
"Redefining the Credo behind Eternalisation—A case study of 3c's; Cadbury, Colgate, Coca-Cola."

Komalpreet Kaur Chhabra* & Dr. Seema Rathore**

*Research Scholar, Department of English, Career Point University, Kota (Rajasthan)

**Associate Professor, Research Supervisor, Department of English, Govt. Commerce College, Kota (Rajasthan)

Abstract:

Great organizations like **Cadbury, Colgate & Coca-Cola**, are formed and exist because of the continuous efforts of people working in all the departments. They think of themselves in a fundamentally different way than mediocre enterprises.¹ According to **Jerry McLaughlin**, the co-founder and CEO of **Branders.com**, "Brand is the perception that someone holds in their head about you, your product, your service, your organization as a whole or your idea. Brand Building is a deliberate and skillful application of effort to create a desired perception in someone else's mind." Thus positioning of a Brand should be done in the right manner to establish a clear visual identity in the market. **Samuel Johnson** described language as 'the dress of thought' and linguistics forms the underlying bedrock of a Brand in forming its verbal brand identity through various global modes of communication. **Francois-Henri Pinault** too considered Language as an important part of Branding and thus defined its role in creating the Literature of a Brand as, "Linguistics is a good way of defining the culture of a Brand." To study the history of a Brand, one needs to go through its roots in the formation of the Brand Language and Brand Literature. This paper is an attempt to describe the role and importance of Brand Language, Literature and Content (Word Choice & Tone) in the making of the three companies' selected.

KEYWORDS: Brand Language, Brand Literature, Credo, Thought Process, Content, Word Choice, Tone, Cadbury, Colgate, Coca-Cola.

1. INTRODUCTION:

Content forms an important part of Brand Language and Literature of any Brand. The driving factor that works efficiently in modifying the content of a Brand from time-to-time is the Credo behind it. In layman's language, Credo can be defined as the Belief, the Thought Process, the Philosophy, the Ideology and the Concept that lead to any kind of changes in the Language, Literature and Content of a Brand. The use of good content in advertisements and other communication mediums makes it memorable in the minds of customers. **Dan Roth** believes in healthy conversation between Brand and customers as he says, "If your content isn't driving conversations, you're doing it wrong." And to make the content conversational, memorable and likeable, Brands need to focus on the untapped areas along with the touch points that attract the customers' most. The advertisements and other communication mediums must have good content and the vision or motto of the Brand should be conveyed in a convenient manner. The chief content officer of Marketing Profs, marketing expert, author and social media blogger, **Ann Handley**, talks about the quality of content in her book, '**Content Rules**'. This book also talks

about how to create killer content while communicating about your Brand. She defines content in her book as, “Content is a broad term that refers to anything created and uploaded to a website for communicating Brand Values.”² In present scenario website has become more efficient and global medium to create awareness among the customers’ and thus what is to be published on the official website in content is one of the major concerns of business firms. *Ann* further elaborates on the role of good content as, “It isn’t about good storytelling. It’s about telling a true story well.” Therefore the content of the story should be true to touch the mind of the customers’ Content also facilitates in developing long-lasting business relationships as it adds on to the income and growth of a Brand. According to *Andrew Davis*, “Content builds relationships. Relationships are built on trust and Trust further drives Revenue.” Apart from generating revenue, the Eternal Brands also focus on the supreme variables that fell into fuzzy and soft terms which are “vision”, “mission”, “purpose”, “values” etc.³ These variables have their key role in the formation of a company/ enterprise to a Brand or simply from a Brand to a great Company. The companies that are continued to grow on their path of success and are in existence for more than 100 years have definitely struggled not only at their initial stage of the establishment but also during the peak years of their everlastingness. They must have also faced a tough competition from other enduring companies. *Nelson Mandela* has once very well explained the idea of failure as, “Do not judge me by my success, judge me by how many times I fell down got back up again.” The concept of facing failure was also applied to companies like Cadbury, Colgate & Coke, to test their actual ability and strength. The signature of a truly great entity is not the absence of difficulty, but the ability to come back from difficult times and that too stronger than before.⁴ Thus with their intrinsic excellence they have established a unique place in the market which can never be replaced or substituted by any other leading Brand. Their influential stories will further provide ample of business ideas and strategies to be noted down and to apply them in the journey of making of another Eternal Brand.

