mythical beasts, hybrid animals, and anthropomorphic forms, religious symbols, presented in different poses, aspects and forms. The assortment of the animals depicted on cave or rock paintings of *Bhimbetka*, seals of *Harappan* civilisation, with frequent occurrence of bulls, hybrid animals, multi hooded cosmic serpent, cosmic boar, elephant represents the stature of being divine. Various other animals like tiger, lions, deer, elephant, monkeys, birds, one horned rhinoceros, crocodiles, antelopes, and squirrel were also depicted in their natural surroundings, hunting scenes, on seals, stone reliefs, rock cut halls, sculptures, and paintings features to be hallmarks of Indian Art (Craven 1997). The finest amongst them is the Lion Capital at *Sarnath*, erected by Asoka offer us with the best remaining example of

Mauryan Art that projects the mood of sumptuousness which is also adopted as the emblem for the Republic of India. The fascinating world of animals were also depicted in the rock-cut monasteries with images of elephant, horse, monkey etc, participating in cosmic events. The association of environment in Indian Art also features the anthropomorphic animal characters, where mythological stories such as incarnation of *Vishnu* as the cosmic boar, *Varaha* which is his third descent-*avatara* depicts the churning of the milk sea ocean, *Makara*-the mythical beast, that is a part of crocodile and part elephant, multi hooded serpent *Ananta*, slaying of buffalo demon -*Mahisasura* were remarkable in their depiction and acceptance in our social and cultural life (Murthy 2011). One of such social acceptance which we observe in our art and culture had also set new idioms in creating public service advertising in order to create awareness and attitude towards the socio-environmental issues and challenges with parallel affinity towards consumers' interest and consumption of goods.

Publicity For Redemption

The most basic role of an advertising message is to communicate information about the product, service or an idea. Advertising can create

associations with the brands and create brand images to position the brand in consumer's mind. The message is considered as a vital component in advertising communication process (Gupta 2012). While attempting to accomplish this, advertising does much more. The commercials that people watch on television, on radio, or see and read in newspapers and magazines can be a source of information, entertainment, fantasy, motivation. Creativity as a process of visualisation is probably one of the most frequently used terms in advertising that has the ability to come up with unconventional, fresh and unique ideas, appropriate and effective that can be used as a solution to the communication problems. Public oriented advertising in India in particular had spearheaded a notable contribution in addressing environmental issues. Imagery in various forms like fictitious characters, mascots, anthropomorphic impression of the diverse sets of the animal resources of India reflects the uniqueness of the animals, birds and vegetation, representing the wisdom, power, beauty, opulence and grandeur which uphold and dignify the indigenous fauna and flora of this country in congruence to the conservation and awareness issues through powerful visualisation and gratification (Murthy 2007). Many environment campaigns in India are either done for awards or feature a borrowed-from-the-West technique. But **Tree of Unity** is a unique and original Indian way of doing a public service campaign *Ek Chidiya, Anek Chidiya* created by Films Division, India. Firstly, it is in the format of a fable or story. Secondly, the eco-friendly message is woven with a strong moral thread. It is not just a dry message that makes a rational point or tries to shock us but is born out of the way Indians think. It tries to evoke a feeling that it is wrong or unjust to cut a tree. Notable contribution is also spearheaded by various NGOs in conserving this majestic animal from the verge of extinction. Apart from Tiger, other animals like Asian Elephant, Monitor Lizard, One Horned Rhinoceros, Gangetic River Dolphin, Red Panda, were the priority species to be initiated by *World Wildlife Fund, India*.

The advertisement campaigns designed for Sanctuary Asia projects the horrifying consequences of deforestation and promotes the need of conservation through shocking visuals and graphics.

