

Semiotic Analysis of Celebrity Endorsement in Tea Commercials on Pakistani TV Channels

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ABSTRACT

Aim of the Study: This study employs a semiotic analysis to examine how celebrity endorsements in tea commercials on Pakistani TV channels convey underlying messages and impact consumer behavior. By focusing on the signs, signifiers, and signified meanings, this research delves into the cultural significance, symbolism, and visual and linguistic elements of these advertisements. The study aims to uncover the underlying messages conveyed through these commercials and their effectiveness in influencing consumer perceptions and behaviors.

Methodology: By employing a purposive sampling technique, the research selects popular tea commercials that feature well-known Pakistani celebrities. Through a detailed semiotic analysis, the study identifies key themes and cultural symbols, examining how visual and verbal cues are strategically employed to create emotional connections with the audience.

Findings: The analysis covers three leading tea brands: Lipton, Brooke Bond Supreme, and Tapal Danedar, exploring how these brands utilize celebrity endorsements to resonate with Pakistani cultural values and enhance brand image.

Conclusion: This research contributes to a deeper understanding of the role of celebrity endorsements in advertising within the Pakistani context, offering valuable insights for marketers looking to leverage cultural values and symbols to enhance brand appeal and consumer engagement.

Keywords: Celebrity endorsement, TV advertisements, Pakistan, Semiotic Analysis.

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1. INTRODUCTION

The celebrity endorsements use the popularity and strength of celebrities to advertise goods and services. This marketing approach is supported by the assumption that people tend to buy products that are linked to celebrities whom they like. The use of celebrities as a promotional strategy is well-documented in marketing literature, and the studies have shown that it helps to increase brand recall, credibility, and attractiveness (Erdogan, 1999; Ohanian, 1991; Shabir et al., 2017; Safdar et al., 2016). Celebrity

promotion is one of the peculiarities of television advertisements in Pakistan, particularly in the tea market, where tea plays a great role in culture and social life (Shabir et al., 2015; Shabir et al., 2015a; Safdar et al., 2015).

In Pakistan, commercials of tea often involve celebrities to build brand image and promote sales. Adoption of celebrities in such adverts is not only a marketing strategy but a culture. The Pakistani culture has strong links with tea, which is viewed as a form of hospitality, comfort and social connection. Through their tea advertisements, which use famous faces to showcase their brands, they exploit these cultural values and generate adverts that bring the audience close to them.

Regardless of the common use of celebrity endorsements, there exists a void in the knowledge of the precise semiotic content of the endorsements that make these endorsements effective when used in the Pakistani tea commercials. The analysis of these advertisements can be well achieved with the help of semiotics, which is the study of signs and symbols and their use in forming meaning. Semiotics is a study of the production and expression of meaning using different systems of signs, such as language, images and gestures (Barthes, 1967; Berger, 1991).

The present study will use the purposive method of sampling to determine the advertisements to be analyzed, as they are the top three tea brands, i.e., Lipton, Brooke Bond Supreme and Tapal Danedar. The choice of these brands will be determined by their popularity and dominance on TV and social media. Using the semiotic analysis approach, the application of celebrity endorsements in these adverts is broken down to determine the signs, signifiers, and signified meanings behind these marketing tools. The analysis of both the visual and linguistic components of the advertisements will help the study to identify the underlying message and the cultural implications of the commercials used to pass the message that is being promoted.

The theoretical framework on which the research is based is the semioticians like Roland Barthes, Ferdinand de Saussure and Charles Sanders Peirce. Barthes mythologies concept, the structuralism of signs that Saussure created, and the classification of the signs into icons, indexes and symbols that Peirce developed gives an all-encompassing basis to this analysis. The study also relies on the existing advertisement and consumer behavior literature to put the study findings in perspective as it relates to larger marketing theories.

This study aims at filling this gap in the current body of literature by offering a semiotic analysis on celebrity endorsements in Pakistani tea adverts. In this way, it will seek to add to a greater comprehension of how these endorsements work within the cultural setting of Pakistan and the effect of these endorsements on consumer behavior. This research has some practical implications on marketers and advertisers with the research findings providing an insight on the strategic use of the cultural symbols and celebrity personas as a tool of increasing brand attractiveness and consumer engagement. After all, this paper will aim to emphasize the role of cultural relevance in advertisement and the strength of semiotics in revealing the more significant messages conveyed by the commercial messages.

