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<b>Article:</b>	<b>Ethical Landscape of Advertising in Pakistan: Analyzing the Sprite Advertisements from 2016 to 2023</b>
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**ABSTRACT**

This article explored the ethical issues raised in Pakistani Sprite commercials during the previous eight years. It investigated how cultural values and societal standards are reflected in and may be influenced by these commercials. The article used qualitative content analysis to examine the data from Sprite's official advertisements, which were broadcast in Pakistan between 2016 and 2023. The article used a set of analysis filters that the researcher constructed, concentrating on the language style, social and cultural themes, and demographic traits of the advertisement characters in the context of Pakistani society and culture. The results showed that Sprite's advertising tactics changed significantly throughout the eight years. The article emphasized how important it is for marketers to balance their audience's cultural and ethical values and business goals.

**Keywords:** Ethics in Advertising, Social and Cultural Values, Unethical Values in TVC, Advertising, Ethics, TV, and, Advertising.

## **Introduction**

The Latin word "verto," which means "I turn," is whence the name "adverto" comes from. Ad means "towards." Advertising, then, is the act of "directing attention" toward a particular object. Advertising is the term used to describe actions taken to inform and persuade certain audiences to purchase goods and services via the use of visual or spoken messaging (Sharma, 2015). There are different aspects of advertisement like expression with clarity of text or sound and visuals. The artistic approach is adapted to express clearly a product or service (BUDACIA). Later studies included that rational decision-making is a normal function of the sane mind and this is being taken by human beings who are full of emotions (Eshun, 2014). Pakistan ranked in the top 10 countries in the world in 2019 for consumption of soft drinks. Its increased consumption in society has also brought other health problems with it like obesity, high blood pressure, early tooth decay, and bone problems (Nawab A, 2021). In their research on the effects of soft drink consumption on the academic performance of children (M.D. SHAHJAHAN, 2019), the relationship between soft drink consumption and academic results has been highlighted. Moreover, media also play an important role in directing kids to adapting choice of consumption by kids (Sven Schneider, 2021). Drinks are considered part of hospitality as well as tradition in Pakistani society. These are also promoted through offline and online advertisement while keeping in mind the prime values of that society. Exposure to advertisements of higher energy foods and higher fat can result in misleading choices and unhealthy diets (M.S Nur Nadirah, 2015). If we look it in terms of Coca-Cola ads, it is evident that they target family eating and friends' social circles (Zulqurnan, 2014). The soft drink "Sprite" introduced by the Coca-Cola Company has transformed its advertising techniques in Pakistan along with its shape and taste over some time. It was first introduced in Pakistan in 1996 with the bottling operations of Coca-Cola (CCI Pakistan, n.d.).

Over a period of time, it has been observed that advertisement themes of Sprite changed, contradicting to cultural values of Pakistani society. The purpose of this analysis is to find out the sequential and gradual changes in themes and advertising techniques used by Sprite in Pakistan since 2016.

## **Literature Review**

Advertising is content in the mass media that aims to influence listeners, readers, viewers, or audiences to act on ideas, products, or services. The goal is to influence consumer behavior in a specific manner concerning a good, service, or idea. Some academics, however, disagree. Scholars assert that commercials have the power to entertain, educate, mislead, concern, or warn (Cook, 2001).

To convince customers to achieve your one primary goal, one must remain focused on it. People will become confused by various goals and fail to understand the message (Noureldin Mohamed Abdelaal, 2014). The benefit of having a positive brand image will eventually translate audience minds to the product (Fitria Ayuningtyas, 2018). The rivalry between advertisers and the expansion of media as a medium for advertising is intimately linked to the creative evolution of advertising. When compared to other mass media outlets like radio and newspapers, television is thought to have the most profound influence since it presents live, moving visuals accompanied by sound. When a moving image is shown, viewers are immediately drawn into a certain internal scenario, which can pique their interest in the program being shown (Fitria Ayuningtyas, 2018). Advertisements are done through

contemporary converging platforms to construct aimed social reality. From the standpoint of Agenda Setting, since the release of Lee's Ph.D. dissertation in 2005 regarding the applications and impacts of online media on public opinion, the study of the interaction between traditional media and new virtual spaces has gained significant traction.

