

Taste the Emotion: Metaphor and Emotional Resonance in Beverage Taglines

Jyoti Kumari and Sanjukta Ghosh
Indian Institute of Technology (BHU) Varanasi

This paper delves into the strategic use of conceptual metaphors in beverage advertising slogans for coffee, cold drinks and tea brands, exploring how these linguistic devices influence consumer perception and brand appeal. By employing cognitive linguistic theories, this work aims to analyse the function of conceptual metaphors in the taglines of Hindi and English advertisements across three specific beverage categories globally, categorised into three conceptual metaphor patterns of "A is B" for further investigation, revealing the underlying conceptual mappings that enhance brand messaging. The analysis underscores the importance of metaphorical language in simplifying complex ideas, evoking emotional responses, and establishing a connection between the product and the consumer's everyday experiences. This paper concludes that the judicious application of conceptual metaphors in advertising is a powerful tool for creating memorable and impactful slogans that resonate with the target audience.

Keywords: *Conceptual Metaphors, Emotion, Beverage Brand Messaging, Taglines*

1 Introduction

Advertising is not merely about promoting products or services; it is a communicative act that creates persuasive meanings by drawing upon shared cultural and emotional resources. Scholars such as Lakoff and Johnson (1980) and Kövecses (2002, 2010) have shown that metaphor is a fundamental cognitive tool that allows abstract concepts to be understood through more concrete experiences. In the advertising context, metaphors simplify complex brand messages and make them more memorable, thereby influencing consumer perception and behaviour.

Metaphors in advertising can appear in different modes of rendering: verbal (expressed through slogans or taglines), pictorial (expressed through images), or multimodal (combining several channels such as visuals, text, and sound). Importantly, these are not different types of metaphors but rather different expressive forms of the same underlying conceptual structures. For example, the metaphor LOVE IS A PRODUCT might be expressed verbally in a tagline such as *Taste the feeling* or pictorially in an image of a joyful family gathering. In all cases, the metaphor is conceptual in nature.

A number of studies have examined how such metaphors and persuasive devices function in advertising. Forceville (1996, 2009) explored pictorial and multimodal metaphors, while McQuarrie and Mick (1999) and Phillips and McQuarrie (2004, 2009) analysed the role of rhetorical figures in creating consumer engagement. Gibbs (1994, 1999) emphasised the cognitive significance of metaphor in everyday reasoning, and Aaker (1997) demonstrated how metaphors help build brand personality. More recently, Otieno (2021) examined emotional persuasive techniques in Coca-Cola advertisements, showing how rhetorical and lexico-grammatical devices serve as strong emotional triggers to shape consumer attitudes. Similarly, Dong, Truong, and Nguyen (2025) analysed multimodal metaphors in Vinacafé campaigns, illustrating how visual, auditory, and verbal elements embody cultural values such as family, tradition, and authenticity,

thereby reinforcing consumer–brand connections. Together, these studies confirm that advertising often transcends product promotion, constructing narratives that embed cultural identity and emotion.

The present paper attempts to examine the role of conceptual metaphors in verbal taglines of Hindi and English advertisements for three distinct beverage categories worldwide. These taglines are classified into three recurring conceptual metaphor patterns of the form *A is B*. The study focuses on three beverage categories: cold drinks, coffee, and tea. The taglines were drawn from internationally recognised brands with long-standing market influence, including Coca-Cola (cold drinks), Nescafé (coffee), and a selection of well-known tea brands. The reason for selecting famous brands is to observe what marketing strategies have enabled them to sustain a competitive edge and connect with consumers across linguistic and cultural contexts.

A total of 19 taglines were purposively gathered and subsequently analysed thematically using Conceptual Metaphor Theory (CMT) to identify underlying conceptual mappings. Data were collected from official advertising sources such as brand YouTube channels, company websites, and archived advertisements accessible via search engines. For clarity, this study refers to the taglines as *Indian* and *Global* rather than *Hindi* and *English*. While many Indian campaigns are in Hindi and most global campaigns are in English, the terms *Indian* and *Global* more accurately capture the cultural and market positioning of the advertisements, allowing for a clearer basis of cross-cultural comparison. By including both global and Indian taglines, this study explores whether the same conceptual metaphors recur across languages and to what extent differences reflect cultural specificity.

To guide the study, the following research questions are posed:

- i. What types of conceptual metaphors are present in the advertising taglines analysed?
- ii. How are these metaphors expressed verbally in global and Indian taglines?
- iii. To what extent do similarities or differences in metaphor use reflect cultural or linguistic factors?

2 Literature Review

Advertising uses language and images to persuade consumers. Metaphor is one of the most effective rhetorical strategies in advertising, enabling complex ideas to be communicated through concrete associations. While Lakoff and Johnson (1980) did not examine advertising directly, their *Conceptual Metaphor Theory* (CMT) has been foundational in showing how abstract concepts can be understood through more tangible experiences. Subsequent scholars such as Forceville (1996, 2009), McQuarrie & Mick (1999), and Phillips & McQuarrie (2004, 2009) have examined how visual rhetoric, including metaphor, operates persuasively in advertising, particularly through verbal and multimodal forms.

