

# Juvenile perception

## of advertising:

### from audiovisual processing to advertising response

#### Introduction

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

#### Objectives

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 perception of each gender. The study was carried out on 22 boys and 16 girls between 10 and 11 years old.

#### Methodology

4 TV commercials for products targeted at a young audience, broadcast in time bands devoted to children's television programmes, were chosen:

- 1) a commercial for a toy commonly consumed by boys: ACTION MAN (Hasbro).
- 2) a commercial for a toy commonly consumed by girls: BARBIE.
- 3) and 4) commercials for sports shoes used by both boys and girls: ADIDAS and NIKE.

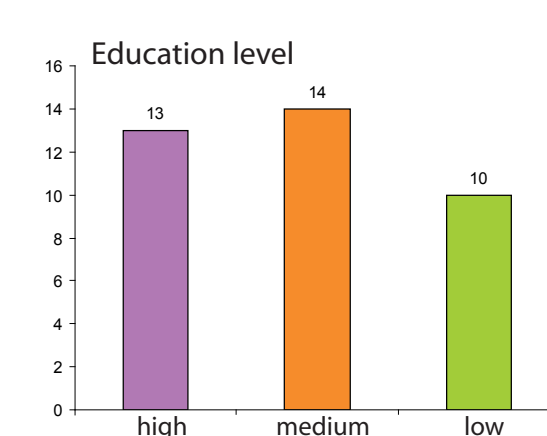
Before the commercial was shown, the subjects were asked to answer some questionnaire about their TV consumption, their attitude towards TV and advertising and, last but not least, about their awareness of advertising.

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

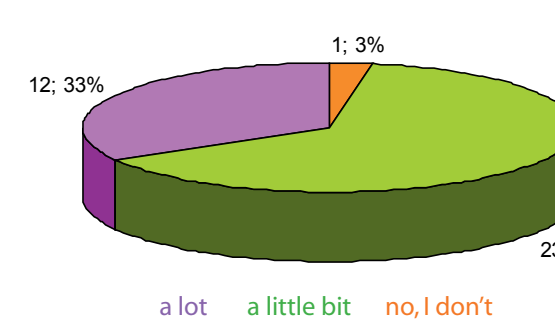
#### Test group

The study was carried out on 38 6<sup>th</sup> grade students visiting a public elementary school in Barcelona: 22 boys and 16 girls between 10 and 11 years old.

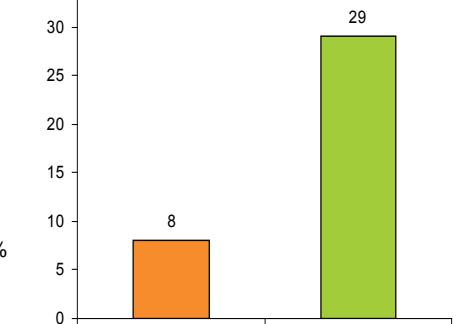
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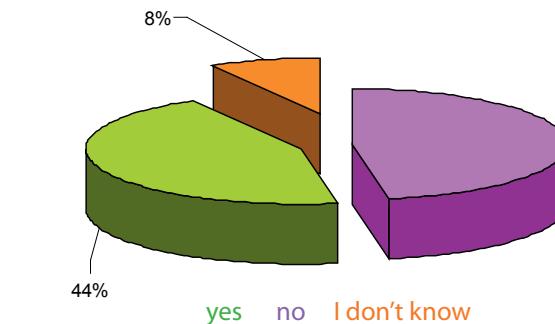
#### Do you watch TV?



