

Effective Use of Humor: A Content Analysis of the Gender Roles in Related Types of Humor used in TVCs for different Product Categories

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Abstract

Background: Since the beginning of the twentieth century, advertisers have been debating the effective use of humor in comparison with the rational or the ‘tell vs. sell approach’. Although advertisers earlier felt that humor appeal was the right choice to only entertain people and not to sell their products or brands, recent studies contradict the previous findings as humor proves to attract attention, minimize counter-arguments, and negative attitude towards the commercials and the brands advertised. Advertisers are also swayed by gender roles as they add more meaning to any advertisement. When compared with how it was earlier in the 1950s, gender roles have changed so much in our society and this change is now permeating into television commercials as well. This positive attitude towards gender roles connect with the principles that are appropriate for advertising as stated by Geoffrey Warnock (1971) i.e. Nondiscrimination, Beneficence, Non-maleficence and Non-deception. According to Eagly’s social role theory (1987), gender roles are closely related to gender stereotypes. Hence, in this study, since one out of five ads is created as humorous ads by the advertisers, content analysis is done to analyze the types of humor used in the humorous ads for particular product categories and also to examine whether gender stereotype exists even in the humorous TVCs or whether the gender roles are portrayed in accordance with the changing societal trends. Creating humorous ads and portraying gender roles in line with the changing societal factors hold better attention as it doesn’t just help viewers connect with the new trend and the happenings around but also entertains them with the elements of creativity, fun, and positive messages that are added to it.

Objectives:

1. To analyze the types of humor present in the humorous commercials of different product categories in today’s scenario
2. To examine the portrayal of gender roles in humorous commercials according to the principles of advertising and Eagly’s theory

Methods: In this study, the researcher collected and analyzed the humorous TVCs that were telecasted on the top Tamil channels during the time of her research in a checklist format to identify the types of humor used in them and whether they adhere to the principles of advertising. The portrayal of gender roles in accordance with the way in which men and women are portrayed was also examined in the selected commercials to see whether the commercials are sticking to the

gender stereotypes or whether they are portraying men and women according to the change in societal trends.

Results: Though the effectiveness of humorous commercials and their impact on consumers have been studied by several researchers, the types of humor that are predominantly used in those Television Commercials (TVCs) haven't been analyzed except by Kaur et al. (2018). As the characteristics of humor can speak more about the type of humor used, in this study different humor techniques are considered and analyzed. From the analysis done, it is clear that 'Puns or Terms of phrases' are widely used humor techniques by various brands. In around 25 commercials, this technique is used for different product categories with the play on words and phrases, and also by including famous Tamil songs and dialogues, advertisers have created humorous commercials to advertise different companies' brands and products. Considering the Principles of advertising and Stereotypes according to Eagly's theory, most commercials have adhered to the basic principles of advertising, which are Beneficence, Nonmaleficence, Nondeception, and Non-discrimination by doing good, doing no harm, not deceiving, and discriminating audience, yet a slight touch of discrimination is sensed among 9 commercials.

Conclusions: It is evident from the study that in humorous commercials, advertisers are adhering to the basic principles of advertising though importance is given to the type of humor and how well it can be executed to get the attention of the public. Even if the ad message is weak, humor as an appeal can reduce negative cognitions towards the ad and the brand as it serves as a source of distraction from counterarguments. This enforces a strong impact and a positive attitude towards the ad as well as the product and brand advertised (Eisend, 2011). Even if the gender roles portrayed in a few humorous commercials are stereotyped, according to the vampire effect, the audience's attention would be directed towards the humorous element conveyed and not the other aspects of the commercials. Yet, advertisers have to avoid stereotyping gender roles and portray them according to the changing scenario where there is no traditional role behaviors, traits, physical characteristics or occupations set particularly for men and women, but more equality and equity in all the areas in which gender is involved.