One of the most influential factors in how consumers perceive and interact with advertisements is the use of emotional metaphors in the taglines. Emotional metaphors are those whose target domain is an emotion expressed through a concrete source domain, often the product. For instance, *Open Happiness* is an emotional metaphor where the COKE IS HAPPINESS metaphor is invoked. These metaphors utilise figurative language to evoke emotions, foster a

connection to the business, and help people remember what is said. The current literature on the cognitive effects, influence on customer behaviour, and usage of emotional metaphors in advertising taglines is reviewed in this section. To evoke a strong emotional response, advertisement taglines frequently use figurative language, such as metaphors. According to Mustansir et al. (2024), by associating intangible ideas with relatable feelings, metaphors in slogans increase brand recall. For example, according to Hackley & Hackley (2022), hyperbolic metaphors like "Red Bull gives you wings" evoke strong mental images that appeal to customers' emotions. Advertisements that appeal to people's emotions, such as trust, enthusiasm, or nostalgia, tend to have a strong impact.

Consumer behaviour is heavily influenced by emotions. Bagozzi, Gopinath, and Nyer (1999) found that emotionally charged advertisements connect with consumers more than factual advertisements. Advertising emotional appeals include positive emotions like joy, enthusiasm, and love that are used to build brand loyalty and memory, whereas negative emotions like fear, sadness and guilt are used in public service announcements and health promotions. Metaphors that incorporate these emotions produce powerful symbolic language that boosts advertising effectiveness. Our work aims to find out various emotions and abstract feelings associated with the advertisements of different beverages.

In this context, the related term *metaphorical advertising* has been used in recent scholarship to describe campaigns that rely primarily on metaphor as their persuasive strategy (Phillips & McQuarrie, 2004; Forceville & Urios-Aparisi, 2009), which may also encompass emotional metaphors that link products with affective experiences. In this paper, we adopt the term in that sense, referring to advertising that systematically frames products through conceptual mappings, whether expressed verbally, visually, or multimodally.

2.1 *The power of emotional metaphor in advertisements*

The use of emotional metaphor improves message understanding and retention in advertisements. Metaphorical advertising works well because it simplifies complex messages. McQuarrie and Mick (1999) found that metaphors make abstract brand principles more tangible, increasing consumer involvement. Emotional metaphors help audiences digest and remember the message. For instance, Nike's slogan Just Do It evokes empowerment and determination. Research demonstrates that emotional metaphors are more recalled than literal ones (Phillips & McQuarrie 2004).

Furthermore, the implementation of emotional metaphors plays a major role in establishing the brand identity through advertisements. Brand personas that resonate with their target audience are created using emotional metaphors. Emotional metaphors convey human-like features like genuineness, enthusiasm, and ruggedness, which build brand personality, according to Aaker (1997). For example, luxury brands use monarchy, exclusivity, and elegance analogies (Rolex: "A Crown for Every Achievement"). Brands build long-term loyalty by using metaphors to evoke emotions.

There also lies the cultural impact of emotional metaphors which varies. Kövecses (2005) found that culture affects metaphor interpretation. Western metaphors emphasize individualism, achievement, and personal success, while Eastern metaphors emphasize harmony, collectivism,

and balance (Halim & Ghani 2023). For instance, the metaphor “Climb the Ladder of Success” works well in Western countries that encourage competition and upward mobility. Eastern equivalents may emphasize harmony and balance, as “Flow with the River of Life.” Marketers must adapt emotional metaphors to cultural norms and consumer expectations.

A recent study by Agil et al. (2022) explores the impact of social media advertising elements on the purchase intention of Malay millennial consumers, focusing on interaction, informativeness, creativity, attractiveness, and habitual behaviour. While cultural and religious values do not directly influence purchase intent, they are important for aligning advertising content with consumer beliefs. The study highlights limitations, including the need to examine demographic factors like gender, income, and education, as well as platform-specific influences, suggesting directions for future research.

Ambran, Zainodin, and Hanif (2023) emphasise the importance of advertising appeal in social media marketing, highlighting its significant role in capturing consumer attention and driving purchase intentions. Their study finds that both rational appeals, which provide product information, and emotional appeals, such as humour and fear, effectively influence consumer behaviour, with emotional appeals having a stronger impact on purchase decisions. Additionally, social media engagement activities, such as liking, sharing, and commenting, serve as key moderators in enhancing the effectiveness of these appeals.

Recent research illustrates the breadth of metaphor and persuasive techniques in advertising. For example, Otieno (2021) examined emotional persuasive techniques in Coca-Cola advertisements and demonstrated how rhetorical and lexico-grammatical devices serve as emotional triggers that shape consumer attitudes. Similarly, Dong, Truong, & Nguyen (2025) analysed multimodal metaphors in Vinacafé’s campaigns, showing how visual, auditory, and textual elements embody cultural values such as family, tradition, and authenticity, thereby deepening consumer–brand connections.

Beyond global brands, these studies emphasise that advertising often transcends product promotion to construct narratives embedded in cultural identity and emotion. Such findings resonate with the broader tradition of Conceptual Metaphor Theory (Lakoff & Johnson, 1980) and extend the discussion by showing how emotional appeals and metaphorical devices operate across diverse cultural contexts.

3 Theoretical Framework

This study employs Conceptual Metaphor Theory (CMT) as developed by Lakoff and Johnson (1980) and further elaborated by Kövecses (2002, 2010). CMT is central to cognitive linguistics in demonstrating that metaphors are not merely decorative features of language but cognitive structures through which abstract ideas are understood in terms of more concrete experiences. This insight makes CMT particularly relevant for advertising research: brand slogans must condense complex meanings into short, memorable expressions that resonate emotionally and culturally, and conceptual metaphors provide the mechanism by which this condensation occurs.

In CMT, metaphors operate through systematic mappings between a source domain (the more concrete field of knowledge) and a target domain (the abstract concept to be understood). Rather than treating this distinction in a purely textbook sense, this study applies it as a critical lens for investigating how beverages are framed as emotional, social, and cultural artefacts. For

instance, when Coca-Cola is associated with *happiness* or *togetherness*, the beverage (source domain) is mapped onto values of joy and companionship (target domains). These mappings are not neutral linguistic choices; they function as strategic branding practices that shape consumer perception and situate products within broader cultural narratives.