The celebrity endorsement concept in advertisement is not a new phenomenon, especially when it comes to consumer products where the brand image is very important in determining the purchase. The bond between celebrities and viewers is likely to be highly trustful and admirable, and celebrities make potent promoters of brands that will seek to strengthen their performance in the market. The research paper is a semiotic analysis of the celebrity advertising in tea adverts on Pakistani television channels, in an attempt to reveal the underlying meanings and cultural implication in these adverts.

1.1 Problem Statement

The major issue that is discussed in this paper is the paucity of knowledge on the particular semiotic components that render celebrity endorsement effective in the Pakistani tea advertisements. Although the application of celebrities in advertisement has become very common and the overall advantages of such

endorsements are well-disseminated, there is a lack of research on the semiotic nature of celebrity endorsement in the Pakistani culture. This lack of literature leaves the marketers with no specific information on the interaction of both cultural symbols and celebrity personas in influencing consumer behavior in this particular setting.

1.2 Significance of the Study

It is important to know the semiotic aspects of the celebrity endorsing in Pakistani tea advertisements due to a number of reasons. To start with, it offers important details to marketers on the use of cultural symbols and celebrity images to promote brand appeal strategically. Secondly, it can fill the gap in the academic literature because it covers the topic of semiotic analysis of advertisements in a particular cultural context. Third, it has practical implications to advertisers, and it allows them to make their commercials more culturally resonant and persuasive. Lastly, the impact of relevance to culture in advertising is also described in this research with the essentiality of a differentiated treatment based on socio-cultural interactions of the target audience.

2. LITERATURE REVIEW

The literature review will be used to describe the existing research in semiotics, advertising, and celebrity endorsing as well as the literature gaps that the study will set out to fill. It also performs the formulation of the theoretical foundation that guides the given research basing on the contributions of prominent theorists in semiotics and advertising.

2.1 Semiotics: An Overview

The study of signs and symbols and their application in the formation of meaning is called semiotics (Barthes, 1967). It looks at the way meaning is created and conveyed by a number of sign systems such as language, pictures and gestures (Berger, 1991). To Saussure (1916), a sign is made up of two parts, signifier, which is the shape of the sign, and signified, which is the thing represented by the sign. The semiotic theory rides on this binary model of the sign and is applied to discern the construction and interpretation of meaning.

Charles Sanders Peirce (1931-1958) developed the model further by incorporating a triadic model of the sign namely the representamen (the form of the sign), the interpretant (the meaning of the sign) and the object (the reference of the sign). Peirce also divided sign into three aspects, which are icons, indexes, and symbols. Icons are similar to what they are (e.g., photograph), indexes are directly related to the things that they are (e.g., smoke, an index of fire), and symbols are arbitrarily related to what they are (e.g., words).

Roland Barthes (1957) made his contribution to the semiotics area with his mythologies concept. Barthes believed that myths were the cultural hegemonies of narrating our experiences of the world. These myths are passed across and through signs and symbols, which actually have connotative meanings as opposed to denotative or literal meanings. The analysis of myths by Barthes is especially significant to the analysis of advertisement as in many cases, cultural values and ideologies are implicitly reflected in the advertisement.

2.2 Advertising and Semiotics

Semiotics in advertising is the study of signs and symbols employed in advertisements in order to interpret how these signs and symbols help in gaining meaning as well as influencing consumer action. Advertisements tend to make use of both linguistic and visual signage to construct an account which is appealing to the consumers. As an example, colors used, body language employed by the actors and the setting of the commercial make up to the whole message (Chandler, 2007).

In her work entitled *Advertising as Communication*, Gillian Dyer (1982) focuses on the significance of visual and textual elements of the formation of persuasive advertisements. Dyer posits that advertisements are made up of a chain of signs which interact to produce a certain meaning or attractiveness. They are usually culturally and socially charged signs that make them one of the most effective means of influencing consumer attitudes.

In his article *Simulacra and Simulation*, Jean Baudrillard (1981) explains the concept of hyperreality in advertising where reality is ambiguous with the image. The concept of hyperreality by Baudrillard can be applied to the case of celebrity endorsements, in which the figure of the celebrity can be deemed much more than his or her actual life, and a bootstrapped image is formed which serves to market products.

In the article *Decoding Advertisements*, Judith Williamson (1978) looks at the ideological premises behind advertising. Williamson presents the argument that advertisement does this through the transfer of the meaning of signs to another context which she calls referent systems. Such conversion of meaning usually includes use of cultural symbols and myths and in such a case semiotic analysis become a very important device in reaching out to the undertones behind advertisements.

