



Cultural Identity Exemplification through Animated TVCs in Pakistan

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Abstract:

Identification of identity is not only required for an individual, but it is equally essential requirement of a society or culture. Creating an individual identity is a challenge in today's world where the world has become a global village. Identity has two major types, first; social identity and second; cultural or national identity. Today, industries worldwide are using different mediums, which represent the cultural values of one country. Animation is not a new technique, but its diverse types and emerging techniques are new which can be seen in Pakistani corporate world. To compile the research, data has been collected from the research of prior researchers and from the secondary sources, which are available on the official websites and promotional published material. Content Analysis method has been used for the data analysis. The animation and main



protagonists from the animation story, series, short film, and TVCs have very strong visual impact on the youngsters especially the children. Young generation covers the maximum ratio of being consumer in the corporate world. Animation also reflects the cultural values of a society, which is important for youngsters. It is important to have a better understanding of our own culture progressive growth. Pakistani cultural patterns speak for its rich cultural traditions and heritages. Pakistani culture has a very rich background based on the Mughal's architecture, textiles, food, art and entertainment; these are very few examples, which makes it pop culture in present era. This research paper will discuss bringing cultural value in the advertisement will bring positive and good values among the coming generation.

Key Words: *Animation, Pakistan, Culture, Pakistani Culture, Identity*

Introduction:

Identity is the core requirement of any society or settlement. Identity is required to describe an individual's abilities, qualities and characters. Identification of identity is not only required for an individual, but it is equally essential requirement of a society or culture. "A common identity among human coupled with existing local identities are the key to the longevity of our civilization".¹ The concept of identity is the base of social construction in any society. In today's world identity has twofold ideas, one;

¹ Sanjoy M. Som, "Common identity as a step to civilization longevity," *Future The journal of policy, planning and futures studies* 106, (2019): 37-43.

personal, second; social. Both these concepts of identity accompany each other, it is not needed. It can be studied as a group or as an individual as well.²

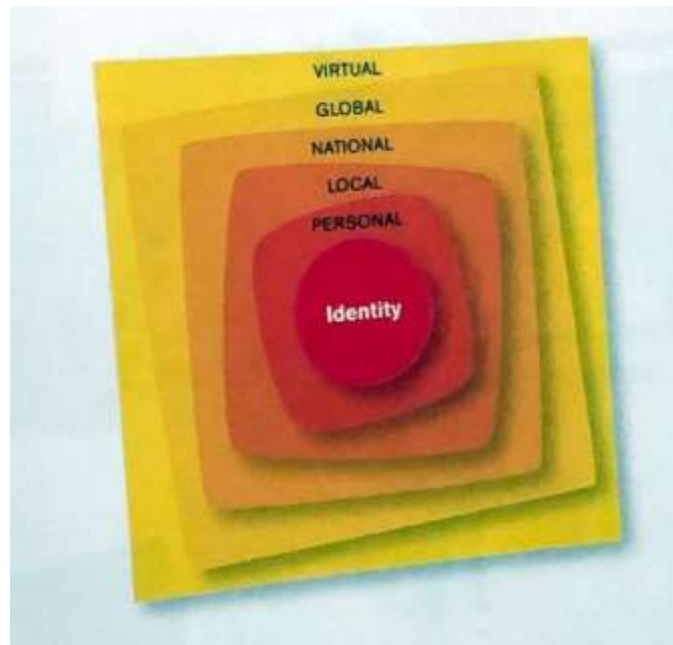


Fig. 1: Identity Graph, Source: Alina Wheeler, *Designing Brand Identity*, (New Jersey: John Wiley & Sons, Inc., 2017), 3.