It is acknowledged that metaphor scholarship has expanded considerably since Lakoff and Johnson's foundational work. Forceville (1996, 2009) has examined pictorial and multimodal metaphor, and McQuarrie and Mick (1999) and Phillips and McQuarrie (2004, 2009) have explored how metaphor and other rhetorical figures work persuasively in advertising contexts. More recently, Otieno (2021) has shown how Coca-Cola campaigns mobilise metaphor and rhetoric to elicit emotional responses. While these perspectives enrich the field, the present study deliberately focuses on verbal taglines in advertising. Given this scope, the Lakoffian framework, as refined by Kövecses, remains the most suitable model: it allows for systematic identification of metaphorical patterns and for comparative analysis across Indian and global contexts without requiring multimodal or experimental data.

By situating CMT as an analytical tool rather than a descriptive backdrop, this study uses source–target mappings to uncover how beverage taglines instil values such as vitality, companionship, and emotional resonance into everyday consumption. In doing so, it demonstrates the continuing relevance of Lakoff's and Kövecses's framework for applied research, while also showing how these classical cognitive insights can be extended to explain branding discourse in contemporary advertising.

4 Methodology

4.1 Data Sources

Advertising taglines were collected primarily from official brand YouTube channels, company websites, and archived advertising campaigns accessible via online searches.

4.2 Selection Criteria

Taglines were included if they met three conditions:

- They formed part of an official campaign by a major brand.
- They contained figurative or metaphorical elements suitable for conceptual metaphor analysis.
- They were verifiable through primary advertising materials (e.g., official videos, websites).

Purely descriptive taglines (e.g., *low price guaranteed*) or lacking metaphorical content were excluded.

4.3 Dataset

A total of 19 taglines were purposively gathered from three beverage categories: cold drinks, coffee, and tea. Within each category, both global and Indian taglines were selected to allow for cross-linguistic comparison. The brands included internationally recognised names with strong market presence, such as Coca-Cola (cold drinks), Nescafé (coffee), and leading tea brands (Tata

Tea, Lipton, Twinings, among others). These brands were chosen for their longstanding market influence and their ability to shape consumer attitudes through consistent advertising strategies.

4.4 Analytical Framework

The taglines were analysed using Conceptual Metaphor Theory (CMT) (Lakoff & Johnson 1980). Each tagline was examined to identify its underlying conceptual metaphor, typically represented in the form “A is B” (e.g., *BEVERAGE IS EMOTION*, *BEVERAGE IS COMPANIONSHIP*). Analysis focused on mapping the source domains (e.g., beverage, product) onto target domains (e.g., happiness, love, togetherness, rejuvenation) to reveal how metaphor shapes consumer perceptions.

5 Data Analysis

For the analysis, we worked with a final dataset of 19 taglines across three beverage categories (cold drinks, coffee, and tea), drawn from official brand campaigns. These were thematically examined using Conceptual Metaphor Theory (CMT) to identify recurring “A is B” metaphorical patterns.

5.1 Brand value based on user-generated content by consumers on social media

The decision to focus on Nescafé, Coca-Cola, Tata Tea, Twinings, Celestial Seasonings, and Taj Mahal Tea is rooted in their global popularity, cultural significance, and innovative social media strategies that drive consumer engagement. These brands have successfully leveraged social media to create relatable and impactful campaigns, encouraging user-generated content that strengthens emotional connections with their audiences. Their iconic taglines and culturally relevant marketing, combined with their ability to resonate across diverse demographics, make them exemplary case studies. By studying these brands, we gain insights into how emotional resonance, metaphorical advertising, and digital engagement contribute to their success, solidifying their positions as leaders in their respective markets.

- **Coffee**

Nescafé’s success as a globally recognised coffee brand lies in its ability to build emotional connections, integrate itself into consumer lifestyles, and offer diverse products. With its iconic slogan, “It all starts with a Nescafé” (Spain, April 2016), the brand fosters warmth and social bonds through advertisements that highlight themes of friendship and nostalgia. Beyond selling coffee, Nescafé promotes a lifestyle centred on productivity and social interactions, supported by initiatives like *Nescafé Basement* (Pakistan, September 2012), a music platform, and *Nescafé Plan* (Nescafé Plan - ECF, 2020), which focuses on sustainability (launched on 2010). The brand’s product range caters to a broad audience, offering everything from instant coffee and premium blends to plant-based and low-sugar options.

On social media, Nescafé has effectively engaged with consumers through interactive campaigns such as #GoodMorningWorld (2015) and #ItAllStartsWithANESCAFE (Spain, April 2016), which encourage user participation and foster a sense of community. User-generated content, including taglines like “You’re the cream to my Nescafé” (#TrueNESCAFELove)

(launched in 2010) (*You're The Cream in My Coffee*, n.d.), enhances its appeal, particularly among younger audiences, while collaborations with influencers strengthen credibility. Additionally, the brand's sustainability efforts, such as the *Grown Respectfully* (2018) initiative and eco-friendly packaging, resonate with socially conscious consumers, further building trust.

As a global leader, Nescafé combines its heritage with innovation to maintain market dominance. With availability in over 180 countries (The Strategy Story, 2023), it holds a significant share of the instant coffee market, particularly in Asia, Europe, and Latin America. Its competitive edge lies in its affordable pricing and premium offerings, such as *Nescafé Gold* (Europe, 1965), which appeal to a range of consumer preferences. The brand's strong presence in retail stores and online platforms, alongside subscription models, ensures accessibility and aligns with modern consumer habits.

