

The role of message ambassador elements, music, and color in increasing the persuasiveness of children's product advertising on YouTube

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Abstract

As digital platforms like YouTube reshape children's product advertising, this study explores how brand ambassadors, music, and color influence consumer engagement and memory. Despite their frequent use, the persuasive roles of these elements remain unclear. Therefore, the aim is to examine how much brand ambassadors, colour, and music in children's product advertisements on YouTube influence parental consumer engagement. The research focuses on their impacts on recall and brand reinforcement among parents. This study was under a quantitative research. It was designed to quantitatively examine the impact, employing a survey as the primary research method. An online survey was conducted with 100 parents of children aged 5 to 10. A total of 20 advertising videos were collected and subsequently examined through regression analysis. The results of the correlation analysis revealed that brand ambassadors significantly and positively enhance the persuasive power of advertisements for children's products. Likewise, the use of color demonstrated a substantial and statistically significant effect. In contrast, music exhibited a relatively strong influence but did not reach statistical significance. Foundational attributes, such as credibility, popularity, and appeal in brand ambassadors, as well as memorability and attractiveness in musical elements, consistently contributed to increased consumer persuasion through brand reinforcement and recall, particularly when paired with color. These findings offer valuable, data-driven insights for advertisers, policymakers, and scholars seeking to optimize audiovisual strategies in digital campaigns targeting children's markets. However, a key limitation of this study lies in the absence of mediating variables, which could have provided a deeper understanding of the mechanisms behind persuasion. Future research is encouraged to incorporate such variables further and investigate additional advertising components that may influence consumer response.

Keywords: children's products; consumer engagement; digital advertising; persuasiveness; YouTube

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INTRODUCTION

The global advertising landscape has undergone fundamental changes, driven by a combination of rapid technological advancements and shifting consumer behavior. Specifically, digital media platforms, with YouTube at their center, have become a strategic arena for marketers to capture attention and drive action from audiences (Aderimiki & Bamidele, 2024); (Lou et al., 2023); (Hollebeek & Macky, 2019). YouTube's growing influence has fundamentally changed how advertising is conducted and the children's product segment is no exception. As the dominant video-sharing platform, YouTube offers an unparalleled channel for marketers to reach consumers, given its massive user base; in Indonesia alone, there are 139 million active users (Boerman & van Reijmersdal, 2020).

However, despite these opportunities, the sheer volume of advertising on these platforms has led to a significant challenge: ad saturation. According to (Maren Becker et al., 2022) and (Bruce;, Becker; Reinartz, 2020), this phenomenon has led to an increase in “ad-skipping behavior” among viewers. This condition urges advertisers, especially for children's products, to develop smarter, more innovative, and more engaging strategies. The goal is for advertising messages to effectively capture and retain audience attention in what is often a very short and competitive exposure time.

One of the main challenges in promoting products on YouTube is that advertising messages often become unclear or ineffective because viewers skip or switch quickly between content. In addition, viewers are accustomed to the density of information in online media and the use of busy time, so they cannot see the flow of messages so quickly. Amid fast media impressions, limited time, and busy viewers, advertisers must be able to take advantage of the opportunities available so that advertisements remain effective from a persuasive perspective (Bruce et al., 2017). Furthermore, many brands are developing their virtual ambassadors in today's digital landscape. They are introducing proprietary virtual ambassadors to enhance and facilitate interactive communication and marketing with consumers. In addition, Nemenoff & Schenk (2015) asserted that a growing trend among brands involves the creation of virtual ambassadors for strategic engagement.

Investigating how these virtual figures influence consumer behavior is essential for understanding the dynamics between brands, virtual ambassadors, and audiences. Persuasion in this study is that the advertising message can still be remembered by viewers through the protrusion of brand ambassadors, music, and colors in advertisements.