#### What do you like about TV?

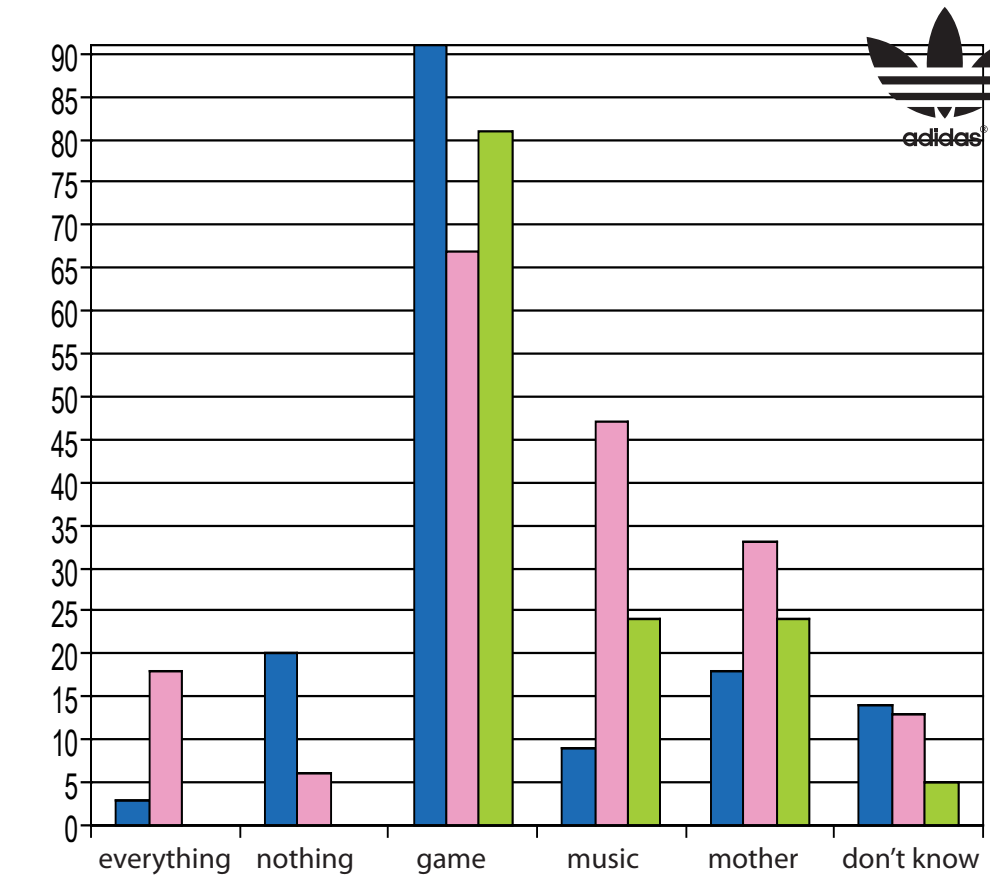
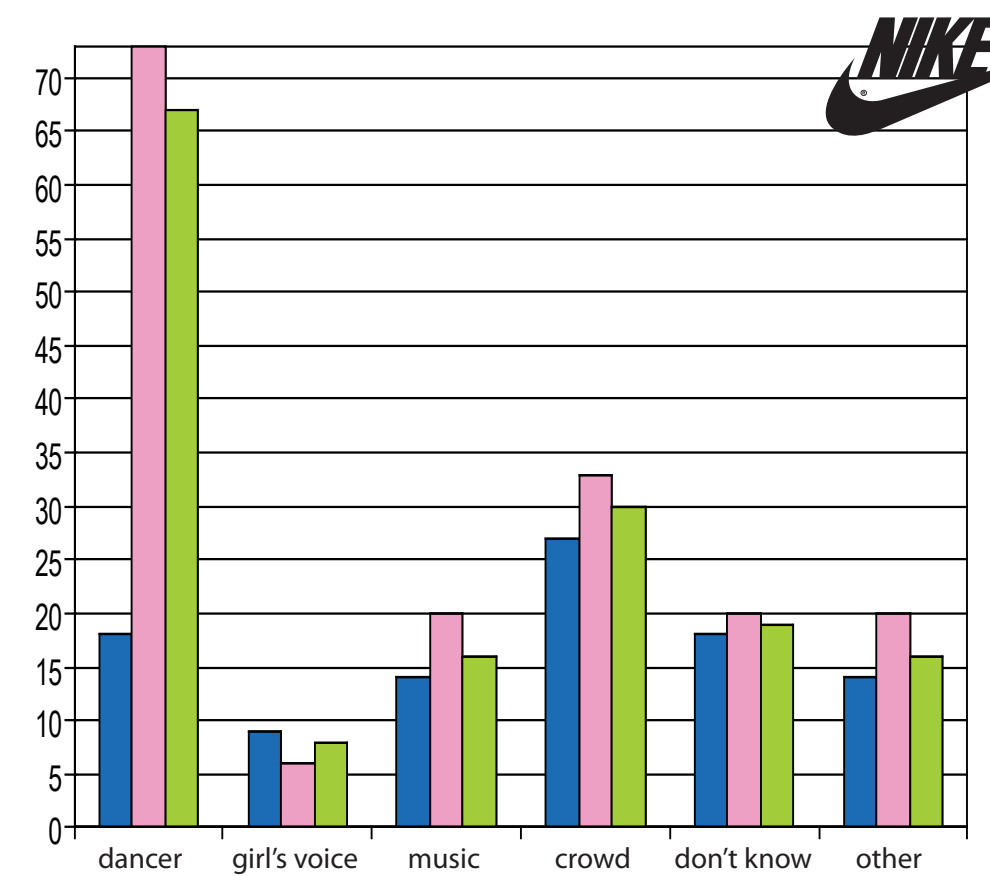