In conclusion, Nescafé's ability to blend emotional branding, strategic digital engagement, and sustainability initiatives has solidified its position as a coffee icon, shaping consumer lifestyles and maintaining global relevance.

● Cold Drink

Coca-Cola is a globally influential brand that excels in shaping consumer behaviour, leveraging social media, and dominating market dynamics. With a strong legacy built on emotional branding, innovative marketing, and adaptability, Coca-Cola remains a leader in the beverage industry. Iconic taglines like "Better When We are Together" or variations like "Better Together" and "Together Tastes Better" (Together Tastes Better, 2014) and localised campaigns such as *Har Rishta Bola*, *Mere Naam Ki Coca-Cola* (Every bond calls for Coca-Cola) showcase its ability to resonate with diverse audiences while maintaining its universal appeal. The brand's impact can be analysed through its influence on consumers, social media presence, and market leadership.

Coca-Cola's branding and marketing strategies create lasting emotional connections with consumers and shape their preferences. Campaigns like "Open Happiness" (2009) and "Share a Coke" (launched in 2011) ("Get to Know Coca-Cola's Iconic Share a Coke Campaign," 2025) foster joy, nostalgia, and togetherness, strengthening loyalty across generations. Its iconic red-and-white colour scheme, unique bottle design, and script logo ensure instant recognition and trust worldwide. While maintaining a strong global identity, Coca-Cola localises its campaigns, such as featuring Bollywood celebrities in India, to resonate with regional consumers. Moreover, its association with social causes like water conservation and plastic recycling enhances its image as a responsible and forward-thinking brand.

On social media, Coca-Cola engages millions of followers with storytelling, interactive campaigns, and real-time trend adaptation. Viral initiatives like the "Share a Coke" campaign, influencer collaborations, and partnerships with global events like the FIFA World Cup (*Coca-Cola Ramps up Mobile for Share a Coke Personalization Campaign | Marketing Dive*, n.d.) maintain their cultural relevance. Coca-Cola's active participation in social media challenges, memes, and user-generated content ensures its relatability across demographics. Additionally, the brand's use of social platforms to promote sustainability and diversity reinforces its identity as a purpose-driven organisation.

Coca-Cola's market leadership stems from its extensive reach, innovative strategies, and financial strength. With operations in over 200 countries and a portfolio of 200+ brands, including Sprite and Fanta, Coca-Cola holds a significant share of the global beverage market (*About :: The*

Coca-Cola Company (KO), 2025). Through continuous product innovation, such as Coca-Cola Zero Sugar and flavoured variants (*Coca-Cola Zero Sugar - All Products & Ingredients | Coca-Cola US*, n.d.), the company caters to evolving consumer preferences. Aggressive marketing, sponsorship deals, and loyalty programs help Coca-Cola stay competitive against rivals like PepsiCo. Its adaptability to trends, like offering low-calorie and plant-based options, while maintaining the appeal of its classic products, ensures sustained consumer trust and retention.

Coca-Cola's success lies in its ability to connect emotionally with consumers, maintain a dynamic social media presence, and lead through innovation. By balancing global consistency with local relevance, prioritising sustainability, and evolving with consumer demands, Coca-Cola continues to thrive as a timeless and globally recognised brand.

● Tea

Tea holds immense cultural, social, and economic importance, shaping traditions in India and evolving into a lifestyle statement in the West. In India, tea, or *chai*, is deeply rooted in daily life, symbolising hospitality and community through practices like “chai pe charcha” (discussions over tea). Iconic campaigns like Tata Tea's “Josh Jagaaye Har Roz” (Ignite Passion Every Day) (*Tata Tea Agni – Josh Jagaye Har Roz*, n.d.) and Taj Mahal Tea's “fursat ke pal” (Leisure moments) (*Taj Mahal Tea- Fursat Walli Chai*, n.d.) highlight its cultural relevance. Regional teas such as Assam and Darjeeling also contribute significantly to India's economy and global tea reputation.

In Western cultures, tea has shifted from traditional practices like English Afternoon Tea to health-conscious trends. Popular varieties such as green tea, matcha, and herbal infusions reflect wellness-focused lifestyles, supported by campaigns like Celestial Seasonings' “Nature's Way to Wellness” (*celestialseasonings.ca*, 2025) and Twinings' “Gets You Back to You” (“Twinings : Gets You Back to You,” 2011). Artisanal brands, luxury tea houses, and creative offerings like bubble tea emphasise tea's versatility and appeal to younger generations.

Social media amplifies tea's global impact, with trends like matcha latte art, Dalgona tea, and bubble tea going viral. Influencer collaborations promote sustainability and innovative tea recipes, while platforms like Instagram and TikTok celebrate tea's aesthetic and wellness appeal. Campaigns such as *Itna Josh Kahan Se Laati Ho? Tabhi toh tum Agni kehlati ho* (Translation: Where do you get such passion from? That is why you are called Agni (Fire)) (*20 Reactions | “Itna Josh Kahan Se Laati Ho? Tabhi Toh Tum Agni. . .*, n.d.) resonates across cultures because the idea of energy, passion, and inner strength is universally valued, though expressed differently in local traditions. In the Indian context, the word *Agni* evokes cultural associations with fire, vitality, and ritual, while in global consumer culture, the same qualities align with modern aspirations of motivation, productivity, and self-empowerment. By combining these layers of meaning, the campaign bridges traditional symbolic practices with contemporary lifestyle trends, making the message relatable both within India and to broader audiences. Tea's enduring legacy continues to unite people worldwide through shared traditions, innovation, and creativity.