This highlights the urgent need for more focused research on how the integration of these specific audiovisual elements affects consumer engagement. Furthermore, this study specifically focuses on parental consumer engagement with children's product advertisements on YouTube. This choice of focus is crucial given that, while ads are designed to appeal to children, it is parents who are often in control of the final purchase decision. Therefore, by understanding how audiovisual elements in children's product advertisements influence parental persuasion and engagement, this research is expected to contribute

invaluable insights for marketers to design campaigns that are not only effective but also responsible.

LITERATURE REVIEW

Advances in advertising technology based on automation, programming, and personalization have resulted in major changes in advertising strategies and consumer viewing patterns. A review from Peltier et al. (2024) emphasizes the shift from static, traditional advertising to dynamic, consumer-centric engagement strategies, aligning with the perspective on innovation in creative approaches. Zlatanov & Đurićanin (2023) also mentioned in their contemporary research that a strategic shift enables brands to maintain their core competencies while integrating interactive features, tailored messaging, and real-time engagement through digital platforms. The cohesive incorporation of these elements highlights conventional marketing channels' resilience and evolving capacity within a rapidly digitising environment.

The advertising paradigm has undergone a significant transformation with the emergence of digital platforms, shifting from traditional methods to interactive, audiovisual, and algorithm-based personalization strategies (Ajike et al. (2024) and Hollebeek & Macky (2019). This evolution has effectively increased consumer engagement and influenced purchasing behaviour. (Teixeira et al., 2024) pointed out that the interdisciplinary progression of consumer purchasing patterns, highlighting how emotional, cognitive, and behavioural dynamics moulded by shifting digital and social landscapes enhance audience engagement and shape purchasing intent. However, the study by Becker et al. (2023) showed that the rapidly growing phenomena of “ad fatigue” and “skipping behavior” present significant challenges, particularly in the context of YouTube kids’ product advertising

In particular, consumer empathy has been identified as an important determinant in maintaining viewers' attention during ad exposure. (Yoon, 2022). Previous research has extensively explored the efficacy of various advertising elements, including content personalization, emotional appeals, and interactive features (A. K. Herget et al., 2022). Synchronized advertising persuasion (Segijn et al., 2024). Researchers see it as one of the persuasion techniques.

Aristhya & Kurdaningsih (2023) and Roy & Misra (2024) in their studies, found that exploration of various persuasion techniques in advertising has long been a significant focus of research, encompassing both visible and abstract elements. Nonetheless, there are significant lacunae in the comprehensive understanding of specific audiovisual cues- namely, brand ambassadors, music, and color schemes in the context of children's product advertisements in the digital media domain. According to Hong et al. (2023), consumers are more likely to perceive a brand featured in an audiovisual advertisement as demonstrating greater competence when accompanied by lower-pitched background music rather than higher-pitched tones. This perception is mediated by the level of power they associate with the musical tone. In an era characterized by high digital interactivity, advertisers must understand the distinct contributions of each audiovisual element to the effectiveness and appeal of their advertising.

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Aziza & Astuti (2019) and Xiao (2023) identified that YouTube draws in approximately one billion users each month, generating over six billion monthly views as a leading social marketing platform. It showed that YouTube effectively leverages collaborations with various types of influencers, such as child influencers and adult content creators, to convey marketing messages. Another study, Amalsyah Ichlasul (2020) and Lüders & Sundet (2021) stated that the efficacy of this platform in reaching young consumers has been well documented. Research by Xiong et al. (2013) and Wang et al. (2022) even emphasized that efforts to develop ambassadors, personalize music in advertising, and strengthen the color of advertising messages inspired this research. However, efforts to optimize the role of persuasive elements in advertising, especially in audiovisual aspects that are highly relevant and attractive to children's audiences, have not been fully explored.