Now if we turn our attention towards advertisements on diverse platforms, we can make out how people are being deceived not only to buy products but also to believe that the word unethical is alien. Different cultures around the world have different ethical values (Zulqarnain et al, 2024). Ethics is a branch of philosophy that segregates right from wrong keeping in view social norms.

### **Nature of Study**

This study aims at the exploration of ethical considerations by Sprite advertisers during the last eight years. Keeping in view Pakistan's society and culture, an analysis of ethical considerations in Sprite advertisement will be carried out to find out positive as well as negative changes incorporated by industrialists to achieve their goals.

### **Data Collection**

Eight years of primary data on Sprite Advertisements has been analyzed. Data has been collected by downloading video advertisements launched by Sprite from 2016 to 2023 in Pakistan. The official YouTube channel of Sprite Pakistan does not provide advertisement data beyond this time.

### **Methodology**

Qualitative content analysis has been carried out after carefully preparing filters of analysis. Analysis filters have been developed by the researcher to keep the study in the framework. These filters include: -

1. language style and tone
2. Cultural and social themes of advertisements
3. Demographic characteristics of characters (keeping in view the culture and values of Pakistan's society)

### **Ethical Considerations**

A pilot study was carried out to look for possibilities of ethical violations in this study. There was no significant loophole observed by scholars however, a pledge has been made to make this study free of prejudice.

### **Content Analysis**

The standard format for analysis has been prepared and used description of which is as under:

-

**Ad Year:** The particular year of the commercial.

**Appearances:** Summarize the main visual sequences in the commercial.

**Language:** The language used in the advertisement.

**Demographic:** Age of characters and target audience.

**Music:** Kind of music used in advertisement i.e. lively, romantic, pop, or punch line.

**Remarks:** Opinion of scholar after analysis of advertisement.

**Table 1. Mirchi Ko Sprite Kar**

Ser	Ad Year	Appearances	Language	Demography	Music	Remarks
	2016	Western sports dress	Urdu, Punch lines for Sprite	Late teen, or early twenties	Lighter, enhancing social interaction, festive	Overall contradictory to Cultural and social values

The opening scene starts with a hoody person walking away in a semi-dark area while touching fingers on a metallic mesh fence. The character screams first due to the burning effect after taking a bite of too spicy Shwarma from a shopkeeper. At this moment the identity of the character is revealed as a girl in her late teens or early twenties. The shopkeeper offers her Sprite to mitigate her burning and sweating sensations. She seemed calm and steady while passing by a street in which a few boys were playing soccer. While she is passing by, soccer hits her back. She ignores the lighter hit of the football and starts showing her soccer skills by playing with football. After this, she along with her one girl and one boyfriend goes for a Kebab eating. Too spicy kebabs are easy to eat with Sprite for them. While moving ahead in Food Street they come across another shop with heavy spice in Chicken Karahi. Sensing the disapproval of eating it, the chef of that shop suddenly points out Sprite to tell them not to worry about spice. The use of excessive Masala by the chef is justified because Chicken Karahi has been served along with Sprite as per visuals.

#### **Language Style and Tone Analysis**

In this advertisement, appealing language has been used keeping in view the late teens or early twenties age groups. Sprite Pakistan has tried to use persuasive language in the form of lighter music which can easily become social currency for teenagers in routine. Background music lyrics in Urdu are-

***Gali hy Apni***

***Hy Apna Zor***

***Time hy Apna***

***Hy Apna Zor***

***Khol day SPRITE aur***

If we read the lines above, one can easily make out that these lines have been picked up from streets across Pakistan where teens play joyously in front of their homes. Everyone feels secure in their street. The tone of the music does not change as visuals change after hitting a teenage girl in the back with a football by boys.