5.2 BEVERAGE IS EMOTION

In the BEVERAGE IS EMOTION conceptual metaphor pattern, there are a total of six taglines, taking two from each of the beverage categories, one Indian and one global advertisement.

Emotions play a crucial role in advertising, shaping both consumer perception and brand attachment. Psychological research identifies emotions as structured phenomena: Ekman (1992) defines a set of basic emotions, while Plutchik (1980) highlights variations in intensity and combinations that form complex states. Izard (2013) further differentiates discrete emotions as central to cognition and behaviour. In marketing contexts, Bagozzi et al. (1999) show that emotions such as joy or pride directly influence consumer decision-making.

Against this backdrop, the present study examines how beverage taglines metaphorically construct emotions—such as happiness, belonging, or excitement—as intrinsic to the product. Thus, emotion is not treated as a vague affective reaction but as a deliberate branding strategy embedded in metaphorical mappings. The following are the related slogans:

5.2.1 Beverage category name: Cold drinks

Brand name: Coca-Cola

Taglines: i) “Open Happiness” (Global) (*Coca Cola “Open Happiness,”* n.d.)

ii) “*Coca-Cola khul jaaye, sabkaa mood ban jaaye*” (Indian) (Brand.Education, 2023)

Translation: Once Coca-Cola opens, it just sets the mood

The first tagline, “Open Happiness”, means that when we open the cap of Coca-Cola then happiness comes out of the bottle. In this tagline, Coca-Cola is compared to the emotion of happiness. In the second tagline, *Coca-Cola khul jaaye, sabkaa mood ban jaaye*, the source domain is Coca-Cola, and the “happy mood/feeling,” which is an expression of the happiness emotion, is the target domain.

5.2.2 Beverage category name: Coffee

Brand name: Nescafé

Taglines: i) “You’re the cream to my Nescafé!” #TrueNESCAFELove (Global)

(*You’re The Cream in My Coffee,* n.d.)

ii) “A Rainy Day Calls for a Warm Hug in a Mug” (Indian)

(*2.4K Views · 84 Reactions | Warm up to the Rains With A NESCAFÉ. . .*, n.d.)

From both of the slogans created by Nescafé, we can map the emotion of love and affection with the coffee. The first slogan, “You’re the cream to my Nescafé!” # TrueNESCAFELove, the target domain is “Love and affection”, which is an emotion associated with a deep emotional bond symbolising romance between two people, where one can rely on someone for consistency and honesty, and the source domain is the beverage. Again, in the second tagline, “A Rainy Day Calls for a Warm Hug in a Mug”, the target domain is the “warmth” of a loved relationship, and the source domain is the beverage.

5.2.3 Beverage category name: Tea

Brand names are mentioned along with the taglines

Taglines: i) “Drink Positive” (Lipton, global advertisement)

(Lipton encourages 'positive' tea drinking in new effort; 2013)

ii) *Itna Josh Kahan Se Laati Ho? Tabhi toh tum Agni kehlati ho* (TATA Tea, Indian advertisement)

Translation: Where do you get such passion from? That is why you are called Agni (Fire)

(20 Reactions | *Itna Josh Kahan Se Laati Ho? Tabhi Toh Tum Agni.* . . , n.d.)

From the above-mentioned taglines by TATA and Lipton tea advertisements, we sense the feeling of an emotion and the type of emotion that is reflected in both the taglines is positivity. The metaphor in the first tagline, “Drink Positive” by Lipton, employs a metaphor to associate the consumption of tea with a feeling of happiness and wellness. In this tagline, the source domain is the beverage, and the target is a positive feeling.

In the second tagline, *Itna Josh Kahan Se Laati Ho? Tabhi toh tum Agni kehlati ho* (Where do you get such passion from? That is why you are called Agni (Fire) metaphorically associates tea (source domain) with positive emotional energy (target domain). By equating the act of drinking tea with the ignition of “josh” (passion, enthusiasm), the advertisement frames tea as a source of uplifting vitality. This positions the beverage not only as a stimulant but also as a generator of positivity—energising consumers emotionally and reinforcing tea’s role in fostering an optimistic and empowered outlook.

5.3 BEVERAGE IS COMPANIONSHIP

From the selected taglines of each beverage category for this work, we observed that six slogans exhibit a comparable conceptual metaphor pattern, namely, BEVERAGE IS COMPANIONSHIP. In this metaphor, the beverage represents the source domain, and the companionship serves as the target domain. An inducer of companionship for humans refers to an entity that facilitates or enhances the finding of a companion, typically for social, emotional, or practical purposes. An inducer of companionship for humans denotes any entity that stimulates or develops the desire for or development of companionship. It is apparent that features of the companionship inducer are mapped onto the quality of a certain type of beverage so that consumers can better conceptualise the product. The following are the related slogans:

5.3.1 Beverage category: Cold drinks

Brand name: Coca-Cola

Taglines: i) “Together Tastes Better” (Global) (Together Tastes Better, 2014)

ii) “*Har Rishta Bola, Mere Naam Ki Coca-Cola*” (Indian)

Translation: Every bond calls for Coca-Cola

The Coca-Cola taglines *Together Tastes Better* (Global) and *Har Rishta Bola, Mere Naam Ki Coca-Cola* (Indian, “Every bond calls for Coca-Cola”) exemplify the metaphor COCA-COLA IS TOGETHERNESS, in which the product functions as a symbol of companionship and connection. In the global tagline, *togetherness* signifies shared experience, positioning the beverage as a medium through which meals and events become more meaningful when enjoyed collectively. The Indian tagline reinforces the same mapping by foregrounding *rishta* (“relationship”) as the target domain and the beverage as the source domain. Here, Coca-Cola is constructed as an inducer of relationships, symbolically linking friends, families, and communities.

