

COVERT ADVERTISING PRACTICE IN SINHALA CINEMA: WITH REFERENCE TO THE SINHALA MOVIE ‘PRAVEGAYA’

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Advertising is one of the powerful communication methods used by advertisers to convey the commercial message to potential and current consumers. Advertisements can be seen in Electronic media, Print media, Celebrity endorsements, Storyline of a film and so on. Covert advertising is inexpensive compared to overt advertising. It is pretty easy to embed the advertising message in a storyline of a movie that is very close to the viewers. Therefore, the viewers can easily recall the product or the brand name when they think about the movie. The main research problem is how Sri Lankan filmmakers used covert advertising in the commercial movies. The main objective of this present study is to understand the covert advertisements placed in the Sinhala movie ‘Pravegaya’ and it will be useful for the researchers, advertisers and marketers to understand the covert advertising practice in Sri Lankan commercial films. Content analysis method was used to identify the covert advertising in the Sinhala movie ‘Pravegaya.’ According to the findings TVS Apache motorcycle shots were embedded 167 times in the two hours and twenty-five minutes long storyline. Brand names such as TVS, DFCC, Airtel, JAT Holdings, American college, Singer Mega, Keels super, Mobitel, Hutch, Etisalat, Munchee, Signal, Litro Gas, Pepsi, Coca Cola, Sunlight and Hacks covertly advertised in the storyline of the Sinhala movie ‘Pravegaya’. The brands such as TVS, DFCC, Litro Gas and JAT Holdings were well linked with the storyline of the movie. Airtel, JAT Holdings, American college, Singer Mega, Keels super, Mobitel, Hutch, Etisalat, Munchee, Signal, Pepsi, Coca Cola, Sunlight and Hacks brands were not very well linked with the storyline and those brands were just used in the background of the movie.

Key words: Covert, advertising, Storyline, Brands, Commercial, Movies

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