2.3 Celebrity Endorsements in Advertising

Celebrity endorsement is a trendy marketing technique; it utilizes the influence and recognition of the people in the society to market products and services. It has been found that when celebrities endorse a brand, it increases the brand recall, credibility and appeal of the brand (Erdogan, 1999; Ohanian, 1991). The celebrities are signifiers, whose image and persona become connected to the product being endorsed. This association is able to transfer the positive features of the celebrity to the product, making this product more attractive to the consumers (McCracken, 1989).

In their research on the credibility of the source, Hovland and Weiss (1951) emphasize the strength of the credibility of the endorser and his/her impact on the attitudes and behavior of the consumer. According to them, the more believable the source, the more persuasive it would be, and therefore, it is important to select a suitable celebrity to make an endorsement successful. Ohanian (1990) can validate this idea by creating a scale to evaluate the perceived credibility of the celebrity endorsement, and this has been broken down into attractiveness, trustworthiness, and expertise dimensions.

Amos, Holmes and Strutton (2008) engaged in a meta-analysis of the effectiveness of celebrity endorsements and they discovered that they tend to positively influence consumer attitudes and purchase intentions. These endorsements however may not work as well as they can be influenced by how well the celebrity fits in the product, the credibility of the endorser and the cultural background of the advertisement.

2.4 Cultural Context of Advertising in Pakistan

Commercials of tea in Pakistan promote the use of celebrities to reach out to the consumers on an emotional front. In Pakistan, tea is not merely a drink, it is the cultural meal that represents hospitality, comfort and bonding of people. Through the use of celebrities on tea advertisements, advertisers can exploit these cultural associations to attach a high level of emotion with the audience.

In their research of the phenomenon of celebrity endorsements in advertising in India, Balakrishnan and Kumar (2011) discovered that cultural values and traditions are important in influencing consumer perception. The latter is especially applied to Pakistani advertising, whereby cultural symbols and values are strongly reflected on the commercials. Commercials in Pakistan, especially those of tea, tend to employ the use of traditional background, dress, and language to help strengthen these cultural values and, therefore, the commercials become more relatable and more convincing.

The theory of celebrity brand alliance is also discussed by Seno and Lukas (2007) when a relationship between a brand and a celebrity produces a distinct brand image that appeals to consumers. This is especially effective in cultures where celebrities are respected and followed as well as in Pakistan.

Commercials of tea which use celebrities exploit the popularity and relevance of the celebrities to the culture, in increasing brand appeal and compelling the audience to engage.

2.5 Research Gaps

Although celebrity endorsement in Pakistani tea advertisements is a commonly used practice, there is a lack of knowledge of the actual semiotic elements that render the endorsements effective. The current studies are based more on the overall advantages of celebrity endorsements with little consideration of the cultural and semiotic aspects of such advertisements in the Pakistani context. This paper seeks to address this gap and, therefore, attempt to give a critical semiotic account of celebrity endorsing in Pakistani tea advertisements by identifying the hidden messages and cultural meaning behind the celebrity endorsements.

2.6 Research Questions

1. What are the primary signs and signifiers used in celebrity-endorsed tea commercials on Pakistani TV channels?
2. How do these signs and signifiers convey denotative and connotative meanings?
3. What semiotic codes (linguistic, visual, and auditory) are employed in these advertisements, and how do they interact to create meaning?
4. What cultural myths and ideologies are embedded in these advertisements?
5. How do these advertisements draw upon intertextual references to shape their meaning?
6. In what ways are these advertisements tailored to appeal to specific target audiences?
7. How do these advertisements reflect and reinforce Pakistani cultural values and social norms?
8. How effective are these advertisements in influencing consumer perceptions and behaviors?

2.8 Theoretical Framework

This study is based on the theoretical principles of the semiotic theory especially the work of Saussure, Peirce, and Barthes. The model of the sign in terms of the signifier and the signified created by Saussure gives background knowledge of how meaning is created and perceived in advertisements. The triadic model of signs, the division of signs into icons, indexes, and symbols proposed by Peirce provides a subtle way of examining various kinds of signs that are employed in the endorsement of celebrities.

The idea of mythologies by Barthes is quite applicable in this research as it draws attention to the way cultural stories and ideologies are delivered by means of signs and symbols. The difference between denotation and connotation offered by Barthes can be applied to the many layers of meaning that exist within the adverts. One more source that the study relies upon to contextualize the results on the background of the marketing theories is advertising and consumer behavior research.

