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# A Study on Amul Doodles before and during the lockdown

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## **ABSTRACT**

*Amul is one of the top leading food brands in India. It is the brand due to which white revolution took place in India. At that time, Amul managed to associate village people to work for the brand and provide milk to their organisation which made Amul the top dairy product brand of the country. The marketing and advertising also helped the company to become the largest milk producer in India. The concept of using mascot Amul girl is one of the innovative ad campaigns. The marketing strategy used by the company is to create doodles on current happening. It helped brand to keep their target audience engaged. Amul creates illustrations on current events/ awareness issues and communicates through newspapers or social platforms to the consumers. Presently when there is a complete lockdown in the world due to COVID-19, the brand is spreading awareness on Coronavirus. It is dedicating its doodles to frontline fighters or people working from home to motivate them for their work. In this case study, the researcher closely observed the Amul campaign before and during the lockdown. The researcher analysed the Amul doodles posted in last 3 months that is February, March and April.*

**Key Words** *Amul, Doodle, Lockdown, COVID-19, illustration*

## **1. INTRODUCTION**

The whole world is in a complete lockdown situation because of COVID-19. This means only essential services will run during this time and the rest of the population are at their home under self-quarantine. As said in a popular quotation that prevention is better than cure, so essential steps are taken by Indian government also for prevention against Coronavirus and that must be appreciated because this is the only way of saving lives. The virus is so dangerous that the millions of people are getting infected as a result of this; the number of deaths is increasing day by day.

Now as there is complete lockdown; people are free at home. They are using many medium of communication like watching television, listening radio or surfing on the internet in their free time. They are getting along with updated information about Coronavirus and interested to read or view about it. News channels are providing the latest information about COVID-19. On several channels, various ad campaigns are running to fight against COVID-19, even many companies started creative and effective awareness campaigns about Coronavirus. Amul is also one of them.

Amul is the dairy cooperative society of India which was founded in 1946. As it was started from Gujarat so it is managed by Gujarat Co-operative Milk Marketing Federation Ltd. It gave village people a platform to associate with a brand by providing raw milk to Amul, as a result, India became the largest producer of milk products and Amul became the top brand of

food products in India.[1] Ever since there was no looking back. Amul became the well-known name in households of India, all credit goes to its marketing, advertising and PR teams. Amul worked hard for its brand building. The people associated with Amul constantly have done promotions and marketing to maintain their good image. They even made an iconic mascot which is popularly known as Amul Girl. It is a handmade cartoon sketch of an Indian girl who has blue hair with half tie pony and her dress has polka dots. The concept first came in 1966 and earned quite a large recognition for the brand. It was created by Sylvester Da Cunha. It is on every hoarding, newspaper ads, and television ads and even on internet ads of Amul. One of the most famous concepts of Amul is making doodles on current happenings or issues from which people can feel connected with.

Doodle means a kind of drawing from which an idea could be communicated. Amul brand is using this concept very well from years. They make doodles on topics such as politics, sports, business and other important daily news. The ads are generally published in newspapers or even on their website or other social platforms like Facebook, Twitter and Instagram. Audience like their doodles because it always had some idea or story behind it which is explained very well with character illustrations, creative Slogans, Tagline and Captions. They generally use Amul girl in their concept. With all the elements they deliver one of the best advertisements and include humour, emotions or sarcasm in the treatment of their advertisement so that they can grab the attention of people immediately.

This research paper is a case study on Amul doodle concepts before and during the lockdown and for that close observation of three months of Amul doodles is done to analyse their concept on Amul campaign.

