

# Research on the Application of Cartoon Image in Commercial Advertisement Communication

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**Abstract:** Along with the faster development of Chinese cartoon culture, consumers have entered a period in which personality and differences are highly recommended. In this era, cartoon images are widely used in modern commercial advertisements. Cartoon image not only has the characteristics of strong visual impact and high entertainment, but also has a strong commercial value, which can bring huge economic and social benefits. The role of cartoon image is increasingly prominent. It's hot. Deep in people's hearts. On the rise. The future is bright. It was overwhelming. Come from behind. Leaps and bounds. Cartoon has become a bridge between cultural capital and economic capital. Today's cartoon is not only limited to cartoon animation, it more reflects the characteristics of humor and the combination of art and commerce, has a high aesthetic value, but also for animation and its derivative products to bring new space for development. Analysis and research on the current situation of the use of cartoon images in contemporary commercial advertisements is to make better use of cartoon images in the design of commercial advertisements in the future, so that the combination of the two is increasingly perfect.

**Keywords:** Commercial Advertisement; A Cartoon Character; Applied Research

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## 1. The role of cartoon characters in advertising

### 1.1 Cartoon characters are the fashion and fashion vane in advertisements

Usually, a cartoon character must be animated out of public life, interacted and disseminated through multiple media, accompanied by the latest technology, the most fashionable elements - and ultimately, a fashion and fashion vane. Cartoon image has gone through a hundred years of history since its birth. With the change of times, cartoon image has been endowed with different connotations and meanings gradually. In this process, the combination mode of "fashion + classic" is more and more favored by consumers. This phenomenon is worth exploring. Why? The answer is manifold. One reason. Innovation. Development. Progress. The upgrade. Such as "mickey" Disney (Mickey Mouse) characters, the appearance of the image itself after more than ten years of continuous innovation, the top science and technology continue to join, shaped + classic fashion brand, its brand loved by old and new customers, in promoting classical, meet the demand of old customers increasingly being given priority to with "new trend" the attention of young people. And in Europe, America, Japan and other developed countries, "Mickey" has become a very popular casual clothing and articles of daily use. At present, "Mickey" is not limited to children, but extended to adults and even the whole society. Mickey has taken the world by storm. "Mickey's House! Come!! Come! Is coming! Come? Come!! And "Mickey" has gradually become the fashion people in clothing, stationery and other aspects of the first choice. What is more striking is that due to the emergence of the "Mickey" phenomenon, the huge group of domestic children's consumption presents the "American style" aesthetic trend.

## **1.2 Advertising has a certain degree of generality in shaping the image of cartoon characters**

Cartoon image in advertising, in addition to be merchandise to brand meaning, also has its own developing line of the potential of the product, different from the movie, do not need to profit at the expense of advertising, can get huge market share, has extremely high market visibility, have enough strength to obtain huge profits from the line of promotional. Globally, animation has become one of the most important marketing methods [1]. Our production costs are generally lower than abroad, "low cost, good quality", "cartoon derivatives has more advantages in the international competition, such as domestic cartoon" pleasant goat ", derivatives as many as 100 more, according to unofficial 2009 data show that in the domestic production of "pleasant goat" brand of cartoon derivatives worth nearly 100 million yuan.

## **1.3 Cartoon characters have rich expressive power**

Cartoon characters, as an art form completely different from real pictures, have dynamic and distinct characteristics in advertising films, which can make the audience get clear advertising information. Cartoon image with its rich imagination and creativity to make up for the shortcomings of traditional advertising, enhance the documentary advertising, so as to achieve the purpose of promotion. Cartoon image can enhance consumers' sense of identity to the corporate image. Enhance people's sense of trust. Reinforce brand image. Increase brand loyalty. Promote sales growth. Build brand image. Build brand value. Cartoon image is one of the most intuitive ways to reflect brand and product features, which can play a role in attracting attention, but also enhance the visual impact of product image design.

## **2. Some problems existing in the application of modern cartoon image in commercial advertising**

### **2.1 Authenticity**

There is a view that cartoon is a kind of high assumption and even extreme assumption. In my opinion, the assumption between cartoon animation and other types of art is not in degree, but in the essence of the completely different, so some people say that cartoon is a completely empty art. In the process of advertising, it is often suspected because of false publicity and exaggerated performance means. It is believed that advertising will inevitably weaken or even cover up the defects of the products, so as to highlight the advantages of the products, make the audience have the illusion, and then deceive consumers. In contrast, cartoon itself has the characteristics of exaggeration, deformation and simplification, which should be processed by various methods. Moreover, cartoon image itself is also the result of giving full play to imagination, so there is a distance between it and the real world. Its advertising information true or not, therefore, naturally make consumers feel doubt, cartoon information true or not problem should be far more important than the ordinary advertisement for wide "end goal influence, after joining cartoon factors because of advertising, advertising compared with more attractive to consumers, consumers' attention for its importance also more naturally. At the same time, if cartoon factors are not well used in advertising, not only do not make consumers realize the purpose or the message of advertising, but also prone to reverse phenomenon, which greatly affects the effect of advertising. Therefore, the use of cartoon factors for advertising processing, for consumers, this issue to improve the quality of advertising has very important significance.