2.8.1 Application of Theoretical Framework

The semiotic approach to the analysis of celebrity-endorsed tea ads presupposes a number of steps to be followed:

1. **Identification of Signs and Signifiers:** The initial step here is to identify the major signs and signifiers applied in the advertisements. It encompasses linguistic (e.g. text, dialogue), visual (e.g. images, colours, body language) and auditory (e.g. music, sound effects) aspects.
2. **Denotation and Connotation Analysis:** The second thing is to differentiate the denotative (literal) meaning of these signs and the connotative (implied) meaning. This is by looking at the way the signs have been utilized to pass certain messages that are not literally represented.
3. **Semiotic Codes Analysis:** This will entail reviewing the various types of semiotic codes, which are operating in the ads, such as textual codes (linguistic codes), visual codes (images, colors, layout), and auditory codes (music, sound effects). The combination of these codes is analyzed in order to comprehend the meaning they produce.

4. Classification of the signs in the advertisements is done using the categories of signs represented by icon, index, and symbol, as defined by Peirce. This classification assists in realizing the varying types of the relationships of the signifiers and the signified.
5. Analysis of Cultural Myths and Ideologies: This is the step where the analysis of the cultural myths and ideologies behind the advertisements is done. This involves the analysis of the narratives or stories of cultural values or beliefs, the systems of ideas and beliefs that determine the social structures and norms.
6. Intertextuality Analysis: This stage takes into account the way the adverts allude to or make use of other texts, cultural signs, or situations. Intertextual references are discussed to know their role in creating meaning in the advertisements.
7. Target Audience Analysis: This will be done to determine how the advertisements will suit certain target audiences in terms of demographic factors (age, gender, socio-economic status etc). The opening of the analysis is on the way the advertisements are working towards appealing to the target audience using signs and symbols.
8. Cultural Context Analysis: It is a step that puts the adverts into their wider cultural context that reflects on social norms, values, tendencies, and historical happenings that may have an impact on how the adverts are produced and received.

3. METHODOLOGY

This part of the paper explain the research design, data collection techniques, and methods of analysis to be used in this study to fulfill the objectives stated in the introduction. The methodology is designed in way that it offers a detailed framework to carry out semiotic analysis of the use of celebrities in commercials of tea in Pakistan.

3.1 Research Design

A qualitative content analysis is the research design that will be used in the study, as it is based on the semiotic analysis of tea advertisements with celebrity endorsement. The qualitative methodology is suitable to this study because it will enable a detailed study of the signs, symbols and cultural discourses that are inherent in the advertisements. The meanings carried by these commercials are decoded using the semiotic analysis technique that is based on the theoretical framework proposed by Saussure, Peirce, and Barthes.

3.2 Sampling Technique

The tea commercials were analysed using a purposive sampling method. The given non-probability sampling technique was determined by the need to make sure that the number of chosen advertisements represents the most popular and powerful brands of tea in Pakistan. This research is devoted to three tea brands which are Lipton, Brooke bond supreme, and Tapal Danedar. The choice of these brands has been due to their popularity and spread on television and social media.

3.2.1 Sample Selection Criteria

The commercials were selected based on the following:

Celebrity Endorsement: The advertisement should come with a prominent Pakistani celebrity.

Aired in the Pakistani TV: The advertisement should have appeared in major Pakistani television.

Popularity: The advertisement must have received a lot of attention as shown by the ratings given by the viewers and the social media interactions.

Relevance: The advertisement must be recent in that the cultural context must be at the time and relevant.

Nine commercials were chosen, three of them of each brand. Such a choice will give a wide spectrum of data to analyze and at the same time, the sample size is not very large to perform a comprehensive qualitative research.

3.3 Data Analysis

The analysis of data is based on the semiotic analysis of the chosen commercials. The following steps form the structure of the analysis:

3.3.1 Identification of Signs and Signifiers

The first one is to outline the main signs and signifiers applied in the adverts. This involves language (e.g. text, dialogue), graphics (e.g. images, colors, body language), and sound (e.g. music, sound effects). The number of times one watches each commercial is numerous to make sure that all the signs and signifiers are identified in an effective way.

3.3.2 Denotation and Connotation Analysis

The second thing to do is to differentiate the denotative (literal) meaning of these signs and the connotative (implied). Denotation is the direct meaning or the literal meaning of the sign whereas connotation is the cultural and emotional meanings that are attached to the sign. This work can be used to reveal the hidden meanings of the advertisements.

3.3.3 Semiotic Codes Analysis

This entails the method of analyzing the various semiotic codes in action in the adverts. These include:

Linguistic Codes: These are the textual or verbal contents in the commercials, dialogue, slogans and taglines.