## 2. REVIEW OF LITERATURE

**‘Amul: A Cooperative with a Brand’** a research study, explained that the reason for the success of Amul brand is that in years Amul brand has developed a strong brand name and its several marketing strategies constantly try to strengthen its image. Another reason for its success is that Amul traditionally accepted the milk products with brand value to match demand and supply. In addition, its management always takes care to never compromise on a professional level and make decisions after taking in confidence to member farmers. It is a wonderful concept by which Amul is working well and became one of the most prominent brands of India.[2]

Research paper **‘Marketing strategy of Amul- Taste of India’** quotes that, when ads of Amul posted with tag line 'utterly butterly delicious' on social networking sites such as Facebook, Twitter and Orkut netizens shown their interest in the brand. Internet users are joining brand pages and also liking and commenting on their ads. They look forward to connect with its audience on every platform. Amul has a very high customer Lifetime value as the consumers of the Amul are loyal across generation.[3]

A research study **‘An Advertising Metamorphosis: Amul Butter Girl’** explains that Amul Girls mascot was designed to endorse the brand but with the proceeding year this mascot is used as ‘Social Observer’ by designing various ad campaigns which are related to society in one or the other way. It is acting like a reflection of events that are taking place in the world, It is connecting people with the brand by providing content of their interest. [4]

A paper **‘Context and Humor: Understanding Amul advertisements of India’** says that Amul ads of India are the best example of the use of humour in advertising. It is using humour very well in its campaign as it adds a funny element in the advertisement along with current happenings taking place in the world. Advertisers in India including Amul is using bilingual techniques to relate with modern India. The audience wants to remain updated with

current events and Amul serves this purpose by creating such cartoons which include news too.[5]

### 3. OBJECTIVES

- To study Amul doodle ad campaigns before and during the lockdown
- To observe Amul Girl mascot use in Amul advertisement
- To find out the Slogans and Taglines used in ads.
- To study the color theme used in illustrations.
- To study the message Amul brand is delivering about COVID-19 and lockdown.

### 4. METHODOLOGY

The case study is done for the research on Amul ad campaigns about its doodles of 3 months that is February, March and April of 2020, that got published on their websites. Close observation is done on color theme, Slogans and taglines used in Amul ads.

#### Analysis

Figure 1



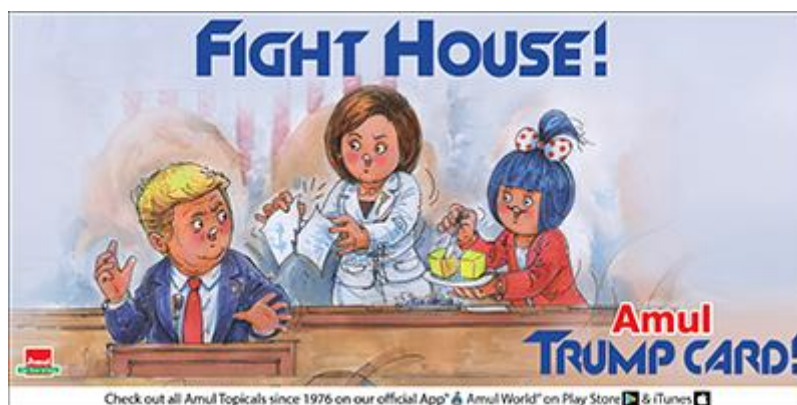
This doodle describes the 5-0 win of India against New Zealand. In T-20 series between both teams continuously 2 matches had a tie and super over was the tiebreaker in which India managed to win both the games. These matches were held on 29<sup>th</sup> Jan and 31<sup>st</sup> Jan 2020. Amul Girl is cheering up Virat Kohli on India's win with Amul Butter. The mood of the characters is portrayed as happy. Positive Emotional Appeal of Pride, joy and Humour is used for this ad as Indian audience is very much connected with cricket. Color theme is a mixture of bright and light colors. Blue and Red with a combination of light green are used. The slogan for this ad is 'It's Super Over Bread!' which refers to Super Over and the tagline is 'Ut-tie-ly But-tie-ly delicious!' is given which refers to tie the match.

Figure 2



The Indian government took the initiative to airlift 650 Indian students and 7 Maldivians from Wuhan which was severely affected by Coronavirus. They were successfully lifted on 1<sup>st</sup> February 2020. Amul girl is shown wearing a mask with a couple of other people who are coming out from a flight. Emotional appeal is used in this ad as the audience have an emotional proximity factor with other people of the country. Characters mood is sad with fear in the eyes. The illustration was treated with light colors, only slogans are kept bright blue and red. Slogan of the ad is ‘Wuhan Se Yahan Le Aaye’ which is referring to the evacuated Indians from Wuhan. Just below Amul name tagline ‘Homecoming snack!’ is also written which shows welcome of these people with Amul snack.