Rather than being presented solely as a refreshing drink, Coca-Cola is framed as a cultural agent that strengthens bonds of belonging. This companionship metaphor reflects the brand’s strategy of embedding consumption within wider narratives of social connection, making the act of drinking Coca-Cola synonymous with participation in community and shared identity.

5.3.2 Beverage category: Coffee

Brand name: Nescafé

Taglines: i) “Key to Love” (Global) (*NESCAFE. KEY TO LOVE*, n.d.)

ii) “Know Your Neighbour” (Indian)

(*NESCAFE Classic: Know Your Neighbour | WARC*, n.d.)

From the above taglines of Nescafé, it can be inferred that it provides not only a cup of coffee to the consumers but also plays as a catalyst in their lives by being an inducer to make companions. In the first tagline, “Key to Love”, the company says it can be a key to finding love (partner) in a consumer's life. Again, in the second tagline, “Know Your Neighbour”, the company says it can become a way to start a conversation. In both the taglines, the source domain is the beverage itself in the form of “Key” and “Knowing (acquaintance)”, and the target domain is Companionship.

5.3.3 Beverage category: Tea

Brand names: Tetley and Red Label

Taglines: i) “Spill the tea” (Tetley - Australian ad 2023, Global advertisement)

(*SPILL THE TEA*, n.d.)

ii) “*swaad aapnepan kaa*”(Red Label, Indian advertisement)

Translation: Taste of togetherness

(“Brooke Bond Red Label Embraces ‘swad Apnepan Ka’ With a Focus on Inclusivity,” 2024)

The tea category, much like coffee, emphasises emotional and social connections. The spill the tea campaign of world-famous Tetley tea targeted the new generation Australians for breaking the ice and making a relationship over a cup of tea with chit chat and gossip. This is unusual for an international tea brand, as mostly in the global market, tea focuses on the theme of good health and rejuvenation.

The tagline of the Red Label, *swaad aapnepan kaa* ‘taste of togetherness’ from a Hindi advertisement, underscores tea’s role as a social binder, particularly in the Indian cultural context, where tea is often central to a social gathering. The source domain is TEA, and the target is the feeling of closeness or togetherness. This tagline aligns tea with the collective moments of joy and unity it fosters among people.

5.4 BEVERAGE IS REJUVENATION/AWAKENING

In this conceptual metaphor pattern, seven taglines have been analysed. All three beverage categories (cold drinks, coffee and tea), taken for this study, contain caffeine, which can make people feel happy and keep their energy level up. This leads to awakening and rejuvenation from a state of inactivity. There are taglines associated with the concept mentioned above:

5.4.1 Beverage category: Cold drinks

Brand name: Coca-Cola

Taglines: i) “The Pause that Refreshes” (Global) (*The Pause That Refreshes*, n.d.)

ii) “Coca-Cola khud ko jagaa ek ThaNDaa lagaa (Indian)

Translation: “Wake Yourself Up, Have a Cold One”

(*Khud Ko Jagaa, Ek Thanda Lagaa.*, n.d.)

In the first tagline, “The Pause that Refreshes”, the word pause means a break to boost the energy from hectic life. Here, Coca-Cola is that pause which can refresh and energise the mind and body of the consumers. Again, in the second one, the source is the beverage that leads to an awakened state or rejuvenation. The term ThaNDa describes a cold Coca-Cola, suggesting that its consumption provides a refreshing and uplifting sensation. This tagline underlines the main feature of its cold drink by saying “Khud Ko Jagaa” (wake yourself up). Here, the brand is trying to say that Coca-Cola is working as an energy booster for consumers.

5.4.2 Beverage category: Coffee

Brand name: Nescafé

Taglines: i) “Start Your Day” (Global)

(NESCAFÉ : Start Your Day • Ads of the World™ | Part of the Clio Network, n.d.)

ii) “*badal Life ki raftaar*” (Indian)

Translation: “Change the Pace of Life”

(#BadalLifeKiRaftaar With NESCAFÉ (With English Subtitles), n.d.)

Nescafé’s first tagline, “Start Your Day”, target domain is the act of starting or boosting up to make life better, and the source associated with it is the coffee. In the next tagline, *badal Life ki raftaar*, tries to connect with the rapid lifestyles of Indian youth. The tagline emphasises the significance of uncovering moments of clarity in chaotic life. The target is the raftaar ‘pace’ that represents the level of energy, and it is conceptualised in terms of Nescafé.

5.4.3 Beverage category: Tea

Brand names: TATA Tea Agni, English Celestial Seasonings, Twinings (mentioned along with their taglines)

Taglines: i) “Nature’s way to wellness” (Celestial Seasonings, Global)

(celestialseasonings.ca, 2025)

ii) Twinings: “Drink in Life” (Twinings, Global)

(Twinings’ New ‘Drink in Life’ Campaign Focuses on Wellbeing Drinks, 2022)

iii) *Josh jagaaye har roz* (TATA Tea Agni, Indian)

Translation: “Ignite Passion Every Day.” (Tata Tea Agni – Josh Jagaye Har Roz, n.d.)

In the first tagline of tea, “Nature’s way to wellness”, the target domain is wellness, and the source domain is the tea. The word wellness is linked to good energetic health, and a cup of Celestial Seasonings tea can rejuvenate the health of consumers. The Twinings’ “*Drink in Life*” campaign even equates tea with life and connects to the concept of rejuvenation. By positioning the Twinings tea range as a vehicle for physical and mental vitality, Twinings constructs tea not merely as a beverage but as an enabler of holistic wellbeing.