2. CADBURY:

Cadbury is one of the leading global confectionery Brands which is majorly known for its variety of chocolates. Most of the times the Brand also synonyms with chocolates in terms of brand image and brand identity. *John Bradley* once said about the company, “The remarkable journey from a shop in Birmingham to becoming the world’s largest confectionary company has been achieved through a unique combination of business purpose and human values.”⁵ Establishment of a greatest company like Cadbury was possible around 200 years ago by the efforts and innovativeness of a person called ‘*John Cadbury*’ in the year 1824 at Birmingham in a form of a grocery shop or simply confectionery.⁶ The company selected various modes of advertising like Popular Newspapers, Cinema, Radio, Television Commercial advertisements etc. As Cadbury is known for its innovation and creativity, it is known to be the first company to replace pictures with printed texts on chocolate boxes as pictures attract the sight sense mostly and conveys message strongly. The products which have made Cadbury Successful and Eternal around the world are Chocolates, Toffees, Gems, Biscuits or Cookies. The company launched its most rated product till date named ‘**Dairy Milk**’ in the year 1903. While getting into promotion and advertising the company realized the need of having a powerful logo and thus Cadbury launched its first logo in the year 1905 which was designed by *Georges Auriol*. The Cadbury logo includes an image of a stylish cocoa tree mingled with the company’s name to present their vision and

thought process behind it. As a part of up gradation of technology and innovation, the company introduced a new parcel wrap and changed its packaging color to 'Purple' in the year 1920 which continues to be the same till date. Purple color is known as a symbol of 'Celebration' and represents 'Royalty', 'Luxury', 'Warmth', 'Success', 'Magic', 'Elegance' and many other positive expressions. Likewise the continuous use of purple color by Cadbury is actually imprinted not only in the minds of the customers but also in their hearts. This is the reason that Cadbury has become a part of celebration on every occasion and festivals especially in Indian culture and context.

Cadbury's most lovable TV commercial is "Shubh Arambh". It is also remembered as "Kuch Meetha Ho jaye". This ad was launched in the year 2010 and it was introduced with a vision that Indians prefer having something sweet before starting any new work. Therefore, it is promoted as the 'Auspicious Beginning' of a new work to get positive results. As 'auspicious' means pure and 'beginning' means start, thus the essence of these words and tone of the advertisement touches the human sentiments strongly and develops positive relationship with the viewers. This campaign also talks about Indian beliefs and culture of family togetherness as any sweet or dessert is shared and enjoyed together, so does the chocolates were introduced as a dessert to replace sweets with a chocolate especially in Indian context. It is also very cost-effective option as a single chocolate can be shared by the whole family. There are multiple stories shown via 'Shubh Arambh' ads where each story has some strong insights and powerful emotions to convey to the customers. The creative team working on these television commercials believes that people can have several moments to enjoy whether it is result day, salary day, shopping day, birthday or any other celebration. While designing ads, specific words and tone of the words are selected and repeatedly used as in one of 'shubh arambh' campaigns the tagline says, 'Suhaane safar se pehle kuch meetha ho jaye'. This campaign was targeted to all those people who travel frequently and thus the need of having sweet arises during the journey. By adopting such strategies the company not only caters the sight, sound, smell, taste and touch sense of the consumers but it also taps to build a strong communication while developing strong relationships.

In Indian context, Cadbury ads has always shown respect and care to the traditional and cultural values like for 'Raksha Bandhan' their ad promotes the bond of brother-sister by showing a related story and thus its tagline says, "Baandho rishton ko mithaas ki dor se". There is one more reason behind promoting chocolates during festivals like Diwali, Eid, Raksha Bandhan, Friendship Day or Valentine's Day that dueto their attractive and handy packaging people feel comfortable carrying chocolates to their near and dear ones place at any of these occasions especially for out station relative's place. In earlier times, chocolate was considered as kids' product but today people of all age group like chocolates. For health conscious people the company also provides dark chocolate which has weight loss and anti-aging properties. The images shown in the ads are related to the occasion for which it has been designed like the Diwali ad shows pictures of diyas and light whereas Friendships Day ad highlights the pictures of friendship bands in the title of the commercial. The font and the font size is also differently used in each campaign to deliver something different in terms of advertising to the customers'. All these things attract all the human senses and imprints a long lasting impact on consumer's mind which leads to the universal and everlastingness of the company. In this way Cadbury has become a part of everyday's life and the literature of the company tells number of things about

Cadbury. It also describes about company's credo, thought process, ideologies, strategies and role of senses in the making of the Brand- Cadbury Eternal & Everlasting.