Figure 3



US President Donald Trump and speaker of house Ms. Nancy Pelosi came in news on 4 February 2020 when Ms. Pelosi tore down her copy of speech of president behind his back. Amul girl is shown in frame with the characters during the incident took place. The mood of the characters is angry and so the sensitivity appeal is used. Combination of colors like blue, red, white and yellow is used with light background. The slogan is ‘Fight House’ refers to the White House of US. Just below Amul name a tag line ‘Trump Card’ can also be seen which refers to US President ‘Donald Trump.’



Figure 4



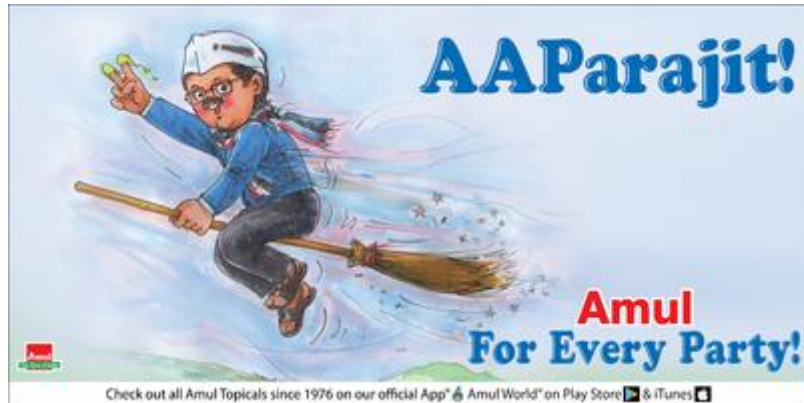
Kirk Douglas was a Hollywood star born on 9 December 1916. He served the US navy in world war 2. After this, he tried his luck in acting. He gave back to back many hit movies and became a star. He died on 5 February 2020. He was 103 years old at the time of his death. Amul girl is shown as a fan of Kirk Douglas. He is shown a great legend with proud on his face, emotional appeal of pride as well as sadness on his death is used in this ad. Color theme is kept black and white to give tribute to this great actor. Slogan given for this doodle is 'Incredible Kirk. Incredible Work' which refers to his remarkable work in Hollywood. Instead of any tagline, they written RIP for him with 1916-2020.

Figure 5



Hollywood famous actor Joaquin Phoenix won Oscar for movie Joker. He won the Academy award on 9 February 2020. Amul girl is feeding Amul butter to him and he is enjoying his win holding award on one hand and showing victory sign with other. Emotional appeal is used in the ad. Bright colors are used for actor Joaquin Phoenix illustration with red color, bright yellow and red for text written and light color for Amul girl with light background. 'Joaquer!' is written on the top which refers to Joker movie. And just below Amul 'Have on a Renee Day' is written as a tagline.

Figure 6



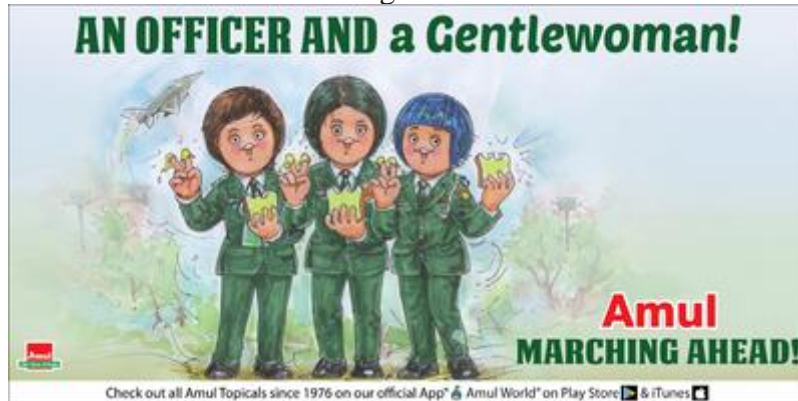
Voting for Delhi CM took place on 8 February in entire Delhi. When the result came on 11 February 2020 Arvind Kejriwal won it 3<sup>rd</sup> time consecutively. In this illustration, the Amul girl is not used. It has humour as well as positive emotional appeal. Overall light color treatment is given to ad, only text is in little dark blue and red color. With the text of one word 'AAParajit' which refers to AAP party continues 3<sup>rd</sup> win in Delhi. They also gave a tag line below Amul 'For Every Party!' which is a smart move for Amul brand as it means that Amul products are for everyone