Several methods of ambassador engagement have been used. Referring to Oyibo & Toyonaga (2024) the utilization of brand ambassadors plays a very important role, as young audiences have been shown to develop strong parasocial relationships with familiar figures. Brand ambassadors, including celebrities, influencers, and animated characters, are widely recognized as powerful instruments in advertising persuasion, fostering consumer trust, brand associations, and purchasing decisions, as stated by Al-Turif & Al-Sanad (2023) and Lysonski et al. (2017)

Advertising research featuring popular child influencers (citizen ambassadors) resulted in higher levels of engagement and improved brand recall compared to conventional advertising (Kim et al., 2025). Furthermore, Chen Lou and Siu Ting Josie Kiew (2022), in their research, revealed that the nuances between influencers and traditional brand ambassadors and the effectiveness of each require further study.

The involvement of music in attracting viewers' attention has been used in determining the selection of preferred advertising music videos. (Yang et al., 2022). Personalized ad music reduces the perceived duration of the ad, which also has a positive impact on attitude towards the ad (Ran Maoely, 2022). Human perception of music and images can be closely intertwined, as they can evoke similar sensations and emotions. Mane & Gaikwad (2024) highlighted a very important finding about investigating the role of audio and musical elements in constructing brand identity, deepening emotional resonance, and guiding consumer responses. Advertising agencies often use audio and music over their visuals to engage more audiences and convey the emotions associated with their content more effectively. Matching visuals and music with comparable feelings can help people understand emotions more clearly and powerfully as stated by Chheda et al. (2023). The power of music is expected to bind the viewer's attention to recognize the brand.

Meanwhile, the efforts of the color design of the advertising logo for visual communication technology to contribute to big data science show that color can attract attention (Tian, 2023). Zhou et al. (2023) and Chan et al. (2023) explained the role of color in supporting the effectiveness of advertising and brand activism activities and color in strengthening AI-based product influencer recommendations.. Several such studies emphasize the importance of color psychology in marketing strategy (Harris, 2018).

There remains a clear gap regarding the specific role of brand ambassador cues, music, and color schemes in attracting attention and ultimately creating deeper persuasion (Choi & Song, 2024). This gap underscores the importance of further investigation to elucidate how these elements contribute to persuasive advertising strategies, specifically through the attention-shaping and memorability of advertising messages on the YouTube medium.

As such, this study seeks to bridge the existing knowledge gap by thoroughly examining how the role of brand ambassadors, musical elements, and color schemes combine and influence the focus of attention and memorability of advertising messages. The main focus of this research is on children's product advertisements on YouTube. With a deeper understanding of these persuasive components, we hope to formulate more effective advertising approaches to address common issues such as "ad saturation" and "tendency to skip ads" that are becoming increasingly common. The emphasis on these three elements is based on their capability to build strong emotional and cognitive bonds with audiences, allowing advertising messages to stand out amidst the flood of digital information and increasingly limited attention spans.

We anticipate that this research will make significant contributions, both theoretically by enriching the literature on persuasion in digital advertising and practically by providing valuable insights for marketers and advertising agencies. The findings from this investigation are expected to guide the design of more engaging and memorable advertisements, especially for the children's audience segment on the YouTube platform. Ultimately, through optimal utilization of brand ambassadors, music, and color, advertisers can enhance the usability of their campaigns, ensuring that the message is not only viewed but also understood and remembered, which in turn can drive the desired purchase behavior.

METHOD

This study adopts a quantitative approach to examine the influence of brand ambassadors, colors, and music in children's product advertisements on YouTube on the persuasive power of parent consumers. Data analysis was conducted using simple linear regression to measure and model the relationship between independent variables (brand ambassadors, colors, music) and dependent variables (consumer involvement).

Data collection was conducted by involving 18 YouTube advertisements that were selected based on the following criteria: (1) displaying products that are explicitly aimed at children, (2) using brand ambassadors (both animated and human characters), (3) highlighting the use of certain colors in their visuals, and (4) including significant music or jingles. The selection of children's product advertisements came from YouTube channels with the most followers with celebrity baby content, such as the accounts Ameena, Rayanza, Moana, El, and Issa, as well as the children's film program Marsha and the Bear, collected between March and May 2023.