Keywords: advertisers, humorous ads, gender roles, gender portrayal, gender stereotype, societal trends

1. Introduction

Humor and its effectiveness

'Advertising is about attracting, holding, and focusing attention, and nothing gets our attention like a funny TV spot. But funny is a double-edged sword' - Hollis (2011)

Since 1900, advertisers have always been in debate about the effective use of humor. A study entitled "One Hundred Years of Humor in American Advertising" conducted by Fred. K. Beard in 2005, reports on how academic and industry researchers attempted to study the characteristics and effects of advertising humor, which has been of great debate yet accepted among advertisers. Advertising humor is considered as a message tactic that attracts greater attention to advertising, can entertain and acts as a response to changing perceptions of the role of advertising and the entertainment media (Beard, 2005). This led to the evolution of professional thought regarding the use of humor for branded and consumer goods advertising which is pursued by the researcher to

know how humor can be incorporated for successful attempts and persuasion. Research done by Strenthal and Craig (1973) on "Humor in Advertising" emphasizes that humor can be employed as a persuasive appeal on a motivational basis. Humor being a universal language can humanize advertising (J. Walter Thompson Advertising Agency, 1969) but the persuasive effect of humor was found to not run for long. This led to the conclusion that some humor is much better than no humor, in the case of employing repetitive techniques (Engel. et al, 1971).

Earlier, advertising was seen to be all about providing information and this led to the persuasive hard-sell approach (Presbrey 1929; Rowsome, 1970) or the reason-why approach by neglecting humor. The advertising agencies moved away from creating a showy, aggressive 'humbug' style (Laird, 1998) just like Hopkin's insight into the reason-why approach, "Appeal for money in a lightsome way and you will never get it. People do not buy from clowns" (Hopkins, cited in Rowsome 1970, 138). Later on, it was believed that the audience responded to emotional appeals when compared to logical arguments and reasoning. This is specifically true for the female audience, who served as the target audience for many of the branded products (Beard, 2005). The use of aggressive humor began in the 1990s post 9/11. Advertisers expressed that humor is appropriate for selling anything and that it is associated with the soft-sell. The positive attitude about humor grew that it can attract attention and creates a positive mood among the public. Advertisers believe that humor can enhance audience attention to any kind of persuasive communication within the first few exposures (Engel. et al, 1971). Though a few advertisers debate about the attention-getting quality of humor, humor is proven to hold attention, hinder message comprehension and thus reduce the overall message reception (J. Walter Thompson Advertising Agency, 1969).

The power of distraction that a humorous communication has can help in minimizing counterarguments leading to greater message acceptance and persuasion. This shows that distraction is the key to persuading people (Greenwald, 1968). Osterhouse and Brock (1970) also found that by increasing the level of distraction, there was a decrease in the level of counterarguments and an increase in persuasion. A study conducted by Martin Eisend (2010) on "How humor in advertising works: A meta-analytic test of alternative models", yielded the surmise that impactful humor enhances positive attitudes towards the advertisement as well as the brand advertised. And, that distraction reduces counter arguments leading to persuasion attempts (Krishnan and Chakravarti, 2003; Nelson. et al. 1985). This leads to the Vampire effects where the audience gets occupied with humor and is less attentive to the other parts of the message. The affective reaction triggered by humor intensifies positive cognitions towards the commercials and reduces brand related cognitions. But this doesn't prove that negative cognitions are directed towards the brand. Hence, this can be a positive move for the advertisers to make use of humor to overcome weaknesses in advertising messages such as weak brand arguments (Cline and Kellaris, 1999).

Humor began to be seen as a great sales tool for all ages that doesn't have to be coarse but funny (Reinhard 2001, 12). Similar to the deductions of Madden and Weinberger (1984), Gruner (1967, 1970) found that humor can increase source credibility and eventually the persuasive appeal of that particular message conveyed. In comparison to serious communication, a humorous message is found to be interesting, enhancing audience perceptions of the source. This led to the understanding that even if the source presented a dull communication and if humor was added to it, the level of acceptance of the source was high than that of serious communication with no humor. Humor is a

positive reinforcer as it attempts to change the attitudes of the subject toward a particular type of communication but further research is required for accurate results (Janis et al. 1965; and Zimbardo et al. 1968).

Humor and Gender Roles

Gender roles try to bring forth different perspectives to advertising (Controversies in Contemporary Advertising, n.d.). Advertisers use men and women in their commercials as they perceive them differently just as how men and women perceive advertising differently. But this has led to gender stereotypes. In a comparison of gender stereotypes in advertising, Eisend et al. (2011) observed that although the social roles of men and women have changed much, advertisers continue to depict them according to their same old tradition-bound roles. Despite a number of researches undertaken to study whether gender stereotypes still exist in television commercials and how gender roles are depicted, the answer has always been a 'yes' (Cheng 1997; Sengupta 1995). Furnham and Mak (1999) declared that stereotypes of gender roles are used in television advertising. Though a few researchers have found that the stereotypical portrayal of men and women has abated (Furnham & Skae, 1997; Wolin, 2003), many other authors refute the finding by stating that stereotypes are getting stronger (Ganahl et al. 2003; Milner & Higgs 2004). It cannot be denied that today many Indian advertisements are fixed on gender stereotypes that embarrass television viewers and modern society at large. Gender stereotyping is not restricted to any geographical population or location but even the foremost of developed nations. The German television channels depict the same trend despite the change in gender roles of men and women (Eisend et al., 2011) in that society.

