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Table of Contents

Music Appeal in Advertising and Product Recall in Children Abibat Bello, Olusola Oyero, Kehinde Oyesomi, Lanre Amodu	6
An Examination of University Home Pages Dustin W. Supa, Jessica Scanlan	24
Tweeting in the Tempest: The Use of Twitter During Crises Cara Garvey	42
Playing "Catch-up": Opportunities and challenges for Public Relations practice in Nigeria Chikezie Emmanuel Uzuegbunam Henry Chigozie Duru Ogochukwu Charity Ekwenchi	58
LivingSocial: Integrated Marketing Communications Plan Michelle Lach	76
The Effectiveness of Brand Recall in Product Placements Based on Modality Henry Mendheim	91
Implementing a Fiduciary Rule on Brokers Who Give Investment Advice Katie Walsh	112
Olympus: Your Vision, Your Future Kelly Carmody	125

Music Appeal in Advertising and Product Recall in Children

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Abstract: This study investigated the possible influence of music appeal in advertising on children's recall of products. Two products' advertisements, Indomie and Honeywell noodles, were used for the study. Survey research method and recall test were adopted for the investigation with a sample size of 206 drawn from primary schools in Lagos State, Nigeria. The findings show that there was a high level of awareness of the use of music appeal in advertising; the children paid attention to the music adverts. The findings also confirm that there was a relationship between the children's ability to recall product and the use of music appeal in advertising. This study recommends that advertisers and producers should use good English Language instead of Pidgin English for music adverts targeted at children and should include a graphical representation of the lyrics in the TV commercial in order to aid further recall.

Introduction

The use of music in advertising originated in early Vaudeville where music served to soften up a spoken narrative sales pitch (Huron, 1989, p.560). The purposes of the music were to engage the listeners' attention and to make the advertising message less of an unwanted intrusion. Jackson, as cited by Dahl (n.d. p.3), was specific that the earliest example of a piece of music being used for the advertising and promotion of a company was in 1908. Advertising holds up a mirror to our social history and catches glimpses of the value and aspiration of our culture (Dave, 1999, p.7). Consumers usually do not make brand purchase choices at the time of advertising exposure; rather, it is the

ence of music appeal in aiding recall of product. Brooker and Wheatle (1994, p.286) have noted that song and jingle can cut-through advertising to achieve reach, and increase the strength of a campaign by residing in the consumer's mind, and in the language of Kokemuller (n.d, para. 3) "music can get stuck in people's head". Similarly, Huron (1989, p.562) has mentioned that music increases the memorability of a product or the product's name. A further confirmation of music's ability to aid recall came from Macklin, cited in Allan (2007, p.8), when he observes that "messages that were sung in a produced/original jingle that sounded like a nursery rhyme produced the same recall from children as spoken messages".

Conclusions and Recommendations

This study shows a high awareness level of the use of music appeal in advertising; children not only paid attention to the music adverts, they were drawn to music in advertising and they like the adverts. The dramatic element of the adverts is a factor that enhances likeness for them. Furthermore, this study has shown that music appeal in advertising has influence on recall of products just as it has been established by other studies.

It was, however, observed that the Mama do good advert was sang in pidgin English, this in our opinion may adversely affect the language skills of the children since the advert was targeted at children; we, therefore, recommend that advertisers use music appeal with correct English in order to enhance the language and speaking skills of children. Besides, it is necessary for advertisers who use music appeal to include a graphical representation of the lyrics in the TV commercial. During the recall test, it was observed that some of the pupils mixed up the lyrics; inclusion of the graphics, therefore, will promote effective recall, as the children will be able to sing along.

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