For quantitative analysis, the operationalization of the variables was carried out as follows: Brand Ambassador (Independent Variable 1): The

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presence of a brand ambassador was measured as a dichotomous variable (0 = no clear brand ambassador or the main focus is not on the brand ambassador, 1 = there is a clear and prominent brand ambassador). Color (Independent Variable 2): The dominance of a particular color was measured based on an analysis of the main color palette in the advertisement. For simple linear regression analysis, colors can be categorized or measured based on the psychological intensity or valence associated with certain colors (e.g., a numeric scale based on emotional associations of color). The specific method of measuring color needs to be explained in more detail in the full research report. Music (Independent Variable 3): The presence of significant music or jingles was measured as a dichotomous variable (0 = no prominent music/jingle, 1 = prominent music/jingle). Alternatively, aspects of music such as tempo (beats per minute) or valence (the emotional scale of the music) can be measured if possible and relevant to the research objectives. Parental Consumer Persuasion (Dependent Variable): Consumer persuasion was measured through an online survey distributed to 100 parents of children aged 5 to 10 years.

The survey questionnaire was designed to measure the dimension of involvement with the level of persuasion towards the advertisement through a Likert scale measurement. Respondents were asked to view short excerpts from selected advertisements and then complete the questionnaire. The analysis of data collected from the survey was analyzed using a simple linear regression technique.

This analysis was carried out separately for each independent variable (brand ambassador, color, and music) to test their effects on the dependent variable (persuasiveness window towards parent consumers). The simple linear regression model used was:

$$Y=\beta_0+\beta_1X+\epsilon$$

where:

- Y = Parental consumer involvement
- β_0 = Intercept (constant)
- β_1 = Regression coefficient indicating the magnitude of the influence of the independent variable on the dependent variable
- X = Independent variable (brand ambassador, color, or music)
- ϵ = Error term

Before conducting the regression analysis, linear regression assumptions such as linearity and independence of errors will be checked to ensure the validity of the analysis results. The level of significance (α) is set at 0.05 to determine whether the influence of the independent variable on the dependent variable is statistically significant.

In measuring the effectiveness of advertising from the perspective of consumer engagement, this study focuses on parents' responses to the elements of the advertisements tested. The results of the regression analysis will show whether the presence of brand ambassadors, certain color characteristics, and the presence of music significantly affect the level of persuasion from parent consumers.

RESULTS AND DISCUSSION

The results of the research process from the data of 18 advertisements for children's products show how the appearance of the most prominent elements of the overall advertising elements or formulas are brand ambassadors, music, and colors. Other elements with less prominent messages, such as the element of time, the form of the message, the nature of the verbal message, and the narrator, are findings but not entirely analyzed in this study.

The research found advertisements using brand ambassadors and advertisements using citizen ambassadors. Advertisements with celebrity ambassadors use well-known Indonesian public figures and artists. Citizen Ambassadors are a type of advertisement that uses relatively less popular figures.

Furthermore, the findings of the music element included the categories of new music and memorable music. New music is advertising music that has just been used as an advertising jingle. Memorable music is familiar and has been previously recognized by consumers.

In the element of color in advertising, the findings show that all selected children's product advertisements use colors that strengthen the advertised brand. The colors observed in this study are related to the color of the setting or background impression in the first 5 seconds of the ad airing, and the dominant color used in the costume worn by the ambassador. In general, the results of this study are summarized in the table below:

Analysis of 18 selected YouTube ads targeting children revealed distinct patterns in the use of brand ambassadors, music, and color as persuasive elements. Each ad strategically integrated these components to increase viewer engagement, evoke emotional responses, and strengthen brand recall. Findings showed that ads featuring celebrity ambassadors generated significantly higher levels of engagement compared to ads without recognizable figures. This suggests that audiences for children's products develop parasocial relationships with familiar characters, making them more receptive to advertising messages. Furthermore, the data highlighted that ads incorporating specific color schemes and familiar, recognized, or legendary music tended to retain consumers' attention for longer durations.