The authors furthered their findings which stated that there is a stark distinction in the degree of gender stereotyping between private and public channels. "Gender stereotypes on private channels refer to role behavior and physical characteristics and, thus, function as a means to sell a product. On the other hand, advertisements on public channels stereotype gender in terms of occupational status, and therefore interfere with the major goal of gender equality policy" (Eisend et al. 2011). In order to portray a positive note, it is essential that the advertisers do not indulge in such gender stereotypes but provide equal opportunities for both genders since it is a socially acceptable objective in all societies (European Parliament 2008).

Gender plays an important role when it comes to humorous advertisements. This is because the response to any humorous commercials depends upon the gender portrayed as well as the type of humor used (Ivanov et al., 2019). Eisend, Plagemann, and Sollwedel (2014), in their analysis of the occurrence of gender stereotyping and the effectiveness of humor in advertising, inferred that the way in which men and women are stereotyped in advertisements is dependent on humor. Traditional male stereotypes are seen to be common in the humorous commercials whereas in the non-humorous commercials it's all about female stereotypes. This shows the need to come up with non-stereotypical contents to influence the audience according to the change in gender roles in the society. Humor can definitely influence consumer attitudes and hence, it depends upon how it is created uniquely by the advertisers in order to increase ad effectiveness (Eisend et al (2014). The author uncovered a vital finding that stereotypical commercials influence women more than men because they regard such commercials to be credible. The essence of creating contents with gender equality than the traditionally related gender roles which can create a greater impact (Ceci, Williams, and Barnett 2009) cannot be refuted.

Since humor influences cognitive, affective and behavioral responses (Cline, Altsech, and Kellaris, 2003; Eisend, 2009; Weinberger and Gulas, 1992; Zinkhan and Gelb, 1987) using humor in the stereotypical content based on gender roles has a distinct impact on the audience. In humorous commercials, stereotypical contents will be processed differently as humor, a persuasive positive reinforcement is added to it. This aligns with the previous findings on the effective use of humor i.e., it can distract consumers from the unfavorably evaluated content in a particular ad and make them focus on the humorous part alone (Duncan and Nelson 1985; Nelson, Duncan, and Frontczak 1985). This can positively develop and increase the two major advertising effectiveness measures, which are ad liking and brand attitudes (Eisend et al. 2014). Females like a man who can make them laugh, similarly men also prefer women who can make them laugh, especially because they are seen to value humor abilities more than men (Bressler, Martin, and Balshine 2006). Hence, these results prove that humorous commercials increase consumers' attitude toward the ad and the brand and that the stereotypical contents have a stronger effect on women than men. This shows that humor can increase the effectiveness of stereotyped commercials. Gender role portrayals in advertising are considered less serious if these portrayals are used as sources of humor and hence this can help the advertisers to target their audience in a different yet effective way.

2. Objectives

According to Strenthal and Craig (1973), in an advertising appeal, the existence of humor can be determined based on **Puns or Terms of phrases, Jokes, Understatements, Double entendres, Satire, Irony or Wry humor** (sarcasm), **Slapstick, Incongruity** and **One-liners**. This paper dwells upon the types of humor that are used in humorous commercials based on the above characteristics through content analysis. When compared to how it was earlier in the 1950s, gender roles have changed so much in our society and it is seen to have slightly emerged in a few commercials as well. Therefore, the portrayal of the gender roles in accordance with the four appropriate principles of advertising according to Geoffrey Warnock (1971 as mentioned in Zinkhan, 1994), which are Beneficence (doing good), Nonmaleficence (don't harm), Nondeception and Nondiscrimination are also analyzed.

According to **Eagly's social role theory (1987)**, sexual division of labor and societal expectations based on stereotypes produce gender roles. Alice Eagly distinguishes communal roles with attributes such as nurturance and emotional expressiveness, which are commonly associated with domestic activities, and thus, with women from the agentic roles, with attributes such as assertiveness and independence, which are commonly related with public activities, and thus, with men. According to Eagly, gender roles are linked with gender stereotypes. This is because one's behavior is influenced by gender roles, especially when culture validates stereotypes. Based on the traditional stereotypes with regard to traits, role behaviors, physical characteristics, and occupations (Deaux and Lewis 1983) men and women are usually judged to see whether they conform to them or not (Gender, n.d.). According to the theory, portraying gender stereotypically can affect men and women in different ways emotionally, mentally, physically and socially. Hence, even in commercials, portraying gender roles according to today's scenario where men and women are working towards equality is crucial to connect with the audience and to make an impact so that they remember the humorous commercial as well as the brand that is advertised.