#### **Cultural and Social Thematic Analysis**

The girl depicted as a character inside that advertisement is Momina Mustahsin. Her looks are teenage. Boys playing around the street with soccer are also teenagers. It depicts and tries to normalize the hitting of passersby opposite gender while playing in the street. In Pakistani society, women are protected by men instead of making fun of them. Moreover, women also don't feel comfortable in actual life being hit by football while passing by. The reaction of girls is also in contradiction to social reality. She enjoys it and goes on towards the restaurant after passing a smile in contradiction to ground realities.

In the advertisement girl is wearing a Western sports dress i.e. track suit. Moreover, the Chef in the commercial at the restaurant communicates with semiotics only with the trio group of

characters. In reality, this is received as an offending gesture in Pakistan's society especially when communicating with ladies.

### Demographic Characteristics of Characters Analysis

If we look at advertisements closely, teenage group characters have been used. According to the live population clock of Pakistan, the young population makes up approximately 60% of the total population. This reveals the purpose of the industry to target the population of that age group. Dieting and caring about the body are alien concepts to this group generally. The advertisement also reinforces the concept that whether in a restaurant with friends or in the street, Sprite fits better the environment. This provides a subliminal message of not avoiding chili or spice while choosing food. After being hit by a soccer at the back she responds against the social realities of Pakistan. She starts playing with that soccer while holding Sprite in her hand. Normally every home in Pakistan teaches kids to pay respect to others, especially ladies.

**Table 2. *Pyas ko Sprite Kar***

Ser	Ad Year	Appearances	Language	Demography	Music	Remarks
1	2017	Western Jeans and T-Shirt	Urdu, Determination, and Courage	The twenties	Lively, funny, pop touch	Better aligned to ethical values

Sprite Ad 2017 starts with an empty Sprite bottle inside a singer's room. The boy in Advertisement picks up a Sprite bottle which was placed beside his sitting chair along with music instruments. He initially thought it to be full of soft drinks. When he tries to drink while holding the bottle above his mouth, to his surprise, not a single drop comes out. Then he moves out in the street to get another Sprite bottle. He sees a crowd of people moving away from a monster in a chaotic situation. One of the persons in that chaotic situation hurriedly points out toward the direction of the threat of the monster and runs away. However, the boy chooses to move in the direction of the monster hoping to get a Sprite bottle from a stock that is between him and the monster. He is successful in not only getting a Sprite bottle but also making Monster habitual of drinking Sprite as well. In a funny gesture, when the monster asks him for Sprite as well, he directs the monster towards a stock of Sprite bottles thus saving the town from chaos as well.

The lyrics used in this Ad are: -

***Rukna Kya***

***Agay Barh***

***Apni piyaas ko sprite kar***

### Language Style and Tone Analysis

The language used in this Sprite commercial is informal. Slang (i.e. *Pyas ko Sprite kar*), comedy, and colloquial terms have been used to appeal to the younger audience. A casual and easygoing tone is reflected in the language's tendency to be clear-cut. This Ad has a cheerful and lighthearted tone. A common component that's frequently employed to communicate a sense of coolness and nonconformity is humor.

### Cultural and Social Thematic Analysis

A young man going against the flow and following Sprite stock to cool his thirst is a testimony of courage and determination. The appearance of the character isn't aligned with the

culture of Pakistan. However, shattering stereotypes and questioning social norms is a recurring topic of this Sprite commercial. The brand suggests that choosing Sprite is a means to express one's originality and reject conformity, encouraging a sense of freedom and liberation.

### Demographic Characteristics of Characters Analysis

This Ad for Sprite features a youthful character i.e. Ali Zafar. This fits well with the brand's target market of youthful, active people. The cast of characters represents a range of racial, and cultural backgrounds and fashion sensibilities. This intentional attempt at inclusion is meant to establish a connection with a wide range of people. The character is depicted participating in adventurous pursuits including passion and danger. This is consistent with the brand's positioning to honor society by screening courage, freedom, and determination.