3. COLGATE:

'Colgate' is a popular name of one of the leading products of an American based consumer product-line company known as '**Colgate-Palmolive**'. The company was founded about 200 years ago in 1806 by William Colgate in New York City. At the establishing stage, it was just a starch, soap & candle producing factory with a name called '**William Colgate & Company**'. Till 1896 Colgate used to sell its toothpaste in jars only but with the innovations and promotional strategies adopted by the company, Colgate changed its form in this year and became the first toothpaste to be available in collapsible tube.⁷The continuous efforts were made by the company to upgrade their product quality with technological inventions, like Colgate added MFP Fluoride in its toothpaste in year 1968.⁸The company kept changing its advertising and promotional strategies for each product and the vocabulary of words used in advertisements becomes more updated as per the requirement of the customers. Here vocabulary covers new words, phrases, jingles designed freshly keeping the features of the product in mind. As Colgate was known for its Brand Values, thus Colgate soon became the market leader and gained popularity with the launch of each product whether it is Personal Care or any other. In order to maintain its popularity and success, Colgate stepped ahead to promote their products in weaker sections of the society living in remote areas and started beneficial campaigns like Bright Smiles, Bright Futures, Oral Health Education Program, Free Oral Care Month, Colgate Scholarship etc. to increase the reach of their products by creating personal bonding with the customers.

In present scenario, Colgate is known to be an Eternal Brand which is able to last since ages and is known for its Brand Values as **Trust, Reliable, Satisfaction, Confidence, Love, Care, Attention, Value for money** etc. It is a highly trusted Brand and suggested by all the members of the family. In India, Colgate has put special emphasis on creating basic awareness about oral care hygiene especially in rural, sub-urban and remote areas as people there are less educated and they have a hitch of trying any new product available in the market. For this purpose, the add makers and writers try to include simple and easy words which not only can remain memorable in the customers' mind but also targets their feelings and senses. If required a few words are adopted from other languages also especially from mother tongue to seek personal attention of the targeted audience and customers. The words, phrases selected for communication purpose thus focus not only on the Brand Values but also on human senses. In this way they can create a long lasting bond with the customers as senses help in making Eternal Relationships. Toothpaste as a product is assumed to be related with all the human senses as it's not only the taste which decides its popularity and success ratio. Other factors like color, smell, touch also form an image of the Brand in customer's mind which at the end increases the likingness towards the Brand and makes it popular. As Colgate's promotion and marketing are mostly done through television commercials, the advertisements are also customized as per the targeted audience like for promoting a kids' toothpaste or toothbrush, a kids' specific advertisement is designed and prepared. In the same manner, advertisements are created for other products also like for sensitive gums, teeth whitening etc. While designing the language for every advertisement, some specific words are chosen and used highlighting those keywords repeatedly throughout the

advertisement. Other communication sources used by the company are newspaper advertisements, magazine ads, radio commercials, billboards, road side ads, ads that are placed at Pharmacy stores and Dentist Clinics. Colgate is such Brand which is sold not only in super markets, retail outlets, medical stores, utility stores but its availability can be seen even at a small grocery shop in an isolated place. The reason behind this is its easy recognition by the customers. The company has smartly tapped the sight sense of the customers and continuously maintained ‘red color’ in its product packaging, ad campaigns and at other communication mediums where the Brand needs to be identified at first level.

Another reason of Colgate’s success story is that it stands first in maintaining social, ethical values and standards of society. Colgate was able to face tough competition from other brands but with the help of powerful and positive words used for brand communication via its media, advertisements and positive word of mouth, it could establish an everlasting image in the eyes of customers’ and competitors. In this way, Colgate as a company was established about more than 200 years ago and its brand values, vision, thought process and ideologies are conveyed in the communication of each product by using appropriate words and tone, due to which today it is known for its Everlastingness.