According to Coco Chanel: “In order to be irreplaceable, one must always be different.”³

Creating an individual identity is a challenge in today's world where the world has become a global village. Identity has two major types, first; social identity and second; cultural or national identity. As Marilyn B. Brewer said, “social identification

² Identity Graph, Source: Alina Wheeler, *Designing Brand Identity*, (New Jersey: John Wiley & Sons, Inc., 2017), 3

represents the extent to which the in-group has been incorporated into the sense of self, and at the same time, that the self is experienced as an integral part of the in-group”.⁴ Moreover, Tomlinson national identity theory is “the product of deliberate cultural construction and maintenance via both the regulatory and socializing institutions of the state: in particular, the law, the education system, and the media”.⁵ Every individual has the awareness that their individual presence counts in a nation despite the fact that they are living in another culture and country around the world, but they belong to their own culture as one nation. Having this knowledge helps them to express their selves as one nation in better way in front of world. According to psychologists, this kind of feeling and behavior towards identity refers to the self-concept, which can be called national identity.⁶ Frank Gehry states, “You have got to find your own voice.”⁷

History, language and environment of a country represents the traditions, customs and culture of the people who lived there. However, Pakistani culture speaks of its traditions and rich cultural heritage. Pakistan’s culture is very popular and rich, which is not only because of the likeness of the present era but the major part of its richness, is depended on the past. Pakistan’s history has the glory of Mughal’s culture, which reflects in the architecture, cuisine, textiles and in music as well.

³ Alina Wheeler, *Designing Brand Identity*, (New Jersey: John Wiley & Sons, Inc., 2017), 50.

⁴ Marilyn B. Brewer, *Ingroup Identification and Intergroup Conflict* (New York: Oxford University Press, 2001), 21.

⁵ John Tomlinson, *The Global Transformations Reader* (Cambridge: Blackwell Pub, 2003), 271.

⁶ Kenneth W. Terhune, “Nationalism among foreign and American students: An exploratory study”, *Journal of Conflict Resolution* 8, no.3 (1964): 256-270.

⁷ Alina Wheeler, *Designing Brand Identity*, (New Jersey: John Wiley & Sons, Inc., 2017), 90.

Today, industries worldwide are using different mediums, which represent the cultural values of one country. For example, film, advertising, animation and music. Pakistani advertising industry is flourishing day by day and adopting new trends and techniques to attract the consumers.

This research paper's focus is on the advertising of Pakistan more specifically focused on, if the local culture is being shown in the animated TVCs or not. As the animation is not a new medium which being used in Pakistani advertisement, animation technique has a history in the field of Pakistani advertisement. Animation has been using in the advertisements of Pakistan in different scales, but this field is flourishing day by day worldwide and adopting new techniques by using upgraded technology not only in the foreign country but in Asia as well. Introduction of new mediums and new techniques globally helps the advertising world to flourish in a more effective manner (Kiefer Lee and Steve Carter, 2005). Advanced forms of technology created new doors and opportunities for the information flow, services, goods and techniques which have not been used before. For a business and brand, it is very important to move forward and adopt advance techniques for the survival in the corporate world (Kiefer Lee and Steve Carter, 2005).

Aim & Objective

Aim of this research is to study the animated TVCs of Pakistan and culture they are promoting via showing the characters for the local consumers of Pakistan.

Pakistan's culture and advertisement has a glorious history. The following study is the core of this research:

Study the cultural representation in the protagonist of Pakistani animated television commercials. The protagonists from Hilal Ding Dong Bubble, Prince Biscuit by LU and Safeguard germ protection soap will be discussed in this research paper.

Methodology

Animation is not a new technique, but its diverse types and emerging techniques are new which can be seen in Pakistani corporate world. To compile the research, we collected data from the research of prior researchers and from the secondary sources, which are available on the official websites and promotional published material. Content Analysis method has been used for the data analysis. Because Content Analysis methods found to be very effective in developing attention and awareness.⁸ Moreover, Content Analysis method is unobtrusive in data collection, Provide transparency and replicability and highly flexible.⁹ Content Analysis normally used technique in the branding of corporate sectors and this technique can be used for the data collection for

⁸ Alan J. Bush, Joseph F. Hair, Jr. and Robert P. Bush, "A Content Analysis Of Animation In Television Advertising", *Journal of Advertising* 12, no.4 (1983): 20-41.