Hence, the objectives of the study are as follows:

1. To analyze the types of humor present in the humorous commercials of different product categories in today's scenario
2. To examine the portrayal of gender roles in humorous commercials according to the principles of advertising and Eagly's theory

3. Methods

In this study, the researcher collected and analyzed the humorous TVCs that were telecasted on the top Tamil channels during the time of her research in a checklist format to identify the types of humor used in them and whether they adhere to the principles of advertising. The portrayal of gender roles in accordance with the way in which men and women are portrayed was also examined in the selected commercials to see whether the commercials are sticking to the gender stereotypes or whether they are portraying men and women according to the change in societal trends.

4. Results and Discussion

For the study, 36 commercials were content analyzed. Though the effectiveness of humorous commercials and their impact on consumers have been studied by several researchers (Kovindasamy, Ogundare 2017; Sabari 2012; Kim, Kim and Goh 2011; Ali, Kapoor and Moorthy 2010; Islam and Rahman 2011), the types of humor that are predominantly used in those Television Commercials (TVCs) haven't been analyzed (Sternthal, Craig 1973; Beard 2005) except for Kaur et al. (2018). Kaur et al. (2018) considered only five types of humor such as Comic Wit, Satire, Resonant Wit, Resonant Humor, and Full Comedy with an aim of creating items of scale that will help to measure humor types used in ads. As the characteristics of humor can speak more about the type of humor used, in this study the above types are considered and analyzed.

• Types of humor:

From Table 1 (given below) it is evident that **Puns or Terms of phrases** are the widely used humor techniques by various brands. In around 25 commercials, this technique is used for different product categories such as TV channels, Cool drinks, Chips, Insurance, Toothpaste, Health drink, Shampoo, Floor cleaner, Body spray, Card, Pizza, Liquid detergent, Dish wash bar, Online pharmacy and medical store, Online shopping apps, Glass and floor cleaner, Energy drink, and Chocolate. With the play on words and phrases, and also by including famous Tamil songs and dialogues, advertisers have created humorous commercials to advertise different companies' brands and products.

Irony is the second most evident technique used in the chosen commercials. 9 commercials include irony as something different from what was expected to happen is shown creatively. Product categories like Chips, Food & Beverage, Shampoo, Online pharmacy and medical store, Dusting powder, Chocolate and Cool drinks use irony as a technique to attract audiences.

One-liners is another effective technique used by advertisers to advertise product categories such as Energy drinks, Body spray, Insurance and Paytm. Creating creative and funny commercials with a short joke, which is mostly a line or a witty remark, is something brilliant. Brands such as Red Bull, Fogg, acko Insurance and Paytm have proven to stand out because of their funny commercials.

It is to be registered that the recent ad campaign of Paytm is brilliantly made with humorous contents that are related to the day to day's scenario of either a man or a woman. The varied sets of

commercials used for the campaign show that each commercial equally considers men and women and portrays them according to the regular situations and recent trends.

Jokes in the commercials are generally used to bring forth a smile or laughter among the TV viewing public. Hence, product categories like Saunaf refreshing seeds, Chocolate, Energy drink and Chips include jokes to not just make the audience laugh but to make them remember the commercial with its weak brand-related arguments.

Satire is another technique used where a character in the commercial is ridiculed for their flaws or their stupidity. Product categories such as Pain relief gel and Matrimonial app use this technique but in a limited way to not affect those who still do not use the products or know much about them but to let the audience know about the specific brand or the brand's information. According to Kovindasamy and Ogundare (2017), funny ads should be made in such a way that humor is suitable for both the item and the client in order to pull clients to your item.

Understatements is used by one product category alone i.e., body spray as the commercial represents the presence of perfume that remains even after a hurricane damaging and destroying everything around the main character.

As you can see, **Incongruity, Slapstick and Double entendres** are a few of the techniques or types of humor that aren't used in any of the commercials. Shabbir & Thwaites (2007) state that incongruity can be used to mask vague claims in ads. This gives the reason as to why it was eliminated in the chosen commercials. Making use of such types of humor should be done with care as it shouldn't turn aggressive. As violent humorous commercials do not attract the female audience as they perceive it as violating all the social norms but were found to be joyful and exciting to the male audience. This made them give positive feedback to the commercials (Swami et al. 2013; Petrescu et al. 2015).