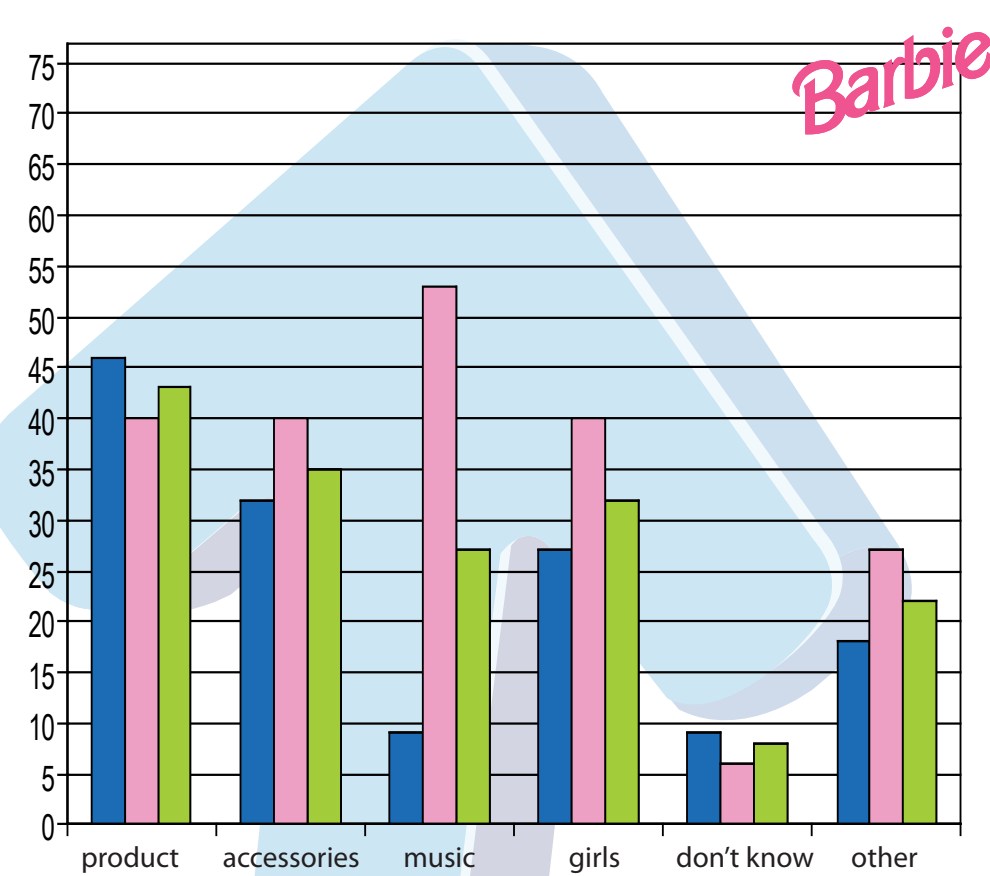
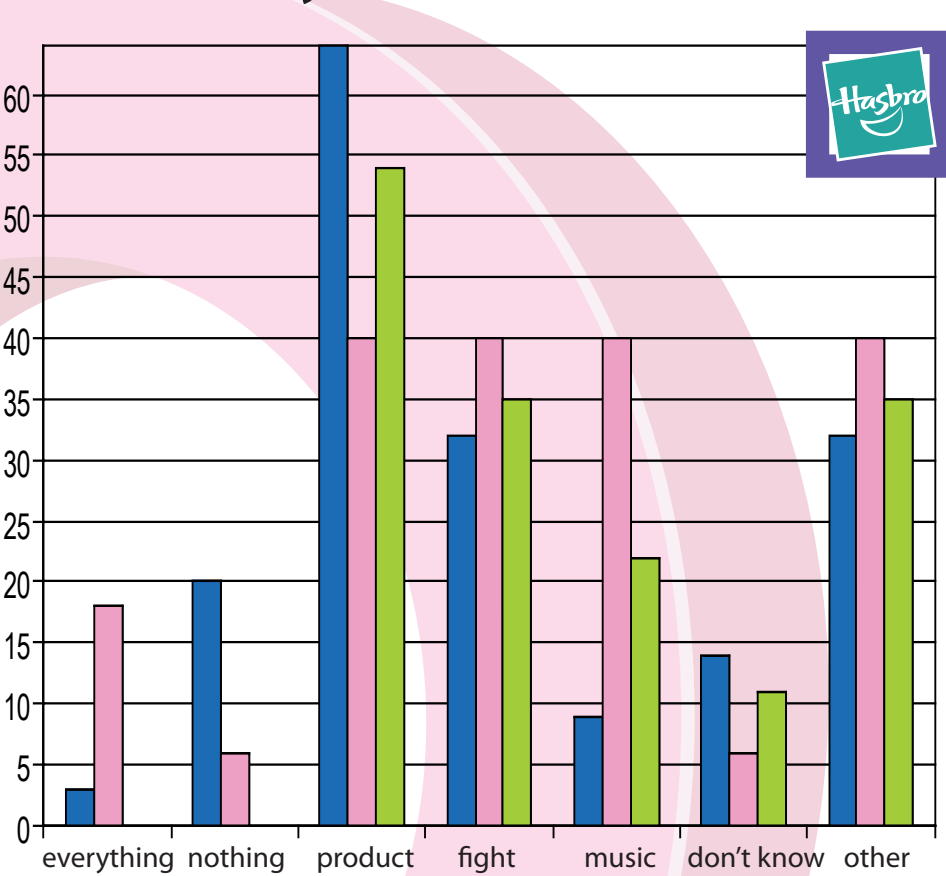