⁹ Amy Luo, "What is content analysis and how can you use it in your research?", *Scribbr*, June 19, 2020, <https://www.scribbr.com/methodology/content-analysis/> (accessed on September 22, 2020).

every type of research either qualitative or quantitative in multiple mediums like electronic or print data and verbal.¹⁰

Background

What is advertising? Laver in the launch of Victorian Advertisement answer this question, “*Advertising is as old as Humanity: indeed, much older; for what are the flaunting colors of the flowers but so many invitations to the bees to come and “buy our product”. Everything is already there: the striking forms, the brilliant hues, even the “conditioning of the customer”.*”¹¹ Advertising can be defined as a tool which will help to grab the attention of a viewer, and through advertising, it is possible to induce the viewer to act towards a certain product or business. Advertising has an ancient protagonist, which helps to deliver information and most importantly gain attention. In Britain, advertising began in late 1800s in the form of print advertising, which faces social critic.¹² Raymond William stated advertising as the “*The official art of capitalist society*”.¹³ Within less than 100 years, society was gathering information from newspapers, radio and television.¹⁴ Advertising was born in the reaction of

¹⁰ Leyland F Pitt, Robert Opoku, Magnus Hultman, Russell Abratt, Stavroula Spyropoulou, “What I say about myself: Communication of brand personality by African countries”, *Journal of Tourism* 28, no.3 (2007): 835-844.

¹¹ William M. O'Barr, “What is Advertising?”, *Journal of Advertising and Society Review* 6, no.3 (2005): 60-70.

¹² Raymond William, “Advertising: The Magic System”, *Journal of Problems in Materialism and Culture* 1, no.1 (1980): 170-195.

¹³ Raymond William, “Advertising: The Magic System”, *Journal of Problems in Materialism and Culture* 1, no.1 (1980): 170-195.

¹⁴ Annonymous, “THE EVOLUTION OF MEDIA & ADVERTISING”, *Pakistan Advertisers Society*

advancement of media, which promoted the concept of promotion among corporate sectors. However, advertising had utilized new emerging mediums very slowly. It took almost a hundred years to sell any advertisement in the newspaper since the first newspaper was published. In the same way radio sold its first advertisement in five years and television took thirteen years to on-air first sponsored commercial after the first broadcast. This research paper's focus is on the advertising of Pakistan more specifically focused on the culture representation in the animated TVCs.

The animation and main protagonists from the animation story, series, short film, TVCs and etcetera have very strong visual impact on the youngsters especially the children. Young generation covers the maximum ratio of being consumer in the corporate world. Most of the brands target the youth with the help of advertisement, as the youth is directly connected to the brands through advertisement.¹⁵ Animation as a medium has been used for a long time for educational purposes. Sesame is one of the oldest educational series, which is based on the characters; they have been contributing their efforts since 1969.¹⁶ Animation also reflects the cultural values of a society, which is important for youngsters. It is important to have a better understanding of our own culture progressive growth. Moreover, culture intrinsic values, better knowledge or understanding of culture provides the economic and social

¹⁵ Shafayat Ali, and Dr. Zahid Yusaf, "Impact of TV Advertisement on changing lifestyle of the youth and how TV advertisements affect the norms and values of the", *Global Media Journal, Pakistan Edition* X, no.II (2017).

¹⁶ Sesame, "Our History", *Sesame Workshop*, <https://www.sesameworkshop.org/who-we-are/our-history> (accessed on 01 Oct. 2020).

benefits, it also helps to increase the tolerance level and provide the more opportunities to come together within the society and with each other, it helps to enhance an individual's life quality and overall increase the well-being for both communities and individuals.¹⁷ Experience of culture provides the opportunity for entertainment, leisure, sharing and learning experiences with others.¹⁸ Entertainment and learning experiences from museums to dance studios to theaters to public libraries to digital medium, culture brings people together.¹⁹ Likewise, Pakistani cultural patterns speak for its rich cultural traditions and heritages. Pakistani culture has a very rich background based on the Mughal's architecture, textiles, food, art and entertainment; these are very few examples, which makes it pop culture in present era.

In Pakistan, young generation and children have more exposure to other cultures like western and foreign culture because of the availability of easy access to digital mediums now days. Through different media, they are reflecting their culture for entertainment and educational purposes like stories, poems, folk tales, cartoons and etcetera. Other foreign animated studios like Pixar, DreamWorks Animation, Walt Disney Animation Studio, Industrial Light and Magic, Studio Ghibli, Cartoon Network Studio and other animation studios are representing and registering their culture with

¹⁷ Dr Abigail Gilmore, "Raising our quality of life: The importance of investment in arts and culture", in *The Centre for Labour and Social Studies*, (London: The Centre for Labour and Social Studies, 2014), 19.