Figure 7



Indian origin Rishi Sunak appointed as the Finance Minister of UK on 13<sup>th</sup> February 2020. Amul girl is shown with Rishi Sunak in the ad where she is carrying bread butter and Rishi is also eating that, humour appeal is used in the ad. Dark and light shades of blue color are used in doodle mostly with little red in text. Slogan given is 'Will YK become Rishi rich?' which is referring to the fact that now he is Finance Minister of the UK. The tagline is given 'Naam toh Sunak hoga!' which refers to his last name Sunak.

Figure 8



Supreme court of India gave a landmark judgement on 17 February 2020 in which woman can now be a commander of the entire military unit. The ad is dedicated to all women who are in the military. It has a potential appeal and emotional appeal. Fern Green is used for almost the entire ad, that reflects Indian military uniform color. Text is also in the same color, only Amul is in Red color. The slogan is ‘ An Officer And a Gentlewoman!’ which again refers to woman officer in Indian Military. Tagline ‘ Marching Ahead!’ explain how women are getting empowered and so they are also leading.

Figure 9



This refers to the US President Donald Trump visit to India. ‘ Namaste Trump’ was a rally at Sardar Patel Stadium in Ahmadabad on 24<sup>th</sup> February 2020. ‘ Namaste Trump’ was the name given to this event in response to the "Howdy Modi" event that took place in Houston, U.S in September 2019. Amul Girl is shown welcoming to President Donald Trump with bread and butter along with PM Narendra Modi. The emotional appeal is used in this ad. Color theme is mostly blue with light colors background. Amul is kept red in color. The slogan is ‘Namaste President Trump!’ referring to Greetings to him for visiting India. The tagline is ‘ Traditional Indian Welcome’



Figure 10



US President Donald Trump and his wife Melania with PM Narendra Modi had a visit to Sabarmati Ashram in Ahmedabad which was home of Mahatma Gandhi. Showing their respect Trump and Melania Spin the 'Gandhi Charkha' and this doodle was adopted from the photograph and videos got viral from that moment on 24<sup>th</sup> February. Amul girl is shown along in the frame at the time of visit with bread and Amul butter. Humour appeal is used in the ad. Color combination is blue, red, white and brown. The slogan is ' Sabarmati Ashramul!' which refers to Sabarmati Ashram. The tagline is ' Sabne Charkha hai!' which refers to 'Gandhi Charkha' and that everyone had tasted Amul butter.

Figure 11



Riots between Hindu and Muslim community people began on 23<sup>rd</sup> February 2020 and continued for one week in North East Delhi in which around 53 people died and many were injured, there was a lot of bloodshed and destruction of property in Delhi due to this violence. It was an unfortunate incident scared the Delhi and Amul represented it with this doodle. Amul girl is shown as sad school kid of Delhi with the slogan ' Dilli aisa kissi ne mera toda' which have two meaning. First is that my heart is broken and the second is Delhi is broken due to violence. Fear and Empathy appeal is in this ad. Light colors are used for the illustration as a whole. Only Amul is of red color.



Figure 12



An initiative for awareness about COVID-19 was taken by Amul by publishing this doodle which illustrates the precautions against Coronavirus in a very creative way. This illustration came just after the outbreak of COVID-19 in India. Amul girl is shown washing her hands. Social appeal is used for the ad. Light colors are used in the ad with brown color for text and Red for Amul. Slogan is ‘ Better Saaf than Sorry!’ which motivates the people towards hygiene. The tagline is ‘Always Safe!’ which refers to be safe at this epidemic.

