Attention in Advertising

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Overview

- What stimuli grab our attention?
- Our Study- Attention and Affect in Alcohol Advertisements
- The Stimuli Used
- Behavioral Results
- Eye Tracker Results
- Brief Takeaways
What Stimuli Grab Our Attention?

- High-contrast
  - Bright Colors
  - Sharp Edges
- Faces
  - Eyes directed towards viewer
- Rich Texture Gradients
- Impossible or Unlikely Images
Our Study- Attention and Affect in Alcohol Advertisements

21 college-aged participants
- 6 Females, 15 Males
- Each filled out initial questionnaire to ascertain experience with alcohol

Asked Each participant to look at 3 sets of 7 images
- Immediately rated each on appeal using 1-7 scale
- Recalled advertisement that liked best and that remembered best at end of each set
- Judged central message of each advertisement by categorizing it
  - Smooth, Refreshing, Good Taste, Exciting, Classy, Don’t Remember, Other
The Stimuli Used
Behavioral Results- Immediate Ratings

- No Statistically Sig. Differences
- Above Average (Average > 5)
  - Southern Comfort
  - Level
- Below Average (Average < 3)
  - Dos Equis
- High Variance (SD > 1.7)
  - Evan Williams
  - St. Pauli Girl
  - Ketel One
Behavioral Results - Immediate Ratings (cont.)

- **Male/Female**
  - Statistically Significant Difference
    - Both Evan Williams Ads
    - Both St. Pauli Girl Ads

- **No Statistical Difference**
  - Heavy/Light Drinker
  - Prefer Beer/Prefer Other
  - Wine/Other Most Prevalent in House
Liking and Remembering Ads

# Times Remembered

0 1 2 3 4 5 6 7 8

# Times Liked

0 1 2 3 4 5 6 7 8

1800
Evan Williams (Fish), Jose Cuervo Black
SKYY
Ketel One
Southern Comfort
Level
Evan Williams
Behavioral Results- Post-set Questionnaire (cont.)

Utility of Advertisements

- Southern Comfort
  - 19, 17
- Ketel One
  - 13, 13
- Level
  - 10, 6
- Evan Williams
  - 5, 2
- Jameson
  - 5, 2
- Evan Williams (Fish)
  - 2, 1

Like or Remember

Used Name in Survey
Behavioral Results- Post-set Questionnaire (cont.)

Over 50% of participants agree

- Refreshing
  - Bacardi Melon, Stoli
- Smooth
  - Jose Cuervo Black
- Good Taste
  - Jameson, Southern Comfort
- Exciting
  - Dos Equis, Evan Williams, Parrot Bay, St. Pauli Girl (2)
- Classy
  - SKYY, Yellow Tail, Level
Eye Tracker Results- Good Advertisements
Eye Tracker Results- Good Advertisements
Eye Tracker Results- Good
Advertisements
Eye Tracker Results - Bad Advertisements
Eye Tracker Results - Bad Advertisements
Eye Tracker Results-Male Targeted Advertisements

No Difference Between Where Males and Females Look on These Images
Brief Takeaways

- Bright colors help stimulate positive affect
- Postures can direct attention
- A few directed focal points work best
- Uncommon images can backfire if the message is too obscure