¹⁸ Dr Abigail Gilmore, "Raising our quality of life: The importance of investment in arts and culture", in *The Centre for Labour and Social Studies*, (London: The Centre for Labour and Social Studies, 2014), 19.

their work like The Toy Story Film Series, Ratatouille, Frozen, Wreck It Ralph, Shrek, Kang Fu Panda, Avatar, Snow White and etcetera. These are very famous animated movies and series among young generation in Pakistan. Directors and designers are promoting their own socio-cultural values and themes for their society by showing their environments, language, metaphors, symbols, sign, icon, avatar, colour pallet, and most importantly, protagonist represents their culture in their dressing, style, colour and other visible elements. Simultaneously, the same practice can be seen in their TVCs as well.

The animation industry is a billion-dollar industry in the world.²⁰ Animation industry flourished in Asia in the last few years, it spread its wings in Korea and Philippine more exponentially than any other Asian country. This industry is spreading tremendously in India and Pakistan although Indian animation industry has reached to the maturity point and their animation technology is more advanced and expensive than Pakistani industry. In coming years, Pakistani animation industry will be a new hotspot for exploration.

Discussion:

¹⁹ The Conference Board of Canada, "Valuing Arts and Culture as Cornerstones of the Creative Economy", in *Valuing Culture: Measuring and Understanding Canada's Creative Economy*, (Canada, Incorporated as AERIC Inc., 2008), 1-8.

²⁰ Kausar Saeed, and Dr. Kamran Ahmed Siddiqui, "Animations in TVCs: Content Analytic Findings from Pakistan", in *The 3rd International Conference On Organization And Management*, (Abu Dhabi: Research Gate, 2017), --.

Pakistan became an independent nation in 1947.²¹ Pakistani advertising has faced much perpendicular in the journey of development, in which it faces the different foreign and political influences. In recent years, animation has been taken utterly seriously in the advertising industry. It can be seen during the past few years that the advertising industry is employing more and more animators for advertisements. Moreover, new trends and technology is making their way in Pakistani animation industry. Many advertisers and strategy makers are using or preferring the animation technique for selling the product. Exponents of animation declared that animation is a more effective method to build awareness and grab the attention of viewers.²² Latest studies have shown that animation-based television commercials are more focused to attract children's attention.²³ According to a content analysis research, 26 percent of TVCs for children are a mixture of animation and sixteen percent of TVCs for children are complete animation based.²⁴ Moreover, animation is the medium, which is widely used to grab the attention of children towards the commercials. Therefore, animation-based television commercials are the best source to educate the children about their cultural values.

²¹ Anonymous, "History", *History Pak*, <http://historypak.com/jahangir-khanpakistan-and-the-south-east-asia-treaty-organization/> (accessed at 2 November 2019).

²² John S. Wright, Daniel S. Warner, Willis L. Winter, and Sherilyn K. Zeigler, *Advertising*, (New York: McGraw-Hill, 1982). 201.

²³ Alan J. Bush, Joseph F. Hair, Jr. and Robert P. Bush, "A Content Analysis Of Animation In Television Advertising", *Journal of Advertising* 12, no.4 (1983): 20-41.

²⁴ Francis Earle Barcus, *Weekend commercial children's television, 1975*, (Boston: Newtonville, MA, 1975), 75.

Develop a researched based content in the TVCs, which contains the literature of Pakistani culture, which will help the young generation to get the better understanding of local society's socio-cultural morals and values. It is necessary to promote the local cultural values and literature with the representation of Pakistani eastern theme. It is the demand of the present time to produce a creative and attractive storylines and characters (protagonist) which will reflect the local tradition, culture and design element in their costume, cityscape, landscape and other related elements.