Figure 13



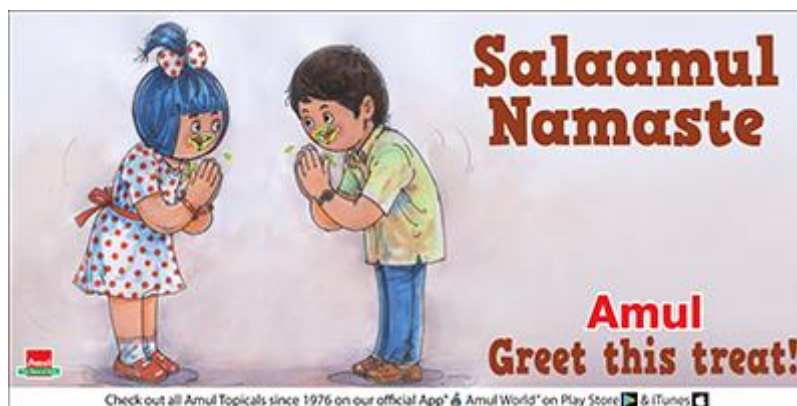
At the auspicious festival of Holi Amul doodle representing the celebration of Holi through this illustration to connect with its viewers. Amul girl is shown celebrating the Holi festival. Emotional appeal is used in the ad. Color combination is of several bright colors like blue, yellow, red. The slogan is ‘Holi masti, whollymaska!’ referring to celebrate Holi with Amul. Then next tag line is ‘ Khilao, peela lao!’ referring that on Holi eat and drink Amul products.

Figure 14



Jyotiraditya Scindia resigned from congress and joined BJP on 12 March 2020. He was very close to the Gandhi family but left them when he didn't get any important position in congress. Amul girl is not shown in this frame and humour appeal is there. Light colors used for characters, dark blue and red for text. The slogan is 'Haath se nikal gaya?' which refers to leaving the party by Jyotiraditya Scindia. Tagline is 'Never leave without it!'

Figure 15



Ever since the outbreak of Coronavirus, as a precautions people around the world are adopting the habit of Salaam and Namaste to greet each other instead of handshake to avoid any touch. Amul represented this idea very well with this ad to aware people globally to greet each other without any handshake to remain safe. Amul girl is shown greeting with hand-folded. Social appeal can be seen. Light colors are used for characters and brown and red for text. Slogan 'Salaamul Namaste' refers to Salaam and Namaste. The tagline is 'Greet this treat' which means greet people like shown in the illustration at the present time.

Figure 16



The beautiful animation is shared by Amul and it request people of the country to stay at home to stop the spread of Coronavirus. This illustration is to aware people by staying indoor they can control this virus. Whatever work they have they can work from home but avoid going out. Amul girl is shown working from home and eating bread butter. Personal appeal is in this ad. Several light colors are used in illustration and dark blue and red in text. The slogan is ‘ Home for breakfast, lunch and dinner?’ which means you can have Amul products in meals and ‘ So are we’ tagline also used to motivate viewers.