**Table 3. Pyas ko Sprite Kar**

Ser	Ad Year	Appearances	Language	Demography	Music	Remarks
1	2018	Western Jeans and T-Shirt	Urdu, Determination, and Courage	Late Twenties	Bold, Refreshing, Energetic	Featuring a woman's distraction sounds negative

Fahad Mustafa has been cast walking in the street sweating and looking for some refreshment. An overheated car due to summer heat has been filmed behind the actor with an open bonnet and smoke coming out of its engine. A Sprite bottle with refreshing ice has been shown as a point of refreshment beside which a tamed parrot sits. There is an old man who is selling handheld cultural fans and tries to attract the attention of the character but Fahad Mustafa remains focused on the Sprite bottle.

Beautiful girl with lusty eyes holding a simple glass of soft drink and squeezing a lemon inside it while looking at Fahad Mustafa seductively also doesn't attract character as his eyes are looking for Sprite which seems of most importance to him at that moment. He is passionate about the Sprite bottle which is opened by a parrot. Fahad drinks a Sprite bottle and feels satisfied. The following lyrics have been used at the end of the advertisement: -

***Rukna Kya Agay Barh***

***Apni Pyas ko Sprite kar***

### Language Style and Tone Analysis

The lack of long conversations or songs implies that the story is told primarily through non-verbal cues. The character Fahad Mustafa's persistent search for Sprite is reflected in the tone, which seems focused and resolute. The combination of the intense heat and the character's determination creates an overall mood that is lighthearted and amusing.

### Cultural and Social Thematic Analysis

The advertisement incorporates a cultural element by featuring an elderly guy selling traditional hand-held fans, contrasting traditional cooling techniques with Sprite's contemporary refreshment. This could suggest that Sprite is a modern option as opposed to more conventional ones. A negative social element is introduced by the attractive female with the soft drink. The appearance of a female conforms to social values however her actions don't.

### Demographic Characteristics of Characters Analysis

Fahad Mustafa, the primary character, is probably portrayed as a young adult dealing with the difficulties of a hot day. Diversity is suggested by the existence of a variety of

characters, such as the elderly guy and the attractive girl. Despite distractions, the character's love for Sprite strengthens the brand's relationship with a busy and energetic lifestyle.

**Table 4. Pehlay Bharkaey Phir Bujhaey**

Ser	Ad Year	Appearances	Language	Demography	Music	Remarks
1	2019	Western	Urdu, Absurd wrapped in fun	Late Twenties	Bold, suspenseful, Energetic	Dressing and language deviate from ethical values

In the opening scene of this commercial, two female friends along with one male friend have been screened walking inside a food street. One of the ladies is holding a Sprite bottle and the other one talks about her love for Spicy food. They sit at a table in an open food street and ask vendors to make spicy Chicken Karahi. As the food is served, a lady with spicy food love screams due to the chili added by the vendor in Chicken karahi.

Moreover, she uses dual-meaning slang language in anger to tell the burning effects of spice. In the face of embarrassment due to her screams, Complete Food Street starts looking at her. This is the point where her friend rescues her by giving her Sprite a soft drink. This shows that she has found Sprite as a savior from spice and a good combination of it. The punch line used in the commercial is: -

*Is Mirchi nay to Band Baja di....*

#### **Language Style and Tone Analysis**

This Sprite advertisement seems to employ informal language. The language used in this ad doesn't seem civic language to express oneself. The woman's statement of discomfort brought on by the spice and the usage of slang with dual meanings allude to a more casual, conversational tone.

#### **Cultural and Social Thematic Analysis**

The location of a food street and the inclination towards fiery spicy cuisine are consistent with Pakistani culture. A sense of familiarity and cultural significance is created by the choice of a roadside seller serving Chicken Karahi, which represents local culinary preferences. The woman's use of expressive words and Sprite's ability to save her from the discomfort caused by the spice are related to themes of choice and individuality.