In the third tagline, *Josh jagaaye har roz* by TATA Tea Agni, the target domain is ‘josh’, which represents energy, and the source is the tea. It uses a metaphor to express how tea energises and motivates people. The word ‘Josh’ means ‘Passion’ in English. It is often seen as a tangible burst of energy, enthusiasm. It signifies physical or emotional intensity, while the term “jagaye” (awaken) indicates the process of igniting or illuminating something—such as a fire or energy within an individual. The metaphor implies that, comparable to fire or energy being “awakened,”

TATA Tea Agni ignites energy and a passion in the consumer, producing a sense of motivation and readiness to confront the day with enthusiasm.

All the concepts associated with different advertisements relate to the broader target domain of AWAKENING or REJUVENATION.

6 Discussion

This study examined 19 advertising taglines from leading beverage brands across three categories—coffee, cold drinks, and tea—through the lens of Conceptual Metaphor Theory (Lakoff & Johnson, 1980). The analysis revealed that these taglines consistently employ metaphorical mappings to link beverages with broader cultural values such as togetherness, energy, belonging, relaxation, and wellness. While the products themselves are material commodities, the metaphors transform them into symbolic carriers of emotions, lifestyles, and social relationships. In doing so, the brands embed everyday consumption within narratives of community, vitality, and self-care, thereby elevating the act of drinking coffee, tea, or soft drinks into experiences of cultural and emotional significance. Below, Table 1 summarises the key conceptual metaphors identified in the dataset.

Table 1: Conceptual Metaphors in Beverage Taglines of Conceptual Pattern
BEVERAGE IS EMOTION

Beverage Category	Example Taglines	Conceptual Metaphor	Source Domain	Target Domain	Function in Advertising
Cold Drink Coca-Cola	“Open Happiness” (Global)	COCA-COLA IS HAPPINESS	Coca-Cola	Joy, positivity	Suggests Coca-Cola delivers instant happiness and delight
Cold Drink Coca-Cola	“Coca-Cola khul jaaye, sabkaa mood ban jaaye” (Indian)	COCA-COLA IS MOOD/ EMOTION	Coca-Cola	Happy mood	Frames Coca-Cola as an emotional mood-setter in the Indian context
Coffee Nescafé	“You’re the cream to my Nescafé” (Global)	COFFEE IS LOVE/ COMPANION SHIP	Coffee + cream	Love, affection	Symbolises closeness and emotional bonding

Coffee Nescafé	“A Rainy Day Calls for a Warm Hug in a Mug” (Indian)	COFFEE IS WARMTH/ LOVE	Coffee (mug)	Warmth, affection	Connects coffee to intimacy and comfort
Tea Lipton	“Drink Positive” (Global)	TEA IS POSITIVITY	Tea	Positive outlook	Links tea consumption with optimism and happiness
Tea TATA Tea Agni	“Itna Josh Kahan Se Laati Ho? Tabhi toh tum Agni kehlati ho” (Indian)	TEA IS PASSION/ EMOTIONAL ENERGY	Tea (Agni)	Passion, enthusias m	Frames tea as igniting emotional energy and vitality

Table 2: Conceptual Metaphors in Beverage Taglines of Conceptual Pattern
BEVERAGE IS COMPANIONSHIP

Beverage Category	Example Taglines	Conceptual Metaphor	Source Domain	Target Domain	Function in Advertising
Cold Drink Coca-Cola	“Together Tastes Better” (Global)	COCA- COLA IS TOGETHER NESS	Coca-Cola	Companion ship, unity	Frames Coca-Cola as a catalyst for shared experiences
Cold Drink Coca-Cola	“Har Rishta Bola, Mere Naam Ki Coca- Cola” (Indian)	COCA- COLA IS A RELATION SHIP CATALYST	Coca-Cola	Social/ family bonds	Embeds Coca-Cola in the Indian cultural value of <i>rishta</i> (relationship)

Coffee Nescafé	“Key to Love” (Global)	COFFEE IS A KEY TO COMPANIONSHIP	Coffee (key)	Love, relationships	Coffee as a medium to initiate companionship
Coffee Nescafé	“Know Your Neighbour” (Indian)	COFFEE IS A SOCIAL OPENER	Coffee	Acquaintance, friendship	Frames coffee as a way to start conversations and friendships
Tea Tetley	“Spill the tea” (Global)	TEA IS GOSSIP/CONVERSATION	Tea (spilling)	Social talk, bonding	Tea as a social icebreaker, linked with chit-chat
Tea Red Label	“Swaad Aapnepan Ka” (Indian)	TEA IS TOGETHERNESS/ BELONGING	Tea (taste)	Belonging, closeness	Tea as a household social binder in the Indian context

Table 3: Conceptual Metaphors in Beverage Taglines of Conceptual Pattern
BEVERAGE IS REJUVENATION/ AWAKENING

Beverage Category	Example Taglines	Conceptual Metaphor	Source Domain	Target Domain	Function in Advertising
Cold Drink Coca-Cola	“The Pause that Refreshes” (Global)	COCA-COLA IS A REFRESHMENT	Pause/ Coca-Cola	Energy, refreshment	Frames Coke as a break that re- energises body and mind