Table 1. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.584	.815		.717	.475
Ambassador	.325	.090	.317	3.588	.001
Music	.479	.116	.442	4.143	.000
Color	.138	.109	.130	1.264	.209

a. Dependent Variable: Memory

Based on Table 1, the Regression Formula of this study:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 0,584 + 0,325X_1 + 0,479X_2 + 0,138X_3 + 0,815$$

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The purpose of this finding is

1. (Constant) = 0.584: This is the intercept or constant value. If all independent variables (Ambassador, Music, Color) are zero, then the memory value is estimated at 0.584.
2. Ambassador = 0.325: Each one-unit increase in the Ambassador variable will increase Memory by 0.325 units, assuming Music and Color are constant.
3. Music = 0.479: Each one-unit increase in the Music variable will increase Memory by 0.479 units, assuming Ambassador and Color are constant.
4. Color = 0.138: Each one-unit increase in the Color variable will increase Memory by 0.138 units, assuming Ambassador and Music remain.
5. Std. Error (Standard Error): This is a measure of how likely the sample regression coefficients are to differ from the true population regression coefficients. The smaller the standard error value, the more accurate the estimate of the regression coefficients.

Based on Table 1. The results of this research hypothesis test are:

1. The regression coefficient value of the ambassador variable is 0.325, and the Sig value is 0.001. So the influence of ambassadors advertising children's products has a positive and significant effect on consumer memory for children's products. So hypothesis-1 (H1) is accepted
2. The regression coefficient value of the music variable is 0.479, and the Sig value is 0.000. So the influence of music advertising for children's products has a positive and significant effect on consumer memory for children's products. So, hypothesis 2 (H2) is accepted.
3. The regression coefficient value of the color variable is 0.138, and the sig value is 0.209.

So the influence of advertising music for children's products has a positive and significant effect on consumer memory. So, hypothesis 3 (H3) is rejected. The regression analysis results show that brand ambassadors have a positive and significant influence on consumer memory of children's products (regression coefficient = 0.325, significance = 0.001).

This finding is in line with the source credibility theory, which states that the attractiveness, trustworthiness, and expertise of the message source (in this case, brand ambassadors) positively influence consumers' reception and processing of information, which in turn increases memory retention of brands and products (Ohanian, 1990). In the context of child consumers, a well-liked and trusted ambassador figure can create a stronger emotional attachment, facilitating the encoding of brand information into long-term memory. This positive and significant effect implies that the selection of brand ambassadors that are relevant and attractive to the target audience of children is an effective strategy for building brand recall and brand recognition.

Furthermore, music in children's product advertisements was also shown to have a positive and significant influence on consumer memory (regression coefficient = 0.479, significance = 0.000). These findings support the role of music in advertising as a powerful mnemonic device. Music with catchy melodies, memorable lyrics, and rhythms that suit the target audience can

increase children's attention and engagement with the advertisement, facilitating the formation of strong associations between music and brand (Gorn, 1982). This significant effect of music indicates that designers of children's product advertisements need to pay special attention to the selection or creation of music that is not only catchy but also effective in embedding the brand message and increasing the likelihood of the brand being recalled by child consumers later in life.

In contrast, the color variable in children's product advertisements showed a positive but insignificant influence on consumer memory (regression coefficient = 0.138, significance = 0.209). Although color has an important role in attracting visual attention and evoking emotions (Singh, 2006), the statistical insignificance in this study suggests that, in this context, the influence of color may be more stable or interact with other factors not measured in the model. Another possibility is that the variation in color preference among child consumers is greater than the influence of brand ambassadors and music, making the average effect of color statistically insignificant in this sample. Nonetheless, the positive direction of the coefficient indicates that selecting a color palette that matches children's preferences remains relevant in advertising strategies, although the impact on memory may not be as strong as the brand ambassador and music elements.