#### **Demographic Characteristics of Characters Analysis**

Dressing of all characters doesn't conform to Pakistani societal values where Shalwar Kamees is preferred over jeans. Given their casual clothing choices and the food street scene, the female pals are depicted as young adults. The portrayal of friends with differing likes and reactions to the spicy cuisine suggests a diverse group, reflecting a range of personalities and tastes. Sprite's use as a cool beverage to balance the spice is consistent with the brand's link with a fun and active lifestyle.

**Table 5. Mirchi ko Pohancha day Ghar**

Ser	Ad Year	Appearances	Language	Demography	Music	Remarks
1	2020	Casual, loose clothes	Urdu, Homonymic	The twenties	Rock, Energetic, Metal	The use of dual-meaning words opposes ethical values. Overall a better advertisement



Danyal Zafar, the main character is getting bored sitting at his home on the lounge couch. He is trying to throw paper balls inside the dustbin while sitting on a chair. An empty Sprite bottle lay on the ground beside his chair. He stands up and opens up door of the fridge in his room where a pile of Sprite bottles is placed. He looks at Sprite's chilled bottles passionately. As he realizes the availability of Sprite soft drink, he closes the fridge door, rushes towards the kitchen, and starts cooking spicy food, adding a few Masalas. After cooking he eats kabab with green chili sauce which gives him burning effects. Music used in the background is more like rock music which narrates the benefits of staying at home in Urdu language. A few lyrics are as under: -

***Mirchi ko pohncha day ghar***

***aur apni pyas ko sprite kar***

***Ni Sprite hy***

***Bari to tight hy***

***Spicy khanay day nal***

***Tu jandi right hy***

### **Language Style and Tone Analysis**

Dual-meaning words for Sprite bottles have been used to attract youth towards soft drinks making it look sexier and attractive. Traits of the targeted age group have been kept in mind while writing these lines. These dual-meaning words contradict with social values of Pakistani society. The advertisement has a generally cheerful, energetic, and slightly sly tone. Danyal Zafar's moves and the music exude delight and excitement.

### **Cultural and Social Thematic Analysis**

The commercial integrates cultural components by highlighting the custom of seasoning food with masalas, especially when it comes to Pakistani food. The multiple-meaning phrases for Sprite offer a contradiction with social ideals, which may be a calculated move to target a younger, more liberal audience that might value a risk-taking and unorthodox approach.

### **Demographic Characteristics of Characters Analysis**

The portrayal of Danyal Zafar's role sees him in his early twenties, which fits with the brand's target audience's younger age range. He is racing to prepare spicy food and sipping Sprite while doing so, implying a busy and vibrant lifestyle. For Sprite, the brand's relationship with a dynamic and modern lifestyle is furthered by the clever usage of dual-meaning phrases and the incorporation of contemporary music.

**Table 6. Raho Clear**

Ser	Ad Year	Appearances	Language	Demography	Music	Remarks
1	2021	Western Characters	Urdu	A vast variety of ages and professions filmed	Challenging, Stubborn	Controversial advertisement that needs a lot of improvement

In this ad, a refreshing bottle of Sprite is screened with cool bubbles of moist all over it. There is a young girl in her late twenties inside the painting hall leaning on the side of the wall with a smiling face pouring a Sprite drink inside a glass that has moisture all over it. The voiceover says: -

***Clear karna paray ga***

***Apna point of view***

***To main nay jab kaha Shadi ki koi dead line nahi hoti***

***Usay sun k log praishan ho gaey***

She holds a Sprite cold drink in glass while talking to a grey-haired man. He seems like in his forties. The girl and man inside the painting hall are looking at each other with lust and making seductive moves. The man scrolls his hand over his neck to make it look like an appealing seductive move toward the girl.