4. COCA-COLA:

Coca-Cola is a name of one of the leading Brands of beverage industry of the world. Since its evolution, the company has successfully maintained its place in the market for more than 100 years. According to the official websites of the company, the history and success stories can be referred to understand what all the company has gone through in its journey of just a Company to a Global Brand. The company was formed by **Dr. John Pemberton**, also known as a 54 yrs old patent medicine man, who was addicted to a drug called ‘morphine’. He wanted to get rid of this drug habit and thus he started his initial experiments of finding a fountain drink which gives energy and can replace all kinds of drug content drinks from the market. The principle content that he used in his drink was ‘Coca Leaf’ which was rich in cocaine. He also added ‘Kola Nut’ in his experimental drink which was rich is caffeine. Pemberton along with his friends named ‘**Ed Holland, Frank Robinson and David Doe**’, established a company, “**Pemberton Chemical Company**” in 1886.⁹ After finalizing the ingredients and taste of the drink, all four partners finalized the name of the drink suggested by Robinson as “**Coca-Cola**”. The reasons for selecting this name were that firstly, it has the name of two main ingredients of the drink and secondly it had an alliterative tone.¹⁰ This drink was promoted as a drink which works as a stimulated medicine and removes nervous disorders, headache, mental exhaustion and physical exhaustion.¹¹ The second purpose that it served was that it provides the delicious, refreshing, exhilarating, invigorating taste which contains the wonderful properties of Cola plant and Coca plant. In this way the Brand Coca-Cola has maintained the frequent use of suitable adjectives in their promotion and advertisements which describe the key features about their product.

Describing more about the success journey of the company, *Mark Pendergrast* mentioned in his book, *For God, Country & Coca-Cola* as, “*The Coca-Cola Saga has been reverentially preserved and nurtured over the years.*” Today as we know Coca-Cola is the world’s most popular and distributed product in more than 200 countries. The name Coca-Cola has become the part of everyday’s life with all its culture-friendly quality and presentation. Coca-Cola helped to

change not only the consumption patterns of people using it but it also changed the attitude of people towards its role in leisure time, work and family life. There are many purposes for anybody to like/ drink Coca-Cola. It may be **'Bubbles winking on the brim'**, or **'aromatic favors'** of the drink, or **'delicious and refreshing taste'** of the drink, or **'relaxing feel'** of the drink, or even the **'thundering sound of ice-cubes'** placed in the drink. Coca-Cola captivates all the five senses to send message to the brain to show interest or intense desire to have a drink.

Talking about the language used by the company in its promotional activities, Coca-Cola has repeatedly used words like **'Delicious, Refreshing, Chilled, Happiness etc.'** in their advertisements. Another repeated thing that is to be noticed is images of **'Colorful Smiling Faces'** in colorful animated movies and pleasant language. The Coca-Cola Company is called a "Happiness Factory" which delivers all the happiness spreading products. With the passage of time, Coca-Cola has adopted several new concepts, strategies of advertisements, launching campaigns which strengthen the position of it and make it a part of everyday life. 'Open Happiness' ad campaign was launched in 2009 all over the world and since then it has become one of the favorite ad campaigns of Coca-Cola. The purpose of bringing this campaign was to revive the company's image in Soft Drink Industry. This ad invites people around the world to refresh themselves by having Coke and thus finding simple pleasure of life with it.¹²In most of the television commercials of Coca-Cola of Open Happiness, the need of having the drink is served to the customers in the form of some story that involves keywords like human relations, bonding, love, sharing, togetherness etc. This campaign also promotes an idea that with Coca-Cola one can start a new conversation or relation in their life. The catchphrase used by the company in one of such commercial says, **"Coke khule to baat chale"** and thus it conveys the idea of sharing happiness along with the drink. The number of advertisements visible on YouTube related to this campaign includes a sense of sharing, humanity, belongingness, happiness in the form of visual presentation, words and emotions selected for them. The word 'Happiness' is actually related with the aim of all human beings that is sharing a moment of happiness that has the power to bring the world closer together. Thus in this way the study of advertisements of Coca-Cola says that words, tone, catchphrase, jingles, pictures etc. are an important source of language, literature and communication of the company. It also describes the expression, the ideology, the thought process, the credo, the aim and the vision of the company. With the passage of time, Coca-Cola's history and success story has become an Eternal Business Saga which every new or existing company would like to refer.

METHOD AND FINDINGS:

A qualitative approach is used by the researcher to analyze the Credo, the Thought Process, the Ideology, and the Philosophy that is mirrored through a privileged use of Brand Language and Literature that Companies built over ages to last. The aim of this research paper is to identify the role and significant use of Brand Language and Literature in making these Brands Eternal and Popular in the market. It also aims to defend the idea that formation of successful Brand Language is an important exercise which starts with the idea of establishing a new company. Apart from being significant in the pre-natal stage, it is also important in its think-tank activities, its evolution and consequently, it's Everlastingness. This paper further aims to explore and understand the role of written text, words, tone, phrases selected by the Brands for their

communication purpose and thus the ultimate aim of this study is to investigate the perception of people towards the Language and Literature of the Brands. As the qualitative approach reinforces an understanding of thoughts, emotions, ideas, feelings, sensory experiences of human beings, therefore their perceptions or insights collected with the help of this method will further strengthen the facts which prove the aims decided for this study.