Visual Codes: The images, colors, layout, and other visual tools which are used to communicate meaning.

Auditory Codes: Music, sound effects and other noises which add to the general message.

The interplay of these codes is also analyzed so as to know how the codes have combined to come up with a single and compelling narrative.

3.3.4 Icon, Index, and Symbol Classification

According to the categorization of the signs used by Peirce, the signs used in the advertisements fall under the icons, indexes and symbols. It is a classification that aids in the comprehension of the various categories of relations that exist between the signifiers and the signified. To give an example, the celebrity can be an icon (closely related to a respected person), an index (directly related to a certain quality) or a symbol (arbitrary related to the product).

3.3.5 Cultural Myths and Ideologies Analysis

This entails probing into the myths and ideologies, which lie behind the adverts. Myths are cultural stories that pass values and beliefs whereas ideologies are systems of ideas that influence social patterns and standards. The focus is on the way these myths and ideologies are repeated and installed in the commercials.

3.3.6 Intertextuality Analysis

Intertextuality means how the advertisements allude or borrow other texts, cultural symbols or context. This phase examines the intertextual allusions in the commercials and how this plays out in meaning construction. As an example, one commercial can be based on cultural traditions, popular media, or historical events to supplement the message.

3.3.7 Target Audience Analysis

This is to look into the manner in which the adverts are made to be appealing to a certain target audience. This is analyzed in terms of the demographic characteristics of age, gender, socio-economic status, and cultural background. It dwells on the ways of designing the use of signs and symbols in a manner that will stimulate the target audience.

3.3.8 Cultural Context Analysis

The last process lays the advertisements in their contextual cultural setting. This includes taking socio-cultural norms, values, trends and past events which can affect how the advertisements are made and received. The meanings and implications of the commercials can be interpreted only in the light of the cultural context.

3.4 Analytical Approaches

The semiotic analysis is guided by several established models and frameworks:

3.4.1 Saussure's Structuralist Approach

The model of the sign whereby the signifier and the signified are the parts of the sign can be used to analyze the structure of the signs employed in the advertisements in the model of Saussure. In this manner, it becomes possible to deconstruct the elements of the commercials in a systematic way in order to comprehend their fundamental components.

3.4.2 Peirce's Triadic Model

The triadic model by Peirce that includes the representamen, interpretant, and object provides a more detailed way to examine the connection between the signs and their meanings. The model finds use especially in the classification of the signs as icons, indexes and symbols and in the appreciation of the various types of signification.

3.4.3 Barthes' Mythologies

The mythological approach by Barthes offers a critical approach in the analysis of the cultural narratives and ideologies of the advertisements. The difference between denotation and connotation as defined by Barthes is applied in order to reveal the various levels of connotation in the commercials.

3.4.4 Integrative Analysis

An integrative analysis approach takes into consideration the knowledge of these various models to give a generalization of the advertisements. With the help of such an approach, it is possible to interpret the signs, symbols, and cultural narratives holistically, considering their interactions and general impact.

3.4 Reliability and Validity

To ensure the reliability and validity of the analysis, several measures were taken:

3.5.1 Triangulation

Triangulation is the process of crossing the findings using a few methods or sources. The semiotic analysis is accompanied in this case by the review of the literature and contextual information regarding the Pakistani advertising industry.

3.5.2 Peer Review

The analysis was analyzed by peers and the professionals in the sphere of advertising and semiotics to provide the accuracy and credibility of the findings. These reviewers provided feedback which was used to improve the analysis and interpretations.

3.5.3 Reflexivity

Reflexivity means knowing and thinking about the researcher's own biases and views. Throughout the analysis, attempts were made to stay neutral and think of different angles in order to give an even interpretation of the data.

4. DATA ANALYSIS & FINDINGS



Figure 1: Lipton Tea - "Sardi Mein Chai Chahiye"

Sign: Steaming cup of tea

Signifier: Close up shots of Lipton tea that is steaming.

Meaning: Heat and coziness, the ultimate solution to winter chilly.

Sign: Mahira Khan

Signifier: Pakistani actress in winter clothes.

Connote: Cool, likeable, credible, and culturally relatable.

Sign: Winter scenery

Signifier: Piles of snow and thermal-clothed people.

Signified: The severity of winter and the need to warm up with Lipton tea.

The Lipton advertisement has used the winter environment to sell its tea as the best solution to cold weather. The brand is made more attractive and believable with the help of Mahira Khan. Close-up shots of steaming tea and winter clothes also help to ensure that the linkage of warmth and comfort. The advertisement is in Urdu to make the advertisement look and feel culturally relevant.