Then scene changes and another family home is shown in which the father and his son talking to each other regarding the idea of earning money from YouTube. This idea seems alien to the father of that boy being old school. The boy is drinking Sprite while talking to his father. Again, the scene changes, and two boys in their twenties are traveling inside a car. One boy tells the other in Urdu why can't I fight for women's rights being a man. The voice-over here says: -

***Ham jaisay bhi hain per clear hain***

Background music starts with the following lyrics: -

***Main kon hu ye na pocho muj say yaro***

***Main hon jo main hon ab main ruku naa***

***Main hon kahan ye na pocho muj say yaro***

During this music many scenes change depicting a diverse variety of people like wall painters, dancers, etc. In every scene, Sprite bottle drinking has been shown as a source of remaining clear in thoughts.

### **Language Style and Tone Analysis**

Advertisement seems relatable and conversational, appealing to a wide range of viewers. The usage of Urdu gives it a distinctively regional and cultural feel. It questions established beliefs about marriage and age, promoting a more liberal viewpoint. The discussion between the younger girl and the elder man reflects this concept. However, it undermines Pakistani culture in which the marriages of adults are decided by their parents.

### **Cultural and Social Thematic Analysis**

The advertisement features a wide variety of people, such as dancers, wall painters, and transgender persons, implying a dedication to inclusivity and diversity. Pakistan's society does not bear the concept of equality due to religious reasons. The concept of *Adl* (justice) in Islam is very clear which provides according to needs instead of just distribution only. Culturally protection and provisions are the responsibility of man in Pakistan's society. Taking care of kids and grooming them well goes with ladies. The premise is that refreshment is not only a physical pleasure but also a source of clear thoughts by portraying Sprite with a slogan of "Raho Clear".

### **Demographic Characteristics of Characters Analysis**

The commercial features a range of age groups of people which shows that Sprite is trying to reach a wide range of people. In the scene where the little girl and the older guy exchange seductive glances, the advertisement questions the norms of society. The young man who mentioned battling for women's rights also goes against cultural values where no such concept exists. The roles of each gender are already decided by social construct.

**Table 7. Mirchi Bhaga Thand Rakh**

Ser	Ad Year	Appearances	Language	Demography	Music	Remarks
1	2022	Western Characters	Urdu	A vast variety of ages and professions filmed	Challenging, Stubborn	Controversial advertisement that needs a lot of improvement

This Advertisement starts with a young teen couple dating at a restaurant. A young boy eats chili during a conversation with a girl and goes into the imaginary world of feeling its effects. There is no background music but voiceover only in which the following is being said:

*Shabash Shahbaz, ye merchant to charhain gi dimag ko  
Q k chair dia hy baita aag ko, Ab kis ko dikhao gay ye shakal  
Aisa karo isay dho lo, Oo, dikhai nahi day raha main btata hu  
Washroom right per hy, mera matlab hy lef.....*

And the boy fell inside a fountain due to the burning effects of chili which impaired his vision capability.

*Haah! Hero ban nay ko kis nay kaha tha....Ping pong ping*

Here the boy comes back from his imaginary world and opens up his Sprite bottle which rescues him from the chilli effect thus establishing a relationship between spice and Sprite.

#### **Language Style and Tone Analysis**

The tone is light-hearted and amusing, using a cartoonish style to illustrate the negative effects of consuming spicy food and emphasizing Sprite as a cooling agent. Urdu connects to local thought. Dialogues in this background voiceover clearly project that relationships between young couples in commercial cannot be of siblings or married couples.

#### **Cultural and Social Thematic Analysis**

In this commercial, a teenage couple is dating at a food street and it's important for a male to be a hero in the eyes of female. The boy's response to spiciness, the use of Urdu, and references to eating chili, all point to a knowledge of regional culinary customs and cultural experiences. The advertisement seems to center on a young couple's typical experiences, highlighting how relatable the circumstances are. She is wearing trousers and a T-shirt which is half sleeves. She doesn't conform to the values of Pakistani society as she isn't covering her head with a scarf or Dupatta.

