

**Need Assessment through Animation in TV Food Advertisements:
An Experimental Study**

***Feroza Khan**

Department of Arts & Media, Foundation University, Islamabad,
Pakistan

Nadira Khanum

Department of Arts & Media, Foundation University, Islamabad,
Pakistan

An experiment was conducted to study the audience's needs that animation in food TV advertisements fulfill and to explore that whether the needs of the audience vary at different levels of animation in television commercials (TVCs). The research employed a uses and gratification perspective to assess the needs animated food TVCs fulfill. This study aimed to study the use of animation in food TVCs as a way to acquire information, to fulfill psychological and emotional needs, to escape from reality, and for personal and social integration. An experiment was conducted to assess the needs of 120 participants consisting of 60 males and 60 females (multi-stage cluster sampling) of undergraduate students from Foundation University, Rawalpindi Campus through the classic experimental method. Students were divided into three treatment groups with varying levels of animation in TVCs and a control group with no intervention. Statistics of analysis on control and experimental groups indicated that animated and non-animated TVCs fulfill different needs of the audience. Animated TVCs satisfy more affective and tension release needs. Findings showed that with the variation in animation in TVCs the needs of the audience that it fulfills also vary. The more the advertisements contain animation, the more effective and tension release need is fulfilled. Similarly, the lesser an advertisement contains animation, the more the cognitive need of the audience is fulfilled. The study tends to benefit the animators, advertisers, and future researchers through a better understanding of audience perspective of uses and gratification theory using animation in TVCs.

Keywords: Need Assessment, Food TVC's, Uses & Gratification, Animation, Cognitive Need, Affective Need, Tension Release Need, Social Integration Need, Personal Integration Need.