Study:

Formation of Pakistan opened new doors for the advertising world. New businesses joined the competition, and the corporate sectors flourished day by day. Beside the businesses, new Medias were emerging in the society. Businesses from various fields started to follow the emerging media to reach the maximum consumers. Meanwhile new investments came to the region and brought new influences with them. One of Pakistani economist Dr. Ishrat Husain said in one of his speeches that, “economy rate of Pakistan grows very impressively in the first four decades, it increased like 6 percent per year.”²⁵ Different multinational companies invested in the Pakistani economy, which attracted the new advertising agencies in the region. Some foreign advertising agencies set up their offices and developed linkages with the

²⁵ Riaz Haq, “A Brief History of Pakistani Economy 1947-2010”, *RizHaq* last modified on 27 September 2010, <http://www.riazhaq.com/2010/09/brief-history-of-pakistani-economy-1947.html> (accessed on a2 September 2020).

existing local ones to step into the new arena.²⁶ Those agencies brought new influences in the local advertising sector of Pakistan. Advertising of Pakistan can be divided into six stages according to the chronicle timeframe of profession's evolution.²⁷ Division of six stages with brief details are:

1	1950-1960	The age of the Pioneer
2	1970-1980	The Years of Creativity
3	1990-2000	The years of Brand Elevation
4	2000	Turn of the century
5	21 st Century	When consumer awake
6	Later in 21 st Century	The age of the Millennial

In the age of pioneer, it was the time when Pakistan was going through the expansion phases, and it was not the competitive environment for the businesses. Moreover, very few and limited resources for advertising were available like newspapers and radio. Newspapers did not have access to the across Pakistan and have limited readers due to the literacy rate. However, many newspapers could not continue

²⁶ Kamran Siddiqui, "History of Advertising in Pakistan", *Journal of Marketing Management and Consumer Behavior* 1, no.2: (2016), 11-21.

²⁷ Aurora, "The Dawn of Advertising in Pakistan (1947-2017)", *DAWN*, March 31, 2018, Marketing and the Media.

their business because of the financial crises. In this era the source of advertising was only radio jingles, and the transmission of radio was limited to specific areas and specific classes of audience. That was the time when new businesses were developing and coming into shape and they were in awareness stages, and most of them used radio and daily newspapers for their advertisement. After the independence, very first ad for the commercial purpose was published in the *Dawn* newspaper was sponsored by *Pakistan Orient Airways* in 1950.²⁸



Fig. 2: First Airline Ad, Sponsored by Orient Airways Ltd. Published in 1950.

Later in 1950, other companies, which were dealing in fast moving consumer goods (FMCG) appeared in newspaper with their advertisement, for example *Dalda*

²⁸ Paracha, N. F. "History fit to Print: 70 years of Pakistan through Print ads". *Daily Times* last modified on 2017. <https://dailytimes.com.pk/122475/history-fit-to-print-70-years-of-pakistan-through-print-ads/> (accessed at 31 October 2019).

Cooking Oil, *Tibet* beauty soap, *Tibet* toothpaste and *Pakistan Railway*. However, all these print ads were black and white because of the printing limitation. At that in 1950s, radio was the best source of advertisement to reach the maximum audience.²⁹ Invention of television in Pakistan in 1955 changed the complete scenario of advertisement in few years. The invention of television provides more opportunities. Very first Pakistani TV channel was aired in 1964, which open the doors for the new trends in the advertising world. Maximum companies started to advertise themselves and follow the ongoing or new emerging trends to attract more audience. New techniques were coming in the Pakistani market from abroad and many international investors started investments in Pakistan. Companies and brands started to use the celebrities in their advertisement to capture more audience. In 1967, first time *Tibet* a Pakistan based company, which deals in the beauty products, represent the Siri Lankan dancer as their model in advertisement with the “*A Star’s Choice*” caption.³⁰

²⁹ Aman, “Pakistan Rise of Media History”, *In Slide Share* last modified on 2010, <https://www.slideshare.net/amanfoundation/pakistan-rise-of-media-history> (accessed at 1 November 2019).

³⁰ Paracha, N. F. “History fit to Print: 70 years of Pakistan through Print ads”. *Daily Times* last modified on 2017. <https://dailytimes.com.pk/122475/history-fit-to-print-70-years-of-pakistan-through-print-ads/> (accessed at 31 October 2019).