On the basis of the responses collected from the respondents selected randomly, the analysis and findings are described below-

Cadbury has identified the importance of sweets in Indian context and traditional values attached with it. Hence it landed into the new arena of changing the face of Sweets with Chocolates. The company aimed to replace sweets with chocolates by building relationships with the customers. To achieve this aim, it has been observed that the company adopted such words which create '**Happiness**', '**Love**', '**Trust**', '**Feeling of togetherness**' that forms an important part of its Brand Values. The responses collected and analyzed prove that company has not only conveyed the message successfully to them but it also created a long-lasting relationship. The responses clearly showed a clear preference towards the role of words while describing about the Brand. Respondents have also recalled the words for Cadbury as, "**Happiness, Tasty, Milky, Silk, Milk Chocolate, Mouth Watering, Smoothness etc.**" Company's message has been so effectively communicated, reached and touched people's heart and human sentiments that they could recall the very popular taglines "**Shubh Arambh, Kuch Meetha Ho Jaye**" of Cadbury in their responses. In most of the advertisement stories of Cadbury, the company has delivered the bond of love, care, sharing and togetherness and hence these words have been used repeatedly. Cadbury has successfully established its image as a "**Culture Friendly Brand**".

Colgate has always aimed to convey the message that its products provide "**Protection**" from various oral care diseases and gives feel of "Freshness" along with performing its basic function of providing strong white teeth. The responses collected that this aim was successfully delivered to the customers as they remember the Brand for its Brand Values. Most of the respondents feel that they prefer the Brand because of its 'recommending' nature of advertisements. The company presents Dentists, Celebrities and even Household Mothers who recommend Colgate with their own experiences. The most preferred and recalled taglines by the respondents is, "**Maa ka Bharosa**" and "**Doctor's recommended no. 1 Toothpaste**". The company also aimed to provide feeling of 'Freshness' or 'Energy' that makes a special place in customers' mind. Respondents very well related this property of Colgate and recalled words like, "Refreshing, Freshness, Mint" etc. Thus the impact of word and tone was found in the responses clearly in context to Colgate.

Coca-Cola aims to create awareness about their product and its basic feature for it's known for i.e. taste. The company has extensively used the words "**Delicious, Refreshing, Chilled**" in its promotion and advertisements to make people aware about the taste of Coca-Cola. These words are used to define the quality of the drink and thus since evolution Coca-Cola has repeatedly used them in their literature. The analysis of the responses collected shows that people recall the Brand Coca-Cola with the words "**Chilled and Refreshing**". People consider Coca-Cola as an important part of daily life and their celebrations. It is known to be the all time favorite drink without which any party or celebration remains incomplete as it goes with every snack. Coca-Cola also identified the scope of rural market and thus aimed to create its universal image by

promoting their product in regional languages also. Respondents felt good to share their sensory experiences related to the Brand as they believe senses arouse emotions and emotions give rise to relations. The respondents very strongly replied about the popular taglines as “**Open Happiness, Share a Coke**”. The credo or the ideology behind selecting any new strategy for communication purpose is to create positive word of mouth about the Brand and to make it memorable in consumers’ mind where specific words actually help in defining the everlastingness of the Brand.

CONCLUSION:

This paper aimed to explore the role and importance of words and tone in describing the Language and Literature of the Brands selected. The findings have revealed that respondents were able to describe many things about the companies related to its Language, Literature, Sensory experiences, Advertisements and Communication Patterns. With the critical analysis of the data collected, it was found that customers relate the word “**Eternal Brand**” with its advertising patterns. For them only that Brand is Eternal or Everlasting whose advertisements they have been watching or hearing since ages. ‘Words’ and ‘Tone’ are essential part of Language & Literature of the Brand and thus are very important part of think-tank activities. Advertisements as an important part of promotional activity includes a lot of information about the Brand that it delivered to the customers by adding sensory words and experiences with them. The findings also highlight the role of ‘Tone’ before selecting the words for any kind of communication. The words used should be appealing and tone should be polite as they both have the power to influence the habits or purchasing behavior of the buyers by touching their human sentiments.

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