Introduction

In order to turn children into consumers, the audiovisual media attract their attention by resorting to any kind of techniques using color, sound, images, simple rhymes and brief messages, as well as quick cuts which are conducive to automatic processing.

The aim of this study is to find out which elements do boys and girls perceive in advertising, and if there are any differences in the audiovisual processing between boys and girls.

Methodology

A test group was carried out in an 6th grade students with a public elementary school in Barcelona, 22 boys and 16 girls between 10 and 11 years old.

After the commercial was shown, the subjects were asked to answer a questionnaire on the elements remembered and perceived.

Results

The results show the visual and auditory elements children perceived in each commercial, as well as the differences in audiovisual processing between boys and girls.

Thus, while boys visually perceived the product itself (the tangible), and perceived the action and the brand, while girls auditorily perceived the speaker’s voice, and were more commonly perceived the sound of music.