Fig. 3: Tibet Cosmetics Newspaper ad, Published in 1967.

It was the beginning of an era, which known as the era of creativity and brand elevation, which representing stars in the advertisement began. Later different companies follow this trend and represented different celebrities, actors and actresses in their advertisement. For example, in 1988 a shoe company *Power* used *Imran Khan* a cricket star in their ad and later different ads like *Lux* beauty soap, *PIA* an airline company and *Bata* a shoe brand use different national or international celebrities (male and female) in their advertisement in print and electronic media.³¹ This trend was started and accepted by the maximum brands in their advertisement that since then they are representing actor, actresses and role models for the promotion purpose. It was the

³¹ Team, "Computer Age in Pakistan", *Code Week* last modified 2009, <http://www.codeweek.pk/2009/08/computerage-in-pakistan/> (accessed at 1 November 2019).

time when consumer started to idolize the stars and started to listen to them. Those brands and companies, which are dealing in the products, which are targeting children and kids, are mostly using other animated charterers, which attracts their target audience for example *Ding Dong Bubble* as this is the second animated television commercial in the history of Pakistan. First one is *Dentonic* toothpaste company.



Fig. 04: Dentonic Tooth Paste, very first ad, Screenshot. Source: <https://www.youtube.com/watch?v=QmptzZFzy28>





Fig. 04: Ding Dong Bubble very first ad, Screenshot. Source: <https://www.youtube.com/watch?v=QmptzZFzy28>

It was the time when animation based TVCs trend started in the market of Pakistan. Since then, different changes and upgrades have been seen in the techniques and styles. Besides the emergence of the techniques, new influences had also made their way in the local animated TVCs. Especially in the representation of a superhero.

As the exponents have found that animation in TVCs is an effective source to build awareness among and grab the attention of the viewers.³² Another group stated that animation based TVCs advertisings have a tendency to create positive effects on consumers especially on children and young consumers and its best for the companies and brands who are working with this age group.³³

Superheroes are the protagonist of any animation series, comics, cartoon and TVCs for a long time in the foreign cultures. Very first superhero was a male as Phantom and he made his first appearance in a newspaper comic strip section in February 1936 in United State of America illustrated by Lee Falk.³⁴ Phantom appeared in a skintight costume with a headwear and eye mask and wearing long boots.

³² John S. Wright, Daniel S. Warner, Willis L. Winter, Jr., Sherilyn K. Zeigler, *Advertising* (New York: Mc. Graw-Hill, 1977), 208.

³³ David Ogilvy and Joel Raphaelson, "Research on Advertising Techniques that Work — and Don't Work", *Harvard Business Review*: (1982), 1-16.

³⁴ Anonymous, "SuperHero Timeline", *Gunnies World Record*, [https://www.guinnessworldrecords.com/products/books/superlatives/superhero-timeline#:~:text=Created%20by%20Lee%20Falk%20\(USA,%E2%80%9Cthe%20ghost%20who%20walks%E2%80%9D](https://www.guinnessworldrecords.com/products/books/superlatives/superhero-timeline#:~:text=Created%20by%20Lee%20Falk%20(USA,%E2%80%9Cthe%20ghost%20who%20walks%E2%80%9D). (accessed on October 22, 2020).



Fig. 05: Illustration of a superhero “Phantom” (a protagonist of comic series), illustrated in 1936.

Another superhero appeared in 1938 with the name of Superman in human form with the skintight costume and a flying cape.³⁵ The initial letter of his name was displayed on the chest of the character. He has the ability of flying, the build of character is very strong, and muscular with six pack body, which became the identity and main feature of all superheroes in the coming time.

³⁵ Anonymous, “SuperHero Timeline”, *Gunnies World Record*, [https://www.guinnessworldrecords.com/products/books/superlatives/superhero-timeline#:~:text=Created%20by%20Lee%20Falk%20\(USA,%E2%80%9Cthe%20ghost%20who%20walks%E2%80%9D](https://www.guinnessworldrecords.com/products/books/superlatives/superhero-timeline#:~:text=Created%20by%20Lee%20Falk%20(USA,%E2%80%9Cthe%20ghost%20who%20walks%E2%80%9D). (accessed on October 22, 2020).



