

CHAPTER II

STIMULANT OVERVIEW

The overview and objective of this chapter, revolves around the identification and introduction of the utilized stimulants within the study's quasi-experiment, which entails the criterion and justifications on its utility, serving also as pretext for our respondents. This study's respondents are also described in this chapter in order to provide further clarity of the demographics in precedent to the anchoring requirement of our stimulant.

2.1. Trends and Utility of Emotions - 2019 Apple Christmas Advertising

The grounds of entry of this study, revolves around the common trends in the creative-advertising realm, for which are the utility of emotionally-inducing messages as a base design to attract potential consumers (Dormehl, 2022). The resonance of such trends are not without merit, a wide-ranging study surrounding consumer behaviorism towards such designs of messages posits a positive correlation between the utility of such strategy and various factors that drives particular brand perception (Otamendi & Sutil Martín, 2020). The Appeal of such trends, evokes various brands including Apple, to create and publish emotionally-inducing messages following a branded product placement.



Picture 1. Final Credit “The Surprise”

Such an occasion, is the 2019 Apple’s Christmas advertisement, released during the holiday season which was titled “The Surprise ”, created by TBWA/Media Arts Lab and was directed by Mark Molloy (Nudd, 2019). The video tells a heartwarming story of a grieving family dealing with the loss of one of their family members during the holiday (christmas) season. Story-wise, the advertising tells the story of a core family that visits their grandfather’s house after the loss of their grandmother. Throughout and even from the start of the advertisement, an Ipad and Apple Pen as a product placement were utilized by the parents to keep their daughters occupied, with the intentional utility of providing distraction in a form of entertainment.

This aforementioned particular 2019 Apple Christmas advertising “The Surprise”, were the build-up and exponentially different scenes that portrays and highlights different ranges of emotions throughout. By particular however, all of the scenes portrays how the children, utilized the supposedly entertainment-centric iPad to create a montage video that is heartwarming, as they compile old family photos, that portrays the history of their overall family and notably the old video of the grandmother waving, which was presented to the grandfather during Christmas day, leading to a heartwarming and touching conclusion.

The extent of the advertising being emotional, is not without merit, various reviews solidifies such claims. By extension, positive reviews were fairly elaborate in maintaining the

“emotional” value by which the advertising was originally designed. With various instances of words such as “tear-jerker for even the hardest of people” (Williams, 2019).



Picture 2. Ending Scene of “The Surprise”

This video was in particular chosen in this study as part of the main material of measurement, or in other words, as a stimulant within the quasi-experiment. The following were the descriptive reasons upon the grounds of the selection;

- (1) The plot sequence of the video are constructive, with all scenes intertwined and elaborate in its semantic details,
- (2) The storyline and plot experience does not require its viewers to fully understand the “backstory” nor “larger context” of the story, as it focuses only on the zenith count of emotionalities (direct and not complex to understand the nuance),
- (3) The different scenes and plots represents a fairly different but intertwined plausible values of emotional experience (inconsistent nuance representment, e.g. heartwarming nuance in the end yet happiness in the beginning),
- (4) The product placement is a significant highlight in the scenes, as it plays a major role in signifying “progress” or “dual-utility”.

On such counts, the stimulant video was also chosen to benefit the rich context and limitations of this particular study. With english-speaking environment being a major factor, followed by to a certain extent, similar cultural and educational background.

2.2. Informant Description

On such counts, the stimulant video was also chosen to benefit the rich context and limitations of this particular study. Preceding the apprehension requirement following the nature of the stimulant design, the study chose the participant with the following demographic criteria:

- (1) Are able to apprehend and understand English as language medium (following the language use of the stimulant),
- (2) Enrolled with a minimum of a highschool diploma (following the age and educational conformity).

Within the practical capacity of the researcher within this study, the followings are the demographic reach that are apprehended, currently residing in Jakarta or Semarang, a varsity student or are working in industries of public policy consulting, culturally exposed to digital products and brands. The following are the demographic proportion result of the study's sample;

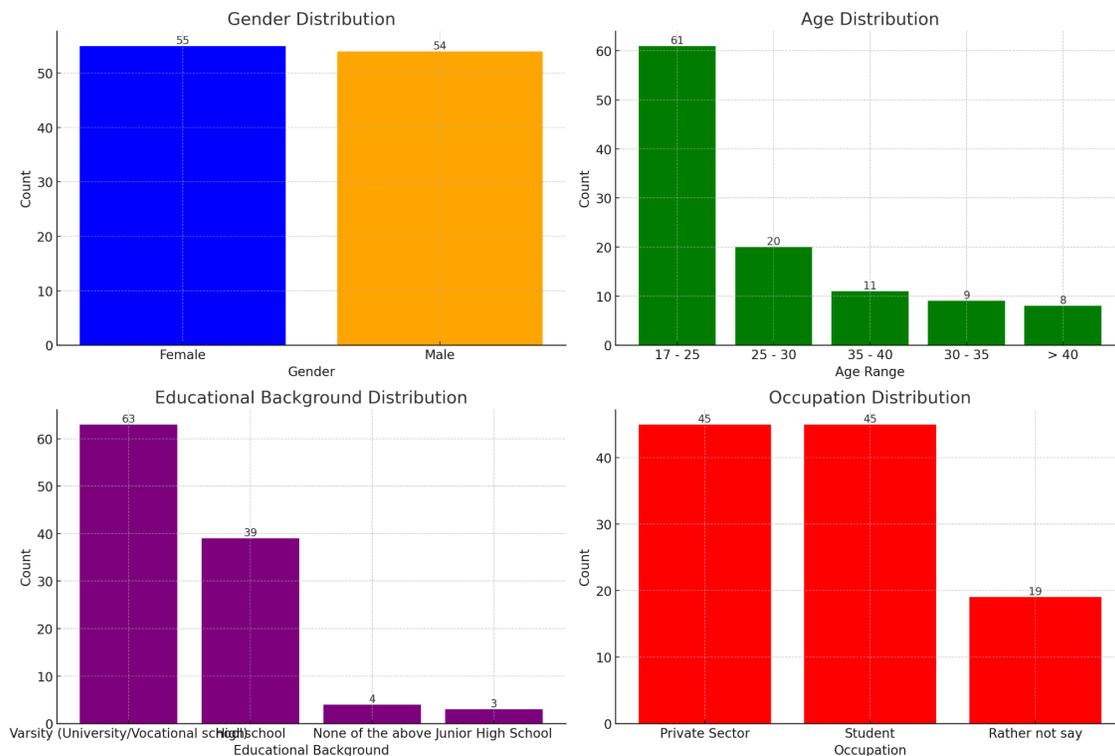


Figure 8. Sample Demographics