It also launched "*adopt a plant campaign*" in India aimed at addressing the growing problem of pollution, environmental degradation, and climatic changes as a result of rapid urbanization. Creative storytelling posters by image manipulation, retouching techniques, made the issues more effective in their representation and effectiveness. The Incredible India campaign initiated by the Ministry Tourism, launched in 2002 also made a greater contribution in conservation the animals with powerful advertisements and poster campaigns. Many other social campaigns were also launched and initiated by different brands, institutional bodies to uphold the heritage of the rich treasure of wildlife of India. a notable contribution have been attributes to preserve and conserve the same through posters, films, social campaigns, awareness programmes by various brands, NGOs, institutes in India. For example, the advertisements with social message initiated by Aircel '**SAVE OUR TIGERS**' campaign is one of the successful campaigns of the many initiatives that uphold the dignity of the national animal of India. The campaign is intended to draw attention toward dwindling number of tigers across the planet and to bring forward the seriousness of losing tigers. Concern for saving the earth, IDEA Cellular came up with a different advertising campaign strategy in 2010 where the everyday chopping of tree to produce millions of tons of paper across the globe lead to alarming rate of deforestation is well projected through '**USE MOBILE, SAVE PAPER**' campaign.

Think Green

A shift in the context of environment awareness is predominantly visible with acceptance of green advertising by various companies where ecological responsibility made a switch over from consumer based product advertising to environmentally friendly products that had created a new set of market focused on the concept of green advertising. Advertising as a tool is been utilised by various brands/companies to promote their products with ecofriendly advertising materials and mediums (Banerjee 1995). Various avenues are been explored to persuade the consumers to go green in their buying patterns which is evident in various product oriented

advertisements. One of such instance is evident with the advertising campaign by the Mahindra group that reinforced its long term commitment towards environment with digital platform today for tree plantation drive and encourage people with the **#RiseAgainstClimateChange** campaign by bringing up the forefront issue of environment degradation. Many more campaigns like **#ParksNotParking campaign** by Uber, Godrej's **Good & Green**, Usha international's campaign on single use plastic made a decisive impact on consumer conscience and credibility towards environment. The automobile brands also made a new approaches with their strategy from people's car to green car that emphasis on the CNG car models that encourages customers to go gas minimalising all environmental impacts. The **'Kitna Deti Hai'** campaign is one such deliberate attempt from by Maruti Suzuki to take the Indian roads to ecofriendly destination. Several other projects like **'Go electric'** campaign launched by Central government of India to boost the adoption of electric mobility vehicles in India that will definitely reduce the import dependency of the country in coming years and be an important step towards a greener and cleaner future. Notable effort is also evident with Kirloskar in collaboration with Toyota, launched an 'Eco Campaigns' with ecofriendly products for promoting cut down fuel consumption and emission, thereby strengthening companies initiative towards building a cleaner and green India. Various other avenues were explored in order to create environmental awareness with creative visualisation where promotional products campaign were introduced with sustainable packaging design, made a decisive impact on the environment in encouraging consumers. One such initiative is introduced by Coca Cola has created an ad out of recycled packaging to encourage consumers to become sustainable and go green in the format of TVC. Apart from automation industries, prospect like ecofriendly shopping bags, packaging boxes, kitchen wares etc. and many other amenities were also taken into account to adopt responsible product packaging using recyclable and nonhazardous materials.

Conclusion

A truthful information in public service advertising can be an important catalyst for changes

in consumption patterns in both public advertising based and consumer based messages which can assess the credibility towards environmental awareness in a positive manner. A well devised creative design in this regard can postulate new direction towards environmental awareness with effective advertising appeal which can help creating sustainable environment and changing consumer needs without causing hazardous consequences to our environment. The issues and trends pertaining to identifying and solving the problems pertaining to environment lies on the very need to instil the sense of responsibility on the part of advertisers and designers to **rethink** and **redesign** the perception of creative process in creating awareness that should take into consideration- Government and private sectors, students, academic institutions, design agencies, professionals, corporate houses ,consumers and many other stakeholders in the purview of environment responsiveness and sustainability design approaches in identifying the environmental problems with unwavering solution for a greener India .

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