Fig. 06: Illustration of a superhero “Superman” (a protagonist of comic series), illustrated in 1938.

A third superhero with the almost same looks appeared in 1939 with the name of Batman.³⁶ He is also shown in human form in the same type of dress, physic, iconic cape and pointed facemask, which covered his head and half face. His name’s symbol also can be seen on his chest as the identity mark of the superhero. He has super gadgets like cars, planes and bikes for fighting purposes with evil enemies in order to save the city.



Fig. 07: Illustration of a superhero “Batman” (a protagonist of comic series), illustrated in 1939.

In the same order different superheroes has been introduce male and female both like Captain Marvel, Comet, Flash, Captain America, Justice league (a group of superheroes with different superpowers), Wonder Woman, Aqua Man, Super Girl, Fantastic Four, The Hulk, Spider Man, Iron Man and Wolverine. All these superheroes have some super qualities and have the identity symbol pasted on their costume and the style of their costumes are same with minor changes, which represent the foreign culture and their clothing style. When we examine our local animated TVCs especially, which have superheroes in them like *Prince Biscuit* and *Safeguard* a germ protection soap. These animated TVCs also represent superheroes, which have the same

³⁶ Anonymous, “The Dark Knight, BATMAN”, *dccomics*



qualities as the above-mentioned superheroes. For example, they can fly and have strong and heavily built physics with six-pack and have the ability to fight with the evil enemy in order to save the country or city. We can see the resemblance in their costume design as well as in their physics. The identical representation of the hero can be seen on the costume of *Commander Safeguard* and a flying cape and facemask like Phantom as well.



Fig. 08: Character of *Commander Safeguard*, representation of a superhero in a local TV commercial of local made germ protection soap.

Commander Safeguard has multiple qualities and gadgets like foreign superheroes, for example fancy and fantasies gadgets like Batman and flying and fighting abilities like Superman. The second superhero from another local TV commercial, *Prince Biscuit* does look like another superhero from the comic strips of USA. He is also wearing a skintight dress with a cape, headset and long boots. Cityscape showed in the TV commercial of Prince Biscuit did not represents the local architectural plan of Pakistan as it is more looks like a city from another Disney animated series.



Fig. 09: Character of *Prince* (protagonist) from Biscuit by LU, representation of a superhero in a local TV commercial of local made biscuit.

Both TV commercials have very affective reach in market as it can be seen on the



maximum local and satellite channels like Cartoon Network, Pakistan. SHD, Pakistan, Geo network and ARY network. The market of these products are youngsters, and they are more involved in the digital media and have exposure to international cultures and the young generation do muddle our local culture with the foreign culture.

Conclusion:

Videography based TV commercials are representing local culture by showing the national actors and actresses and their target audience can relate themselves with the representer more easily. However, it is very complicated to represent local culture in animated TVCs for the young generation so that they can easily relate themselves with them in a more convincing way. It is very necessary to represent local culture to the young generation as they are spending more of their time with electronic gadgets and are exposed to material from around the world.³⁷ Young generation can easily be attracted to animation-based content, which is why maximum companies are shifting to this medium to sell their products to young generation.³⁸ Animation can help the viewer to visualize and idolize the local cultural values, events, terms and elements in a more lively and dynamic way. Animated TVCs and the representation of local protagonists in local environment and local costume can attract a larger target audience and grab their attention in more mesmerizing and interesting

³⁷ Rabia Ali, "Social Media and Youth in Pakistan: Implication on Family Relation", *Global Media Journal* 14, no.26 (2016): --.

way. Animation based TVCs with the representation of local protagonists will create a new aspect to convey the traditional and local values, architecture, heritage, lifestyle, events and props in front of the young generation. Moreover, this type of content will bring positive and good values among the coming generation.

³⁸ Kaori Yoshida, “National Identity (Re) Construction in Japanese and American Animated Film”, *Electronic Journal of Contemporary Japanese Studies*, no.5 (2011): <http://www.japanesestudies.org.uk/articles/2011/Yoshida.html> (accessed on October 19, 2020).