Figure 2: Brooke Bond Supreme Tea - "Zaiqa Apne Pan Ka"

Sign: Cultural elements

Signifier: Tea making, socializing.

Signified: Tradition, realism, and adherence to Pakistani tea culture.

Sign: Close-up shots

Signifier: Fill up the tea, drinking it in pleasure.

Signified: Sensobery and quality of tea.

Sign: Taglines

Signifier: "Zaiqa Apne Pan Ka," "Doorians Mitae Dein Apnapan."

Signed: Emotional appeal, cultural values, and tea relationship.

Brooke Bond Supreme advertisement focuses on the importance of tea in the life of Pakistani people, which has a certain cultural meaning. The advertisement focuses on portraying the various scenes of individuals taking tea thus emphasizing that tea brings people together and creates social relationships. The cultural authenticity and emotion of the brand is supported by the use of traditional tea-making techniques, as well as Urdu taglines.



Figure 3: Tapal Danedar Tea - "Aik Aur Cup Chai"

Sign: Comforting tea

Signifier: Warmth of tea, renewal after fasting.

Signified: Heritage, authenticity, and loyalty to Pakistani tea culture.

Sign: Auditory elements

Signifier: Uplifting music, gentle clinking of teacups.

Signified: Emotional ambiance and cultural resonance through sound.

Sign: Emotional resonance

Signifier: Relatable characters, warm visuals.

Signified: Brand association with Iftar traditions and emotional experiences.

Tapal Danedar's advertisement points out the importance of tea during the Iftar, the evening meal Muslims have at sunset to break their daily Ramadan fast. The commercial shows a variety of people who are drinking tea at the same time and places to illustrate the uniting quality of the tea. Warm visuals and the sound elements combined together further increase the emotional impact of the ad.

4.1 Detailed Analysis

Semiotic Analysis

Lipton Tea - "Sardi Mein Chai Chahiye"

The warm cup of tea and winter landscape are archetypal symbolic representations of the warmth and comfort. The images are based on the deep cultural knowledge about tea as a way of protecting oneself during the cold weather.

The consideration of Mahira Khan also brings an additional cultural and emotional meaning to the advertisement, as well as the popularity and trustworthiness of Khan promotes brand credibility.

Brooke Bond Supreme Tea - Zaiqa Apne Pan Ka.

The presence of traditional tea-making settings and meetings is a sign of cultural heritage and originality. These indicators underline the relation of the Pakistani traditions with the brand.

The fact that the pouring of tea and the taking of tea are shown in close-ups emphasize the sensual aspects of tea drinking and attract the senses of the audience, making it appear to be of higher quality.

Urdu taglines enhance the cultural appeal and emotional appeal to the sense of belonging and identity of the target audience.

Tapal Danedar Tea - "Aik Aur Cup Chai"

The emphasis of tea at the time of Iftar places the commercial within the cultural and religious setting of the Ramadan, thereby pointing out the importance of tea in this important cultural practice.

Sound effects like music uplift and the sound of teacups are emotional appeals to the audience that add to the overall effect of the commercial.

The portrayals of characters that the audience can relate to taking tea at Iftar support the cultural importance of tea and its connection with family and community-building.

FINDINGS

5.1 Analysis of Results in Light of Research Questions

A case study of the semiotic message in the tea ads on Pakistani televisions shows that it has a complex strategy of advertising by using cultural symbols, emotional appeals, and the power of celebrities to establish interesting stories. All these advertised adverts contain a number of signs and signifiers that combine to give both denotative and connotative meaning. Linguistic, visual, and auditory codes are used to produce a fine tapestry of meaning that is deeply touching to the target audience.

Lipton Tea - "Sardi Mein Chai Chahiye" This Lipton ad which has Mahira Khan employed the visuals of a hot cup of tea and winter to bring about the sense of warmth and comfort. The close-up shots of the tea which is steam releasing are an effective signifier of warmth which is essential during winter season. Mahira Khan is one of the successful Pakistani actresses who bring something of credibility and cultural familiarity. The snowy sceneries and her winter dress paint an image of bitter winter climates, something the tea is meant to cure. This commercial also contributes to the cultural resonance of Urdu as it is used in the commercial, and it is easier to relate it with the Pakistani audience.