From the above, it is evident that humor as an appeal can be used to advertise brands falling under different product categories. All that matters is that advertisers should try to incorporate the right humor technique to advertise the product as well as the brand to the audience in such a way that the consumers are not ridiculed but the focus is made on the type of humor used that is suitable for both the audience as well as the items shown. Coming up with ad campaigns where ads are created specifically for males and females can also help in connecting with both genders separately and equally to persuade their buying decision toward a specific brand or product (Senthilkumar and Venkatesh, 2017).

● **Principles of advertising and Stereotypes according to Eagly's theory**

From the table as you can see, most commercials have adhered to the basic principles of advertising, which are Beneficence, Nonmaleficence, Nondeception and Non-discrimination by doing good, doing no harm, not deceiving and discriminating audience. A slight touch of discrimination is sensed among 9 commercials i.e. from the commercials of 7Up (2 TVCs), Junior Horlicks, Fogg, Vim Bar, Red Bull (2 TVCs), Cadbury 5 Star (2 TVCs), and Cadbury Nutty 5 Star.

➤ **7UP (2 TVCs)**

In one of the 7UP's commercials, 3 boys are shown deciding on how to spend the weekend with Rs. 50, while in another commercial a boy trying to impress a girl is shown. Though this product is consumed by both men and women and weekend is something that not just boys but girls also crave

after having a big tiring week, boys or men alone are shown in one of the commercials discriminating against women as if the product targets only men. The other commercial shows a boy trying to impress a girl by competing with another guy with a well-built physique. Initially, the girl is seen to be attracted to the guy whose physique is well-built when compared with the other. But when humor as an element is added to the content, a change in the situation and wants are shown in the commercial. This connects with Eagly's social role theory where importance is given to the traditional roles of men and women. In comparison with today's scenario, the traditional difference in role behavior, physical characteristics and traits of men is shown by giving more importance to men's day out or their wants by discarding or suppressing women's needs, their change in roles and behavior and wants.

➤ **Junior Horlicks**

In this commercial, a mother tries to feed her kid who isn't willing to eat. This throws light on the sexual division of labor and societal expectations that a mother and not the father has over their child leading to stereotyped gender roles. But again, this division is taking a change in today's society where men are also willing to join hands for equal parenting. Several recent commercials by Pampers, Women's Horlicks, Bru, etc. are a few examples of commercials that are focusing on concepts related to the prevalent societal trends with regard to equal gender roles.

➤ **Fogg and Vim Bar**

Fogg body spray and Vim Bar are two products that can be used by both genders. But in the commercial of Fogg only male characters are shown. The reason behind its usage can be to deliver a humorous content in a serious circumstance i.e., among soldiers; yet only male characters are shown. Similarly in the commercial of Vim Bar, only women are shown as if the product is made use of only by females. This shows the presence of gender discrimination in the commercials as the products are targeted at a specific gender. According to Eagly's theory, it is true that the traits, role behavior, and physical characteristics of both genders are shown in the traditional sense and not according to this trend.

➤ **Red Bull (2 TVCs)**

Though it is about the voice-over given for the commercials and the comic characters used, discrimination is seen in the commercials that are analyzed as only male characters and male voices are used. This again is a common product consumed by both genders. But the ads seem to be focusing only on the male audience and this could be the reason behind the use of male voice-overs (esbadvertising, 2018). Whereas a few other commercials of Red Bull portray both genders without any discrimination showcasing that it is suitable for both male and female audiences.

➤ **Cadbury 5 Star (2 TVCs)**

In one of the commercials of Cadbury 5 Star, initially an old woman is shown to be asking for help from a middle-aged person. Age discrimination is yet another form of discrimination that is prevalent in commercials (Carrigan and Szmigin, 2000). Yet, in this commercial, though the elderly woman is shown to be asking for help, the opposite of what was expected happens in the commercials, bringing forth humor with the inclusion of irony and puns hence eliminating age discrimination towards the elderly women. In another commercial, a conversation between a boss and his employees is shown; this again portrays the discrimination and stereotypical occupation,

role behavior and traits that differ from a man to a woman. According to Eagly's theory, traditional gender roles lead to stereotyping.