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812 ^a	.659	.649	1.35153

Predictors: (Constant), Color, Ambassador, Music

According to the Model Summary table, the Adjusted R Square value is 0.649, indicating that 64.9% of the variation in consumer memory related to children's products can be explained by the three independent variables: brand ambassador, music, and color. The remaining 36.1% is attributed to other influencing factors not included in the scope of this research.

The Adjusted R Square value of 0.649 or 64.9% has important implications regarding how well this regression model can explain variation in consumer memory of children's products based on the three independent variables tested (brand ambassadors, music, and color). This figure suggests that almost two-thirds of the variation in consumer memory can be predicted by the combination of these three advertising elements. The remaining 36.1% variation in consumer memory not explained by the model indicates that other factors also play a role in influencing brand recall in children that were not included in this study.

The findings of this study offer practical recommendations for marketers targeting children's products. Prioritizing the use of engaging brand ambassadors and incorporating appealing, contextually relevant music proves to be more effective in enhancing brand recall than relying solely on color schemes. In crafting advertisements for children, strategic choices around ambassador selection (Puspitasari et al., 2023) and musical composition

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(Atmakuri et al., 2022) should take precedence. Although color contributes to visual attractiveness, its direct influence on memory retention appears relatively limited within the scope of this model.

To deepen the analysis and reinforce the conclusions, the study draws upon persuasive communication theory. This theoretical framework aids advertisers in understanding how consumers interpret messages, form attitudes, and make purchasing decisions. Persuasive theory serves as a foundation for constructing compelling advertising content, enabling marketers to reshape unfavorable perceptions, reinforce positive ones, and stimulate consumer action. When applied effectively, persuasive principles enhance the impact of advertisements, making them more engaging, memorable, and action-oriented as stated by Oyibo & Toyonaga (2024).

Furthermore, the study introduces “Com Tech,” a set of persuasive techniques designed for technology-driven advertising. This concept integrates communication design, user experience, and persuasive strategy by synthesizing and expanding existing frameworks. The “Com” component refers specifically to communication design, which is categorized into two main approaches: framing-based and appeal-based (Oyibo, 2024). Overall, persuasive theory remains a cornerstone of contemporary advertising, offering valuable insights for crafting impactful messages and fostering stronger consumer relationships.

Brand ambassadors play a pivotal role in advertising aimed at children, particularly when celebrities are involved. Their presence in commercials fosters emotional familiarity and strengthens brand recall, making advertisements more engaging and memorable. This aligns with existing research on parasocial relationships, which suggests that consumers are more likely to remember and trust ads featuring recognizable figures. Beyond endorsement, ambassadors serve as experiential connectors, helping to make the advertising content more relevant and resonant for young audiences.

In today's digital advertising landscape, ambassadors act as vital links between brands and child consumers. Campaigns featuring high-profile social media influencers tend to generate stronger engagement, such as likes, comments, and shares than those with lesser-known figures. Animated characters from popular children's shows also contribute to increased interaction and appeal. These ambassadors not only deliver promotional messages but also shape social norms, encouraging children to emulate behaviors and preferences associated with admired personalities.

This study diverges from earlier perspectives that viewed brand ambassadors as universally applicable across product categories. Instead, it emphasizes their strategic importance in children's advertising, where their influence extends to visibility, relevance, and purchase decisions. Choosing the right ambassador—based on popularity, credibility, brand alignment, and the ability to communicate through relatable narratives—is essential for developing effective and impactful campaigns targeting young audiences (Suleman et al., 2023).