#### Do you like TV commercials?

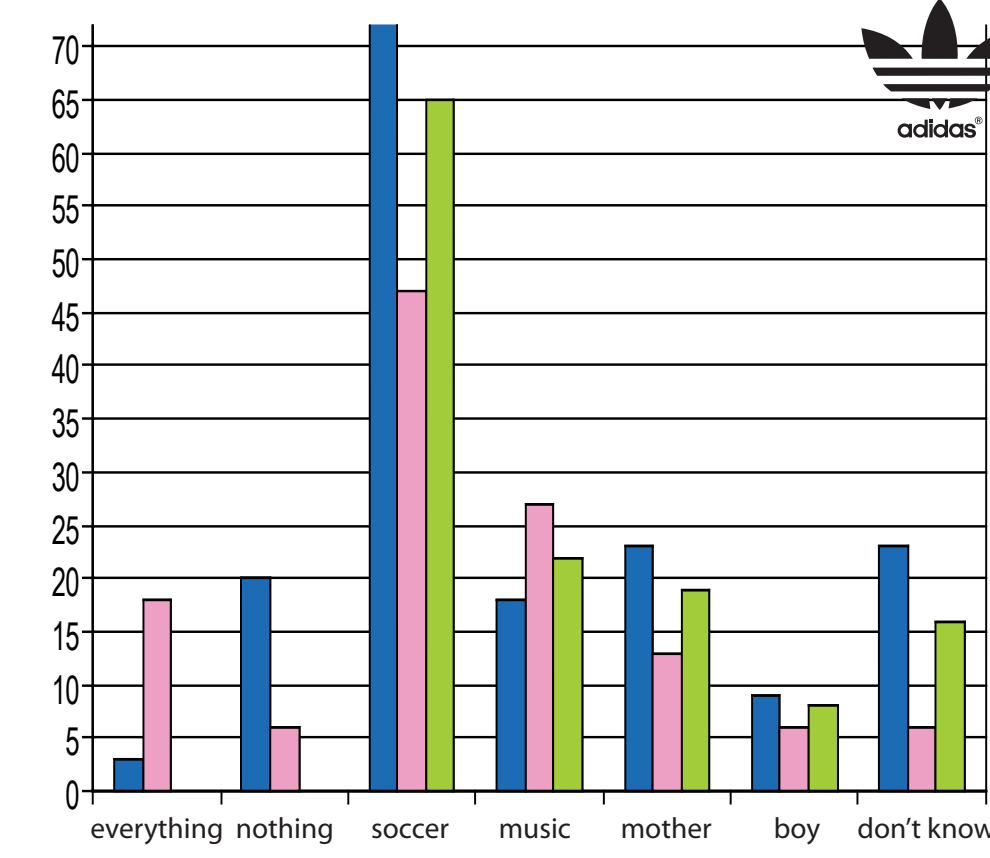
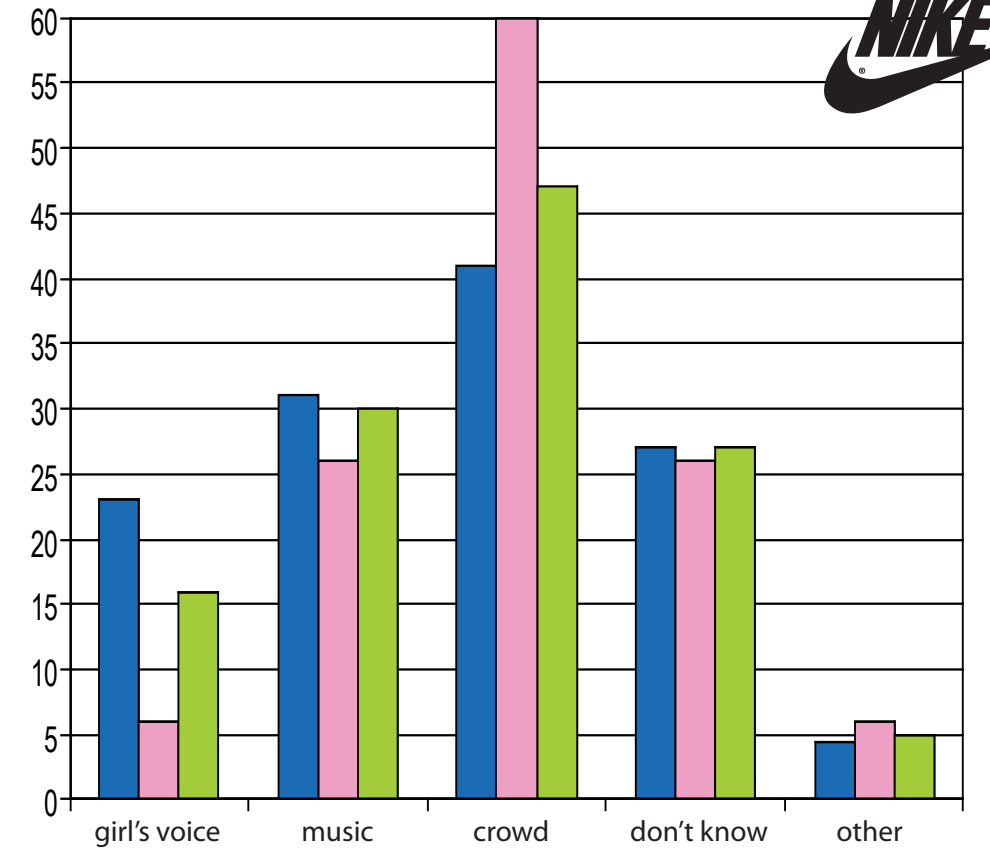
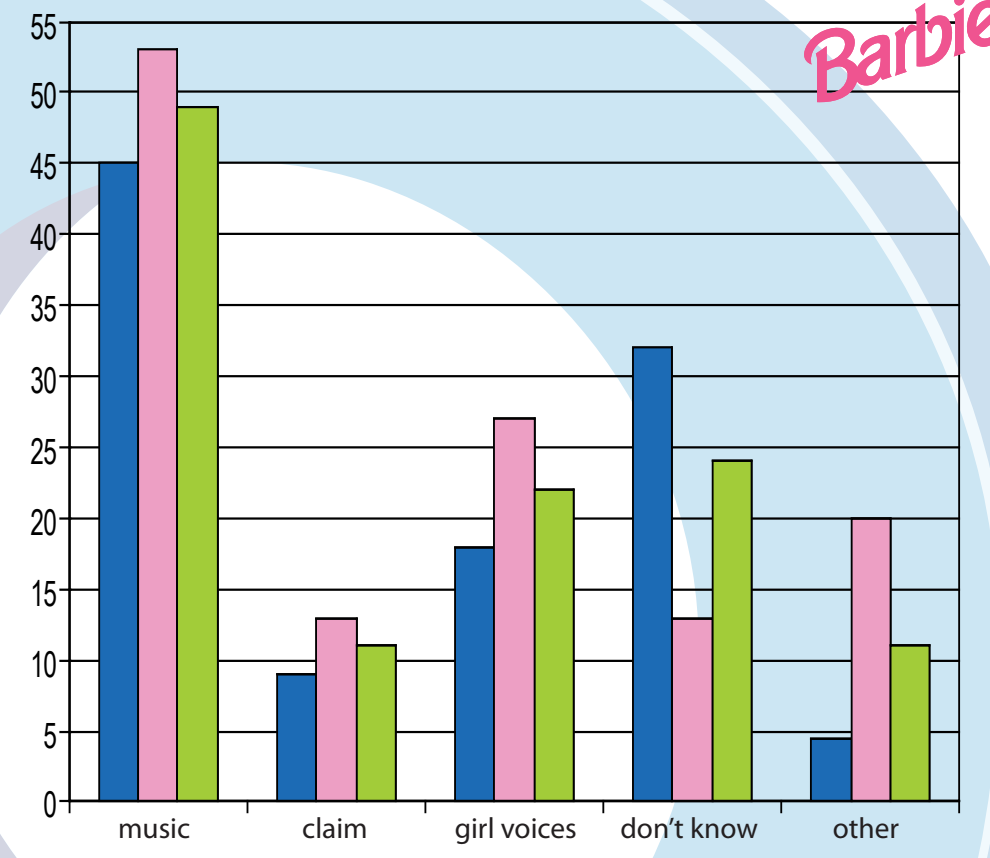
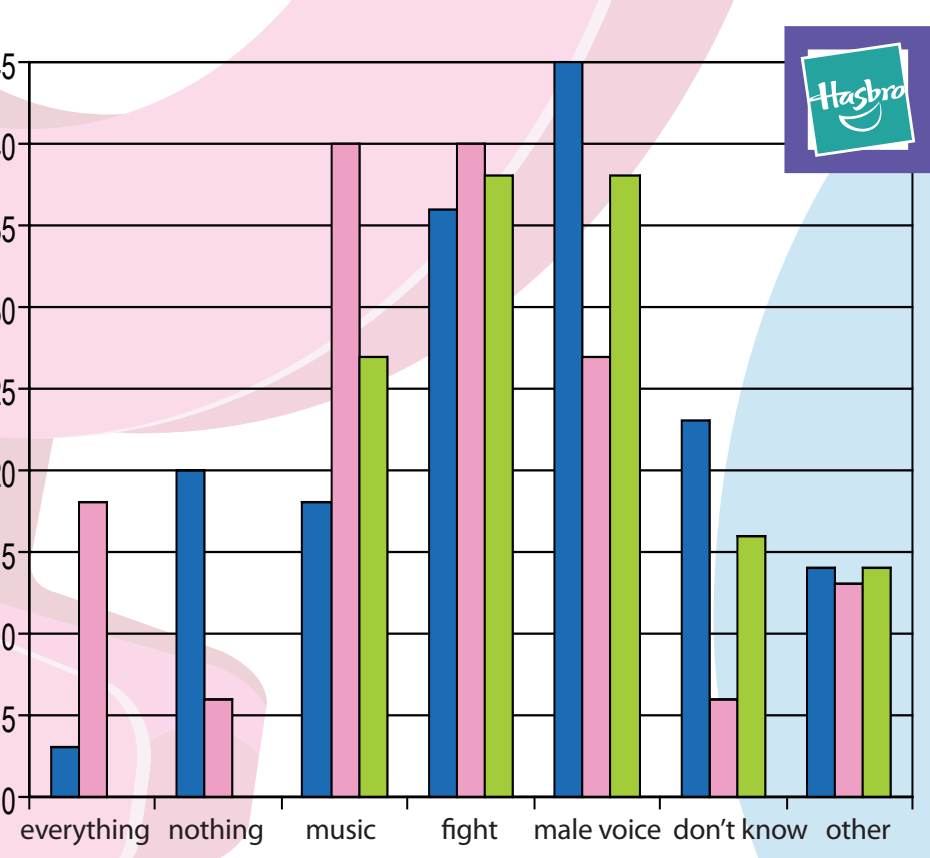


## Results

#### What did you see?



#### What did you hear?



## Conclusions

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.

*Getting more information about the recollection and perception of juvenile advertising is crucial to comparing the results in order to analyze the possible influence of other social and individual variables.*

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

#### References

Gunter, et al. (2005). *Advertising to Children on TV: content, impact and regulation*. London: Lawrence Erlbaum Associates.

Haque, et al. (2004). Gaining a competitive Adangate from Advertising (Study on Children's Understanding of TV Advertising). *Journal of American Academy of Business*, 4, 1/2, 302.

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