#### **Demographic Characteristics of Characters Analysis**

Rather than depicting the dynamics of a sibling or married couple, the conversation and scene instead hint at a romantic or dating connection which is a violation of ethical values of society. The scenario and the girl's clothing both suggest a more contemporary, informal connection dynamic, which is again against the cultural values of Pakistan's society.

**Table 8. Ghoor Mat Thand Rakh**

Ser	Ad Year	Appearances	Language	Demography	Music	Remarks
1	2023	Western	Urdu	Young, Energetic, skillful	Funny	Better suited and aligned with ethical values

A girl in her late twenties sitting in the driving seat of the taxi and worried due to the summer heat observes that a boy of the same age is staring at her while sitting on his parked bike. He is wearing glasses, chewing a toothpick, and spinning bike keys on his fingers making it a bizarre look. When the girl observes that she is being stared at, a thought in her mind runs over and this thought of her is expressed inside Ad as voiceover. Voiceover says: -

***Aaa Maa Sadqay, is ko daikh lo***

***Itni tapti hoi garmi main bhi ye kaisay ghoor raha hy***

***Kabhi koi larki nahi daikhi kya***

At this moment she imagines herself moving out of the car, holding the boy's long hair to tie like braid, putting lipstick on his lips, and making him stand in front while asking him how he feels now. She sits on the same bike with the same style of wearing glasses, chewing toothpick, and spinning the bike key on her finger while asking him how he feels now. During this screening following background voice-over plays: -

***Je to chahta hy is k lambay baalu ki poni bana k, lal lipstick laga k samany khara karu***

***Aur phir ghoor k pochu, Han bai kaisa lag raha hy?***

A vendor comes to the window of her taxi while holding a Sprite bottle and brings her back to the real world from her imaginary one. He offers her a Sprite bottle. She instructs the vendor to provide one more Sprite to the guy on the bike with the following message: -

***Aik is ko bhi daina aur kehna k thand rakh***

With this bike guy gets embarrassed and tries to start his bike to leave.

### **Language Style and Tone Analysis**

The way that "***Kabhi koi larki nahi daikhi kya***" is phrased conveys a playful yet assured tone. The girl's imaginative play of switching places with the guy on the bike exemplifies the woman's strength. A tone of empowerment and confidence is created by the playful response.

### **Cultural and Social Thematic Analysis**

Expressions of her lips which were seductive which violated cultural ethics. The message to the vendor in Urdu gives it a more cultural touch and increases its relatability to a particular audience. Lady taxi driver shows strength and resilience in a complex environment. By transforming the common predicament of being glanced at into a hilarious and uplifting one, the girl's imagination subverts social standards.

### **Demographic Characteristics of Characters Analysis**

Targeting a young adult audience, the characters, the lad on the bike and the girl in the taxi are in their late twenties. The girl has an assured and sarcastic demeanour, while the boy on the bike is screened as "bizarre," wearing spectacles and eating a toothpick. Gender roles of culture are being challenged which seem shifting sides slowly and gradually over prolonged period of time.

### **Conclusion**

After analyzing 8 years of advertisement data for Sprite Pakistan, the researchers have observed drastic changes in the advertising techniques. There was no specific pattern observed for consideration of the ethical values of Pakistani society. However, few ads are more aligned with the ethical values of Pakistan's society in comparison to others. Broadly speaking, in comparison to contemporary videos of advertisements, older ones are a little better at

conforming to the social values of Pakistani society. The more one goes back in time, the more advertisement seems lively, sports-oriented, and funny. However, the inclination and orientation of contemporary advertisements seem towards liberalism, attraction to the opposite sex, seduction, lust, and use of slang. Sprite Pakistan seems to target the young population considering it as its market. In this process of marketing, setting aside the ethical values and culture of the targeted population is not beneficial for society. Companies can achieve short-term goals and move away from making monetary benefits while leaving permanent stains on the functioning of society. Regulations are already directed to counter such objectives detrimental to societal health, however, implementation in true letter and spirit is awaited to keep overall multinational companies' advertisements under check.

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