Figure 17



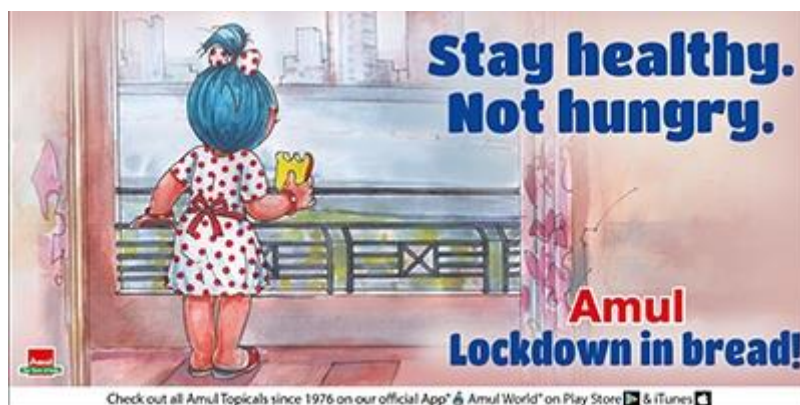
On 19<sup>th</sup> March 2020 Prime Minister Narendra Modi in his address to nation requested citizens of Nation to go for Janta Curfew on 22<sup>nd</sup> March from 7 am to 9 pm and also urged to show their appreciation to the people who are in essential services and fighting against COVID-19 on the frontline like Doctors, Nurse, Police, Sanitation workers. He asked people to come to their house balcony at 5 pm on 22<sup>nd</sup> March, 2020 and for five minutes appreciate the work of these frontline fighters by ringing bells and clapping. Amul girl is shown standing in balcony and motivating frontline fighters for their work. The social appeal is in this ad. Light colors are used with brown and red text. The slogan is ‘ Khaali haath nahin, thaali haath thanks kijiye’ which is written to motivate people to do so on 22<sup>nd</sup> March 2020. Tagline is ‘ Janata’s favourite!’ referring to Janta Curfew and peoples favourite butter Amul.

Figure 18



Albert Uderzo was a comic book writer from France. He was famous for his comics Asterix. He was 92 years old and died due to heart attack. Amul girl is not used in this doodle. Emotion appeal can be seen. Black and white color theme is used. The slogan is ‘Thank you for all kix, trix & commix...’ referring to comics Asterix. The bottom left text ‘ From all at Amulix’ is written to give him tribute.

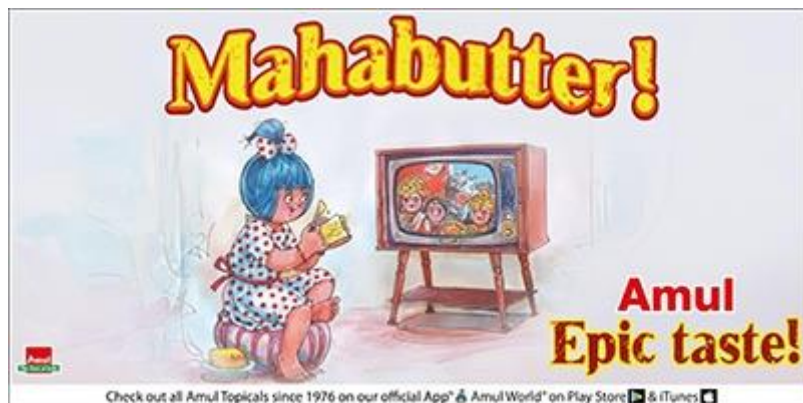
Figure 19



This cartoon represents the 21 days national lockdown imposed by the central government started from 24<sup>th</sup> March 2020 to control the spread of Coronavirus. Amul girl is shown standing at the home balcony and eating bread butter. Personal appeal is in the ad. Combination of Light and dark colors is used. The message in slogan with lines ‘ Stay Healthy. Not Hungry’ and tagline ‘Lockdown in bread!’ means that during this lockdown people must have healthy food.

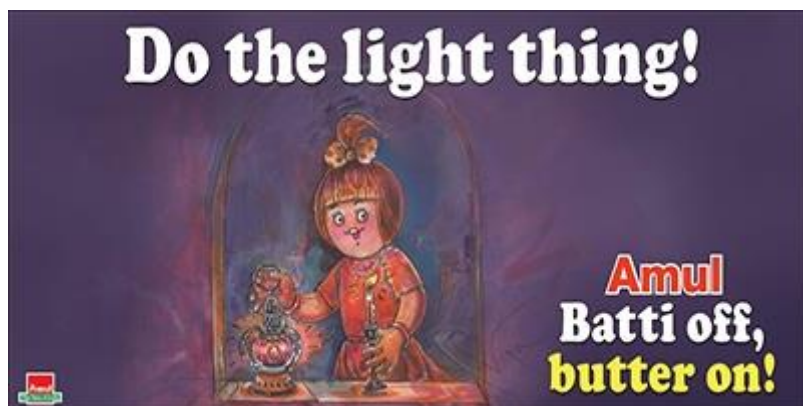


Figure 20



After huge demand from fans, DD Bharti re-telecasted the 1988 superhit show Mahabharat starting from 28<sup>th</sup> March, 2020 during lockdown. Amul represented this very well through the doodle. Amul girl is shown watching the epic Mahabharat. Humour appeal is in this ad. Combination of mix colors is used like blue, yellow and red. Text is written in single word 'Mahabutter' and tag line given is 'Epic Taste!' which refers to Epic Mahabharat.