Brooke Bond Supreme Tea - "Zaiqa Apne Pan Ka" This advertisement focuses on the culture and its authenticity in which the scenes of traditional tea-making and social gatherings are presented. The pictorial image of people taking tea in any social situation is a sign of the mission of tea in establishing social relationships and preserving of cultural traditions. The intimate scenes where the tea is being poured and enjoyed bring out the sensory value of the tea, thus, becoming more enticing to the consumers. The emotional and cultural connection is further evoked by the Urdu taglines, which are: Zaiqa Apne Pan Ka and Doorian Mitae Dein Apnapan as they focus on the fact that the brand is aligned with the Pakistani values or traditions.

Tapal Danedar Tea - "Aik Aur Cup Chai" The commercial of Tapal Danedar features the cultural and religious values of tea during the month of Ramadan during the evening meal, which is known as Iftar. The advertisement shows different categories of people taking tea as Iftar and how tea contributes to socialisation and culture. The sound effects like the cheery music and the sweet clink of the tea cups, are used to produce the emotional atmosphere that is close to the audience. The connection of the emotions is increased by the use of relatable figures and a warm visual image, which makes the commercial more effective.

5. DISCUSSION

The semiotic analysis results highlight the role of cultural relevance in advertising. The tea brands attract Pakistani consumers by incorporating their cultural symbols, values, and traditions, making their commercials to be close to the Pakistani people. This resonance is further boosted by the use of celebrities, since when celebrities are used, they carry their personal personalities and cultural meaning into the advertisements, creating levels of meaning and credibility.

5.1 Cultural Significance

The commercials of tea in Pakistan have been effective by using the cultural symbolism and values to form a strong emotional appeal among the consumers. The image of tea as a part of socialization and family get-togethers is related to the cultural image of tea as the sign of hospitality and comfortable relation. This cultural meaning is supported by descriptions of the traditional tea-making procedures, family life, and sharing tea.

As an example, the image of a cup of tea boiled and winter landscape in the Lipton commercial is used to create a sense of warmth and coziness. This image is consistent with the cultural perception of tea as a comfort source in the cold season. In a similar manner, the Brooke Bond Supreme advertisement demonstrates the cultural importance of tea through the demonstration of the traditional tea-making

scenes as well as social events, and the importance of tea in connecting people, and preserving the cultural traditions.

The Tapal Danedar advertisement also highlights the importance of tea in terms of its cultural relevance in the Iftar. Given the fact that people are having tea at such an important cultural and religious celebration, the commercial amplifies emotional appeal of the message and makes it more relatable and appealing to the target audience.

5.2 Symbolism

Commercials of tea using celebrities as signifiers create additional meanings and brand values. Celebrities introduce their personalities and publicity images in the advertisements and form symbolic linkages which boost the image of the brand. As an example, Mahira Khan in the Lipton commercial is an embodiment of style, comfort, and reliability, which helps to build credibility and appeal of the brand.

The visual and linguistic tools of the commercials are collaborating and supporting these symbolic meanings. The cultural background and authenticity in the Brooke Bond Supreme commercial are the conventional scenes of tea-making and socializing. The medium close-up shots of the tea being poured and enjoyed also bring into the limelight the sensual gratification of drinking tea, which adds to the quality and beauty of the brand.

The Tapal Danedar advertisement relies on sound as a means of generating an emotional feel that is appealing to the viewers by using the high-flying music and the sounds made by the teacups. These sound effects contribute to the emotional appeal, and the commercial is more effective and catchy.

5.3 Visual and Linguistic Elements

The adverts make use of diversified visual images like props, clothes, scenery, and light to pass across certain messages. The conservative dressing and setting will focus on cultural reality whereas the new aspects will underline the brand contemporarity. The advertisements are even more emotional and culturally appealing by means of the linguistic elements, such as the dialogue, slogans, and taglines. Urdu is used to make sure that the message is more appealing to the people of such a wide audience, and the commercials will become more relatable and interesting.

The Lipton advertisement has a powerful story of comfort and warmth through the use of the visual aspect of the winter landscape and hot cups of tea. The winter outfits of Mahira Khan support this story, which makes this commercial more interesting and closer to the audience. The Urdu conversation and slogans also add to the cultural appeal, and the commercial becomes more successful.

Brooke Bond Supreme advertisement relies on the conventional tea making and party scenes to underline the cultural heritage and reality. The scenes of pouring tea and enjoying it are close-ups, which emphasize the sensorial qualities of drinking tea, which makes the commercial more attractive and captivating. The Urdu taglines enhance the emotional appeal, and thus, the commercial becomes more relating and effective.

