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## Advertising in the modern society

Advertising is a very important part of today's society. People have different emotional reactions to a product being advertised and how its advertised. Commercials typically contain background music and attractive and bright colors to draw in customers. Music in commercials unless they are jingles have no words to prevent interference with memories. Rhythm is used to provide a beat for the message. To understand the 'jingle-brand' association, people in a study were played the three adverts with musical accompaniment.

The results showed that people learned and quickly memorised the first piece of music they heard, and that this was the one that most considered to be the best option for the advertisement and the brand. "Being simultaneously exposed to a specific jingle and a brand very quickly creates an associative link in the consumer's memory between the jingle and the brand," adds Hartmann.

Style of music also affects people's impression of the brand, for example if its fast and upbeat the customer will remember a happy connotation of the brand. "A brand may be affected by a specific jingle from the very first moment at which it is associated with it. This makes the jingle is, to a large extent, (along with its associated memories and emotions), the thing that makes a brand identifiable in the mind of the buyer," the study concludes.

Emotional themes of songs can help consumers remember ad's. The study did on psychologist on lyrics have shown repeatedly about the power of melody in advertising. There needs to be a clear fit between an ad's soundtrack and the message of the product it is intended to promote. Studies Show that the right song or musical soundtrack in an ad can; increase attention, making an ad more likely to be noticed, viewed, and understood. Customers can have more enjoyment and more of a emotional response if they understand and can remember a commercials. The brain encodes emotional memories deeper than other memories. This means ads with more suitable music are more likely to be remembered.

The use of music in advertising was developed in the 1920s by FMCG advertisers. They pioneered linking brand names to musical and dramatic themes .The first 30 years of post-war advertising all over the world featured jingles, specially composed songs, and musical stings, as the cost of licensing original music in copyright was illegal. Copyright free classical music was increasingly used. Coca-Cola started the use of original music in advertising. By the late 1980s, when licensing costs started to decrease, the use of contemporary music increased.