Figure 21



During lockdown PM Narendra Modi urged the whole nation to switch off their house lights for 9 minutes at 9 pm on 5<sup>th</sup> April 2020 and light candles and diya at that time to show the unity of people against COVID-19. Amul girl is shown lightening candle. The social appeal is used. Color combination is white, red and yellow with dark shades of other colors. The slogan is 'Do the light thing!' which means light candle on the decided time. The tagline is 'Batti off, butter on!' which is to motivate viewers to off lights during that time.

Figure 22



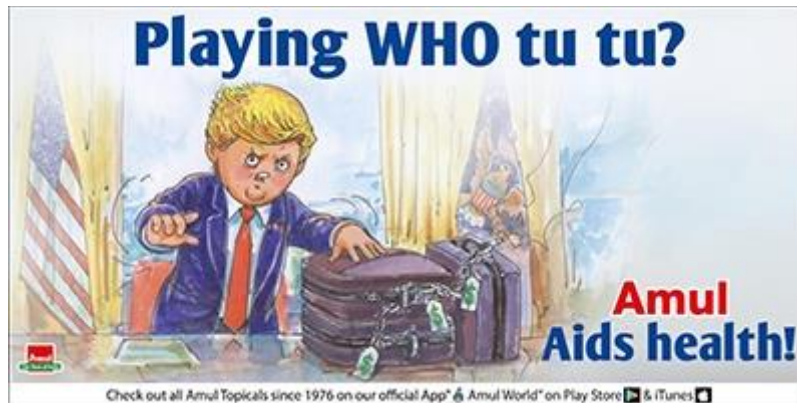
This doodle appreciates the hard work that health workers are doing at the time of the epidemic. They are the front line warriors at the present time and Amul shows respect through this illustration to all doctors and nurses. Amul girl is shown with health workers. Emotional appeal is used. Combination of red and blue colors is used. The slogan is ‘ MBBS: Makhan Bole Bohut Shukriya’ to thank all of them and tagline is ‘ In sickness and in health’.

Figure 23



Amul tribute to all women who are working from home during the lockdown. They are doing their home chores and office work from home, both. The brand is showing women empowerment and the hard work women are doing for their family during the lockdown due to Coronavirus. Amul girl is shown as a kid who is with her mother eating bread and butter, Personal appeal is used. Combination of red, yellow and blue color is used. The slogan is ‘ Mom is where the heart is...’ with tag line ‘ Favourite all rounder’ which refers to all mothers who are working from home. It is a tribute for them.

Figure 24



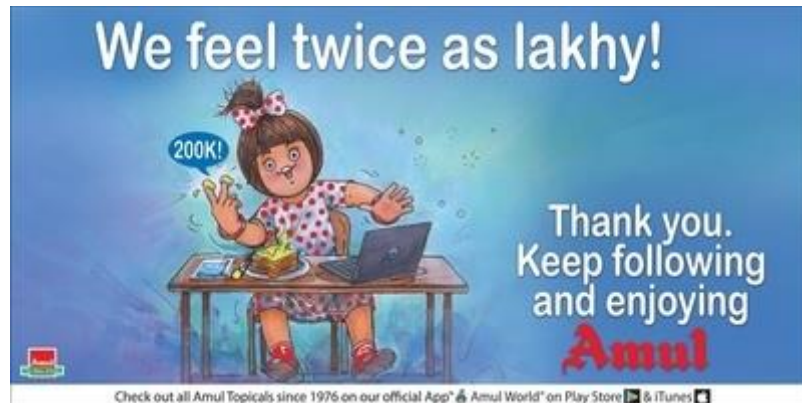
US President Donald Trump halted the funding of the World Health Organisation as he accused the WHO to mismanage the COVID-19 crisis. Due to pandemic, US is one of the countries who are suffering the most in the world right now. Amul girl is not shown in the frame. Just US President Donald Trump is shown in an angry mood. Sensitivity appeal is used. Color Theme is bright blue and red with the combination of light background colors. The slogan is 'Playing WHO tu tu ?' with tagline ' Aids health' and this text refers to this news.