The Tapal Danedar advertisement combines both the visual component of people savoring tea at Iftar and audio component of cheering music and clanking teacups to develop a strong story of cultural and religious meaning. The empathetic characters and the cozy imagery make the impact of the commercial stronger and unforgettable.

5.4 Cultural Symbols

These commercials can be analysed semiotically using gestures, values, and other icons of culture. The description of tea as something that helps in social engagement and creating family ties is in tandem with the historical and cultural understanding of tea in Pakistan. The symbols strengthen social interactions and culture and make the adverts more relatable and effective.

The Lipton advertisement exploits the hot cup of tea and snowy landscape as synonyms of warmth and coziness, and the appearance of Mahira Khan gives the advertisement the sense of style and credibility. These signs serve to strengthen the cultural meaning of tea as a means of warmth during the cold weather.

The Brooke Bond Supreme advertisement has employed conventional tea preparation imagery and socialization as a way of representing the traditional and cultural heritage and authenticity. The detailed shots of teapouring and enjoying a cup of tea underline the physical gratification in tea drinking, and the commercial is more interesting and easy to connect with. The Urdu taglines also contribute to the emotional appeal, which makes the commercial more effective and powerful.

The Tapal Danedar business takes the opportunity of tea at the time of Iftar so that the advertisement can be used as a representation of the cultural and religious importance of tea in the Pakistani culture. The emotional appeal is strengthened by the sounds and warm images, and the commercial is more powerful.

5.5 Implications

The findings of this study have several implications for marketers and advertisers:

1. *Cultural Relevance:* It is very important to embed cultural relevance into advertisements in order to make commercials that are engaging and resonating. If marketers align their commercials with the audience's cultural values and norms, they will create more powerful and effective ads that will connect with the audience at a very deep level.
2. *Celebrity Endorsements:* Using the public image of celebrities can greatly increase the attractiveness and efficiency of advertisements. But, picking the right celebrities should be done in such a way as to correspond with the brand's identity and the cultural environment of the intended audience. Celebrities should be picked according to their relevance and popularity among the brand's target demographic.
3. *Semiotic Elements:* Along with understanding semiotic elements like signs, signifiers, and codes, marketers can also use them strategically to create more persuasive narratives that attract the consumer at a deeper level. In creating their advertisements, marketers should pay attention to the cultural and emotional implications of the signs and symbols they employ to maximize their impact.

5.6 Limitations

Despite its comprehensive analysis, this study has several limitations:

1. *Sample Size:* The investigation was limited to a few advertisements of three top tea brands. A bigger sample size could give more universal insights. More brands and ads could be included in future studies to increase the validity and reliability of the results.
2. *Subjectivity:* The semiotic analysis is definitely subjective and the meanings of signs and symbols may differ. Different researchers could come up with different conclusions depending on their outlook and cultural backgrounds. In order to reduce this weakness, future studies could use several researchers and then combine their findings to make the analysis more objective.
3. *Cultural Specificity:* The results are relevant to the Pakistani situation and cannot be easily transferred to other cultural contexts. Further studies could look at the semiotic aspects of celebrity endorsements in various cultural contexts and do a parallel comparison. This would lead to a more thorough understanding of the importance of semiotics in advertising in various cultures.

6. CONCLUSION

The authors found that the emotional and cultural appeal of tea advertisements can be increased with the help of culturally sensitive symbols and locales, as they become more familiar and respondent-oriented in Pakistan. The introduction of tea as an inseparable element of the social relations and family get-togethers is consistent with the cultural image of tea as a sign of hospitality and coziness. As influential signifiers,

celebrities create more meaning and credibility to the brand. Their inclusion in advertising greatly increases consumer interest and attractiveness to the brand. The celebrities carry their personalities and the images they have to the commercials, developing symbolic meanings that uplift the brand image. A combination of different codes of semiotics linguistic, visual, and auditory produces a unified and convincing story that can be used effectively to deliver the intended messages and cultural meanings. The advertisements use different visual features, including props, clothes, scenery, and lighting, to deliver certain messages. Emotional and cultural appeal of the advertisements is further promoted with the help of linguistic details, such as dialogue, slogans, and taglines. When marketers match advertisements with cultural values and traditions, the advertisements are likely to have a high emotional connection with the consumer, which will strengthen the positive perception and behaviors towards the brand. The commercials appeal to the listener through sounds of music that are upbeat and the sound of teacups clinking to give the audience an emotional atmosphere. Such sounds contribute to the emotional appeal, and the commercials become more memorable.

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Conflict of Interest

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