### **2.2 Some ethical problems have arisen.**

The authenticity of advertisements is also an ethical issue, that is, what kind of impact cartoons will have on children when they are used in advertisements. Children occupy a dominant position in the entire animation market, which is determined by the psychological and physiological characteristics of children. And children with strong imitation, once they find something to attract

them, they will have a strong desire, produce imitation experience. And the characteristics of advertising culture consumerism, for the immature children, should not be a worthy of advocacy.

### **3. The economic value of cartoon cultural communication commercial advertisement**

Today's social life is full of all kinds of advertisements, but to some extent, we have not paid enough attention to the existence of these advertisements. Advertisers want people to pay attention to his advertising message, but will not automatically block it, once blocked, this kind of advertising will not produce what propaganda effect. Therefore, advertisements should have elements that can attract audiences and make them unforgettable. Cartoon images can just meet these corresponding favorable elements to achieve the effect of attracting attention [2].

#### **3.1 Visual effect can effectively attract the attention of the audience**

Cartoon image has the special effect of visual expression, which completely gets rid of any external factors. The name of this saying is "nothing is impossible, only the unexpected". This saying is very well reflected in the design, which shows the importance of imagination. In addition, animation creation form is free of change, can be combined with the actors, and combined with reality, can simply use computers for writing more, so you can take and create unique dynamic advertising and video, far more than the general static advertising can generate visual effects, and commercial value.

#### **3.2 Brand effect, fully display the advantages of cartoon image endorsement**

Brand effect is born in the process of product promotion. Because consumers can not buy things all try to buy, so mainly rely on the so-called brand effect. For brands, even if consumers do not use the brand before, they will have a sense of trust and a sense of purchase because of the brand effect. As soon as consumers come into contact with a brand, the above contents will be reflected in their minds. In this respect, a brand represents a company's market, and brand effect is the value of benefits obtained by product dealers with the help of brands. In order to obtain good brand effect, enterprises not only need to strengthen brand publicity, but also need to improve product quality, strengthen services and so on.

Nowadays, the brand image endorsement is popular in the major businesses. As a marketing method, cartoon image endorsement is not only in line with the cultural characteristics of the business itself, but also in line with the aesthetic trend of the public. This means is filled in all kinds of cultural and consumer communication activities of the business, and spread through the media familiar to the public, so as to improve the recognition and popularity of the product and brand. Once established, a cartoon character will be a non-negligible part of the corporate brand content. Under normal circumstances, designers will inject the spirit of enterprise or business philosophy into the design, in order to create excellent cartoon images, showing the corporate culture and image.

#### **3.3 Reasonable cost reduction budget**

In terms of cost, the production of cartoon characters is much cheaper than hiring celebrities, stars and models. Many businesses are willing to spend a lot of money to invite celebrities for publicity to increase their popularity, but the majority of consumers think that quality and price are not necessarily proportional, and the high price is mainly due to these expensive endorsement fees. Second, the time for celebrity endorsement is relatively limited, resulting in further increase in costs. The advertisements created by cartoon characters are quite another thing, which can both arrange the content independently and take into account the real needs of advertisers without expensive fees.

### **3.4 Skillfully grasp the psychological needs of children and adolescents**

#### **market-oriented**

Children are programmed to love cartoons. A lively and lovely cartoon character. Gentle curved shape. With the combination of moving colors, the cartoon image formed by these elements makes the innocent and curious children feel good about the cartoon image. Using cartoon image as an art form to make animation to attract children. If such a group of customers can become our loyal customers in the early stage, that is, we can achieve a sustained number of customers in the near future. The result of selling cartoon image products to children is better than that of adults. If most children have something, and few do not, they will feel alienated or isolated, and thus in a conformist position. Every child has a sense of collective belonging, and a good peer relationship is essential to children's emotional satisfaction. It is because of this that cartoon images are favored by children.

#### **Conclusion**

Cartoon type advertisement has become a kind of advertisement form that people generally accept. Compared with the traditional forms of advertising, cartoon advertising has its special way of expression and huge space for development. People are inseparable from imagination, and the rich and original imaginative features of cartoons are naturally popular. We believe that with the continuous maturity of cartoon production technology and communication media, cartoon image will have a wider world in advertising.

#### **References**

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