Figure 25



Again to spread awareness about COVID-19 Amul illustration urge to the people to stay at home and eat healthy. There 'flatten the curve' means to follow the social distancing rule and break the chain of Coronavirus. Amul girl is shown preparing bread and butter with other family members. Personal appeal is in this ad. Combination of purple and red in text with light colors in the background is used. The slogan is ' Yahi Curvana padhega' with the tagline ' Flatten it in bread!' is written which refers to spending time at home and eating healthy.

Figure 26



Amul got 200k followers on Twitter and it is shown in this doodle. Amul girl is shown in a happy mood in front of laptop enjoying butter with the sign of victory. Popularity appeal is used. Combination of blue and white is used mainly in this illustration. The slogan is ' We feel twice as lakhy' referring to 2 lakh of followers with text in the bottom right ' Thank you. Keep following and enjoying Amul', thanking people for this victory.

Figure 27



Since the past few weeks consumption of oil has dropped drastically. This is because of lockdown around the world. Crude Oil prices are in negative at present, oil-producing nations have made a deal to decrease the production of oil so that prices can be maintained at a certain level. Amul girl is shown surprised at the sudden drop in oil prices. The emotional appeal is used. Combination of blue, red and grey colors is used. The slogan is, 'Oil Kam , Butter Zyaada!' which means oil prices are decreased still eat Amul butter, it is available. The tagline is ' It's Good, Not Crude!' again referring to crude oil.



Figure 28



Facebook buys 10% stake in Jio for Rs 43,574 crore on 22<sup>nd</sup> April 2020. Amul girl is not shown in the frame. The youth appeal is used as it is related to social networking site. Combination of colors is blue, red and other light shades. Slogan is ' Friend Request Accepted' which smartly referring to Facebook bought stake in Jio. Tag line given is 'Liked by millions.'

Figure 29



During the lockdown, most of the population is under quarantine and so they are connecting through the internet with friends and family. Even they are working from home through the medium of online tools. To promote the use of social networking sites to stay connected Amul made this ad. Amul girl is shown as one of the characters on video calling. The social appeal is in the ad as it awares society to use the internet for communication during lockdown to stop COVID-19. Several colors are used overall, for text dark blue and red colors are used. The slogan is 'Covideo conferencing' which refers Video Conferencing and tagline is ' Make your tastebuds Zoom!' which motivates people to use online tools to connect with each other.

### Major Findings

- Mostly blue, brown and red color used for text
- Light colors used on topics which are sensitive

- Black and white colors used for illustrations which are dedicated to prominent person memorial.
- Amul Girl used in most ads but less in topics which are related to politics.
- Before lockdown more topics were about several daily news and during lockdown most of the illustrations topic were related to COVID- 19 or lockdown.
- Always a new and creative Slogans and taglines are used which are related to topics of ad.

## 5. CONCLUSION

After analysing doodles of Amul brand for 3 months, it is visible that Amul prefers to make illustrations on current happenings or topics which are related to social awareness. It mostly used blue and red color theme in its ads, especially text. Only sensitive topics which are dedicated in memory of some prominent person, color theme is generally kept black and white. Amul prefers to use its brand mascot Amul Girl in most of its ads. Before lockdown, they made the ads on very fewer topics about COVID-19 but suddenly the number of illustrations on Coronavirus increased after lockdown which proves that Amul brand is paying special attention to aware people about COVID-19 and spreading the message to stay at home at this epidemic by self-quarantine.

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