Cold Drink Coca-Cola	“Coca-Cola khud ko jagaa ek ThaNDaa lagaa” (Indian)	COCA- COLA IS AWAKENIN G	Cold Coke	Awakening , refreshment	Frames Coke as an energy booster that wakes you up
Coffee Nescafé	“Start Your Day” (Global)	COFFEE IS THE BEGINNING	Coffee	Daily start, productivit y	Frames coffee as the initiator of action and routine
Coffee Nescafé	“Badal Life ki Raftaar” (Indian)	COFFEE IS ENERGY/ CHANGE	Coffee	Pace of life, energy	Coffee is a stimulant that boosts life’s rhythm
Tea Celestial Seasonings	“Nature’s Way to Wellness” (Global)	TEA IS NATURE/ HEALTH	Tea/Natur e	Wellness, health	Frames tea as a natural source of rejuvenation
Tea Twinings	“Drink in Life” (Global)	TEA IS LIFE/ REJUVENA TION	Tea	Vitality, life	Positions tea as an enabler of holistic wellbeing
Tea TATA Tea Agni	“Josh Jagaaye Har Roz” (Indian)	TEA IS ENERGY/ FUEL	Tea	Passion, vitality	Frames tea as a daily energiser, igniting enthusiasm

6.1 Cross-cultural Insights

The comparison between global and Indian taglines highlights both universal patterns and culture-specific emphasis.

- **Universal Themes:** Core ideas such as togetherness (Coca-Cola), energy (Tata Tea), and wellness (Twinings, Celestial Seasonings) recur across both categories. This suggests that beverage advertising draws on fundamental human needs for social connection, vitality, and self-care.

- **Cultural Specificity:** Indian taglines place strong emphasis on relationships and community (e.g., Coca-Cola’s *Har Rishta Bola, Mere Naam Ki Coca-Cola*, Red Label’s *Swaad Aapnepan Ka*), reflecting collectivist values central to Indian culture. In contrast, global taglines tend to focus on individual wellness and lifestyle (e.g., Twinings’ *Gets You Back to You*, Celestial Seasonings’ *Nature’s Way to Wellness*), aligning with Western consumer culture’s prioritisation of personal balance and choice.

Table 4: Cross-Cultural Comparison of Conceptual Metaphors

Category	Example Taglines	Dominant Metaphor Themes	Cultural Emphasis
Indian (Hindi)	“Har Rishta Bola, Mere Naam Ki Coca-Cola”; “Swaad Aapnepan Ka”	Relationships, belonging, community	Collectivist, family-oriented
Global (English)	“Together Tastes Better”; “Gets You Back to You”; “Nature’s Way to Wellness”	Togetherness, wellness, restoration	Individual well-being, lifestyle trends

6.2 Relation to Previous Studies

The findings align with prior research on the persuasive power of advertising metaphors. McQuarrie & Mick (1999), Phillips & McQuarrie (2004), and Forceville (2009) all argue that metaphors connect products to abstract values, enhancing consumer engagement.

- The metaphor BEVERAGE IS TOGETHERNESS echoes Otieno (2021), who showed how Coca-Cola campaigns employ emotional persuasive strategies.
- The cultural grounding of Indian tea slogans resonates with Gibbs (1999) and Kövecses (2010), who emphasise the role of shared cultural knowledge in shaping metaphor.
- The prominence of wellness themes in Western tea advertising parallels trends identified by Dong, Truong, & Nguyen (2025), who link metaphor use to lifestyle branding and health consciousness.

7 Conclusion

The findings of this study suggest that conceptual metaphors serve as cognitive bridges between brands and consumers, enabling beverages to represent abstract values such as unity, vitality, relaxation, and wellness. By mapping everyday products onto cultural and emotional domains, advertising taglines transform consumption into experiences of belonging, empowerment, and self-care. These insights underline the persuasive potential of metaphor in brand communication, echoing previous research on the role of figurative language in advertising (McQuarrie & Mick 1999; Phillips & McQuarrie 2004; Forceville 2009).

At the same time, it is important to note that this study was limited to the textual analysis of 19 taglines. While the metaphors identified point to likely persuasive strategies, their actual impact on consumers cannot be assumed in the absence of empirical evidence. The conclusions, therefore, remain interpretive rather than demonstrative. Future research could extend this work by combining CMT-based analysis with audience-centred methods such as surveys, interviews, or experiments to test how consumers perceive and respond to metaphorical taglines. Such work would not only validate the cognitive effects of metaphors but also deepen understanding of how cultural contexts shape advertising reception.

In summary, this study contributes to metaphor research in advertising by demonstrating how coffee, tea, and cold drink taglines embed cultural values into everyday consumption practices across global and Indian contexts. It highlights both the universal appeal of themes like togetherness and wellness, and the cultural specificity of metaphors grounded in community and belonging. By foregrounding these conceptual mappings, the paper underscores how advertising discourse frames beverages not only as products but also as symbols of cultural meaning and emotional connection.

8 Limitations

This study is confined to the textual analysis of 19 advertising taglines from global and Indian beverage brands within the framework of Conceptual Metaphor Theory (CMT). Although the analysis identifies recurring metaphorical patterns, it does not employ audience-based methods such as surveys, interviews, or experiments. As a result, the findings cannot directly capture how consumers interpret or react to these taglines. Future research should bridge this gap by combining metaphor analysis with empirical approaches to evaluate the reception and persuasive influence of conceptual metaphors in advertising.

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Jyoti Kumari
Ph.D. Scholar
Department of Humanistic Studies
Indian Institute of Technology (BHU) Varanasi
Uttar Pradesh, 221005
India
E-mail: jyotikumari.rs.hss20@itbhu.ac.in

Sanjukta Ghosh
Associate Professor
Department of Humanistic Studies
Indian Institute of Technology (BHU) Varanasi
Uttar Pradesh, 221005
India
E-mail: sanjukta.hss@iitbhu.ac.in

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