Music plays a vital role in enhancing the emotional depth and persuasive impact of advertisements, particularly for children's products. Studies have

shown that music can evoke strong emotions and add meaning even to simple visual scenes, especially when synchronized with imagery that shares similar emotional tones (Ann-Kristin Herget, 2019); (Atmakuri et al., 2022). Advertising agencies often prioritize audio elements over visuals to better communicate emotional content and engage audiences more effectively. The integration of background music with visual storytelling has been found to strengthen the overall persuasive power of advertisements, supporting the effectiveness of multisensory marketing strategies in boosting consumer engagement (Zhang et al., 2023)

In the context of children's advertising, music serves not only as entertainment but also as a strategic tool for building emotional connections, reinforcing brand messages, and encouraging desired consumer actions. Research highlights that well-chosen music can stimulate imagination, enhance appeal, and create memorable experiences for young audiences (Liu et al., 2023). Elements such as tempo, tone, and lyrical content influence consumer mood and attention. Rhythmic and familiar tunes tend to evoke nostalgia, while novel melodies spark curiosity. Catchy jingles and product-relevant lyrics improve message retention and brand awareness, making music a powerful vehicle for persuasion in children's marketing

Moreover, music significantly affects how consumers process advertising content. Appropriate musical choices can heighten attention and emotional engagement, whereas mismatched or distracting music may reduce ad effectiveness. As Dogaru et al. (2024) stated, emotional valence can shape consumer attitudes and behavior, whether the music is happy or sad. Advertisers must therefore carefully select music that aligns with the intended message and emotional tone of the campaign. When combined with compelling brand ambassadors, music can amplify consumer attention and make advertisements more impactful. Ultimately, the strategic use of music in children's product advertisements improves recall and can positively influence purchasing decisions, as stated in the study by Sánchez-Olmos & Castelló-Martínez (2020)

This study underscores the strategic importance of color in advertising children's products. Bright, saturated hues particularly red, yellow, and blue are shown to effectively capture and sustain children's attention, aligning with established principles of color psychology. Warm tones evoke excitement, while cooler shades foster trust, making color a powerful tool for shaping brand perception. Dynamic transitions and high contrast further enhance viewer engagement, while consistent use of color-coded branding strengthens product recognition and associative memory. Designers often use color to define brand personality and influence purchase intent, though automated color design remains a challenge due to the need to balance aesthetic goals with brand-specific requirements. Ultimately, color functions not merely as decoration but as a persuasive visual language capable of evoking emotion, reinforcing brand identity, and guiding consumer behavior.

The study also raises critical ethical questions about marketing practices targeting children. Given their heightened susceptibility to persuasive messaging, the use of vibrant visuals and familiar figures demands greater

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scrutiny. While aesthetic strategies are central to influencing consumer behavior, responsible advertising must prioritize protection and transparency. Regulatory bodies are encouraged to implement stricter guidelines to ensure ethical standards. Although the study offers valuable insights, its scope is limited to a specific set of YouTube ads, suggesting the need for longitudinal and cross-cultural research across diverse platforms. In conclusion, the findings advocate for an integrated audiovisual strategy in children's advertising—one that balances creativity, effectiveness, and ethical responsibility in an increasingly immersive digital landscape.

CONCLUSION

The role of brand ambassadors, music, and colour in enhancing the persuasiveness of children's product advertisements on YouTube is crucial. The analysis revealed that the presence of brand ambassadors positively and significantly strengthened the persuasiveness of advertisements through the appeal and memorability of advertising messages. Music also contributes to persuasive effectiveness, albeit to a lesser extent, with recognizable melodies aiding consumer recall. Color emerged as a critical factor in reinforcing brand identity, especially when dominant hues are consistent with brand visuals, strengthening memory retention. Brand ambassadors and music play a substantial role in supporting brand reinforcement strategies. Regarding this, the current study analyzed insights that suggest that advertisers should emphasize using familiar ambassadors and engaging musical elements to improve recall among parental audiences. Nonetheless, the study is limited by excluding mediating variables, which may have restricted the analytical depth. Future research is encouraged to integrate such variables and investigate additional components, such as the role of narrators and the structural design of verbal and written messaging, to deepen the understanding of advertising effectiveness in children's products.

AUTHOR STATEMENTS

Dian Marhaeni Kurdaningsih conducted the research and carried out the survey and observation. **Didik Murwantono** assisted in collecting primary and secondary data. Meanwhile, **Anis Turmudhi** performed the data analysis, and **Destary Praptawati** assisted in writing and editing the article.

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