➤ **Cadbury Nutty 5 Star**

In this commercial, though humor plays a big role, discrimination is seen in the use of voice-over as the male voice alone is considered over the female voice. Yet the commercial is created effectively and humorously with a simple concept. Men's voices are usually used in the commercials as their voices make the audience trust the products advertised more than the female voices. This is because of the strong authoritative, deep, and firmer voice that men have. This can be one of the reasons behind the use of male voices over female ones (esbadvertising, 2018).

5. Conclusions

From the study it is evident that in humorous commercials, advertisers are adhering to the basic principles of advertising though importance is given to the type of humor and how well it can be executed to get the attention of the public. As mentioned by Sabari (2012), some commercials that are funny for one will not be so for another. Therefore, it is important to target the right audience and create messages accordingly. In accordance with the previous findings by Chang and Bandyopadhyay (2014), when humorous commercials are created, the messages should be positive in nature so that they connect with both genders and the expected results obtained. Even if the ad message is weak, humor as an appeal can reduce negative cognitions towards the ad and the brand as it serves as a source of distraction from counterarguments. This enforces a strong impact and a positive attitude towards the ad as well as the product and brand advertised (Eisend, 2011).

This again relates to how gender is portrayed. Advertisers are engrossed with gender because gender roles add more meaning to any advertisement (Controversies in Contemporary Advertising, n.d.). Even if the gender roles portrayed in a few humorous commercials are stereotyped, according to the vampire effect, the audience's attention would be directed towards the humorous element conveyed and not the other aspects of the commercials. Yet, advertisers have to avoid stereotyping gender roles and portray them according to the changing scenario where there are no traditional role behaviors, traits, physical characteristics or occupations set particularly for men and women, but more equality and equity in all the areas in which gender is involved. Advertisers look at humor as a substantial impulse to not just attract attention but to hold attention as well (Hollis, 2011). Hence, not just one type but different types of humor incorporated in the humorous commercials with funny and positive messages, portraying gender roles in line with the changing societal factors can generate better results for the specific brands advertised as the TV viewers would be fascinated with the varied contents shown (Nigli, Thomas, unpublished) and obviously such commercials wouldn't turn unsuccessful if they are shown in proper intervals.

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Table 1

Commercial s	Product categor ies	Types of humor									Principles of advertising
		Puns/ terms of phrase s	Understatement s	Double entendre s	Satire	Irony	Slapstic k	Incongruit y	Oneliner s	Jokes	
Tamil Matrimony (2 TVCs)	Matrimon y app				✓						✓
Sony Ten 4	TV Channel	✓									✓
Paytm (2TVC's)	Payment App and e-wallet								✓		✓
Miranda	Cool drinks	✓									✓
7Up	Cool	✓									Men are shown -

	drinks										to have fun, with no inclusion of women
Lays	Chips	✓				✓					✓
Acko Insurance (2TVCs)	Insurance	✓							✓		✓
Colgate	Toothpaste	✓									✓
Junior Horlicks	Health drinks	✓									Mother is shown to take care of her kids
Dabur Honey	Food & Beverages					✓					✓
Head & Shoulders	Shampoo	✓				✓					✓
Omni Gel	Pain					✓					✓



(2TVCs)	relief gel										
Nimyle	Floor Cleaner	✓									✓
Visa Card	Card payment	✓									✓
Fogg	Body spray	✓							✓		Only Men are shown though the product is sold for women as well
Fogg (2 nd TVC)	Body spray		✓								✓
Ovenstory (2TVCs)	Pizza	✓									✓
Surf excel matic liquid	Liquid detergent	✓									✓
Vim Bar	Dish wash Bar	✓									Women alone are shown

PharmEasy (2 TVCs)	Online Pharmacy and Medical Store	✓				✓					✓
Bingo Chips	Chips									✓	✓
Flipkart	Online shopping app	✓									✓
Colin	Glass and floor cleaner	✓									✓
Red Bull (2TVCs)	Energy drink	✓							✓	✓	Voices of male alone are given but other ads include both genders
Clocip	Dusting powder					✓					✓

Cadbury Star	5	Chocolate	✓			✓					Old lady asking for help is shown but humor shoots in and eliminates age discrimination
Cadbury star	5	Chocolate	✓			✓					Conversation only between men and boss is shown
Cadbury Nutty 5 Star		Chocolate								✓	The voices given by the nuts are only of male
7Up		Cool drinks	✓			✓					Men impressing a woman are shown.
Tic Tac seeds		Saunaf Refreshing seeds								✓	✓