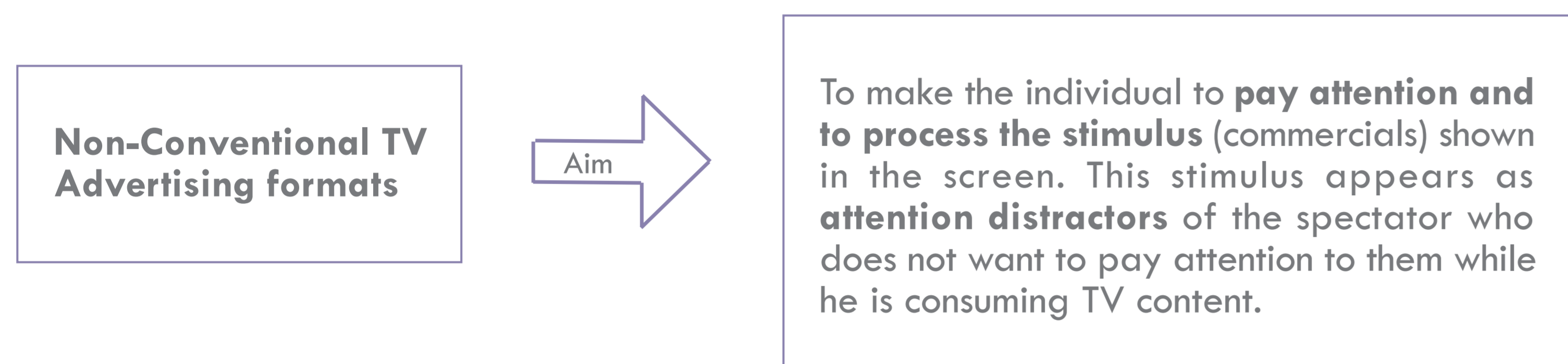


Introduction



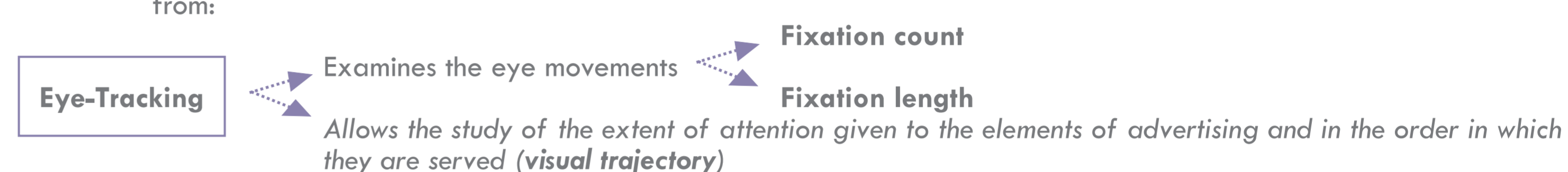
Although an individual does not intend to respond to a stimulus, this does not prevent it having a **clear effect on attention** (Pieters & Wedel, 2007).

"LEAKAGE" (escape): the semantic processing of distractor stimulus while the focus is elsewhere (Lachter, Forster & Ruthruff, 2004).

Although there are no studies about linking attention with this type of advertising format, certainly there are about attention and publicity in general: It is increasingly **difficult to attract and retain consumers' attention** and establish strong memory traces for the brand announced (Pieters, Warlop & Wedel (2002).

Last decade: investigations are focused on commercial applications of Eye Tracking technology to assess the effectiveness of visual marketing efforts:

→ The eye movements are closely related to the process of covert visual attention. Different studies (Pieters & Wedel, 2007; Wedel & Pieters, 2008) according to the theories of visual attention of Van der Heijden evaluate visual attention from:

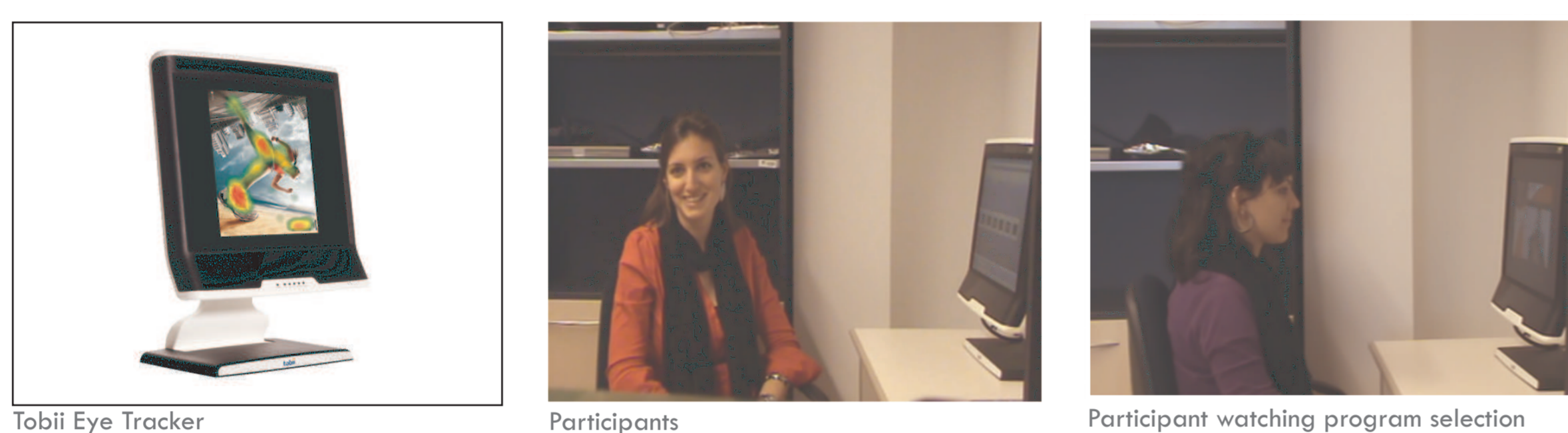


Purpose:

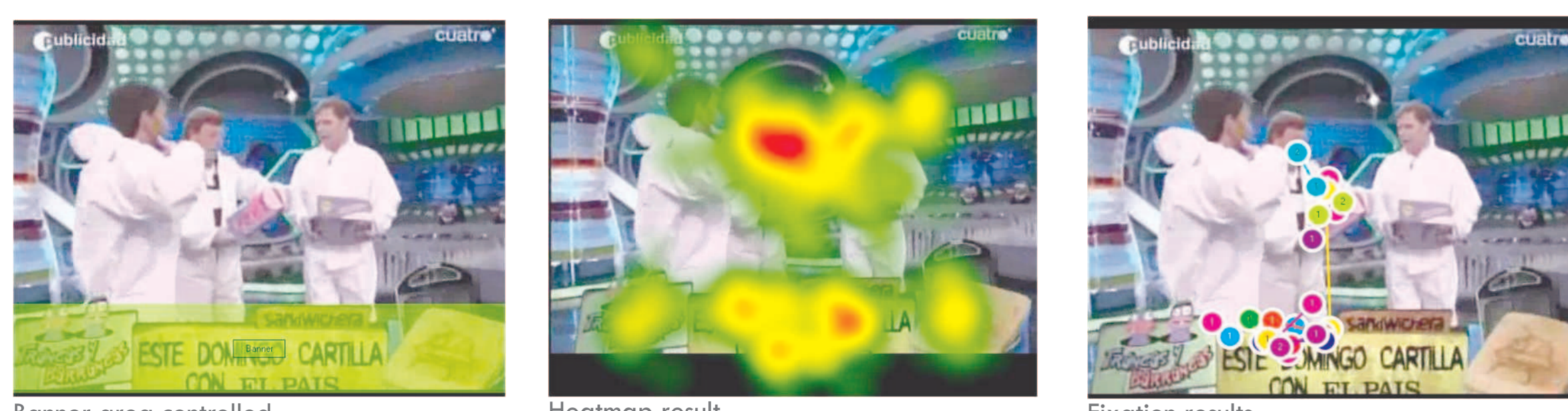
To know the **visual impact** of these advertising formats and the **viewers' behaviour**.

Methodology

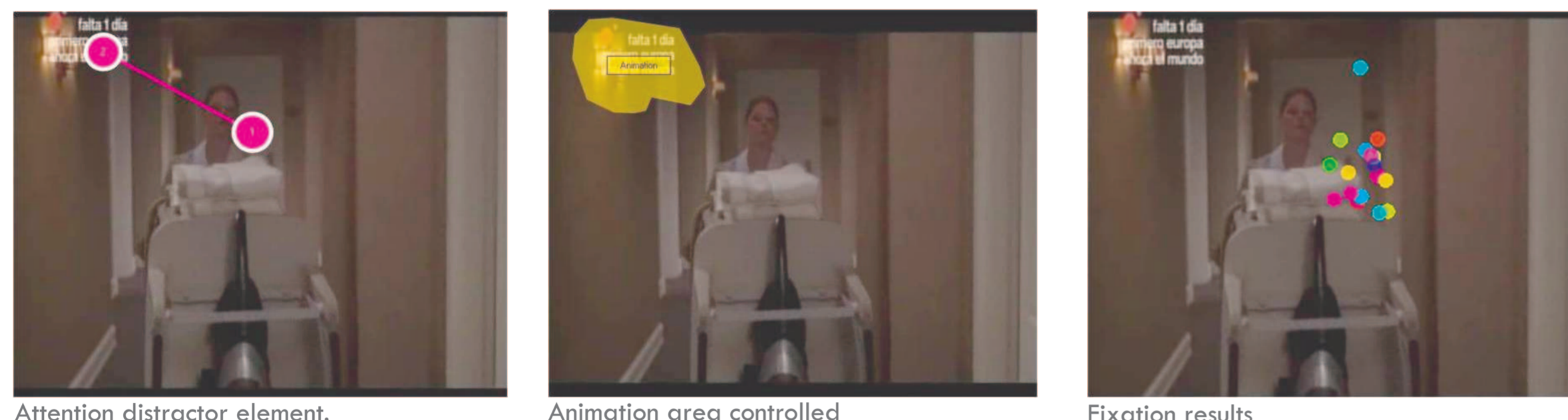
Material and participants



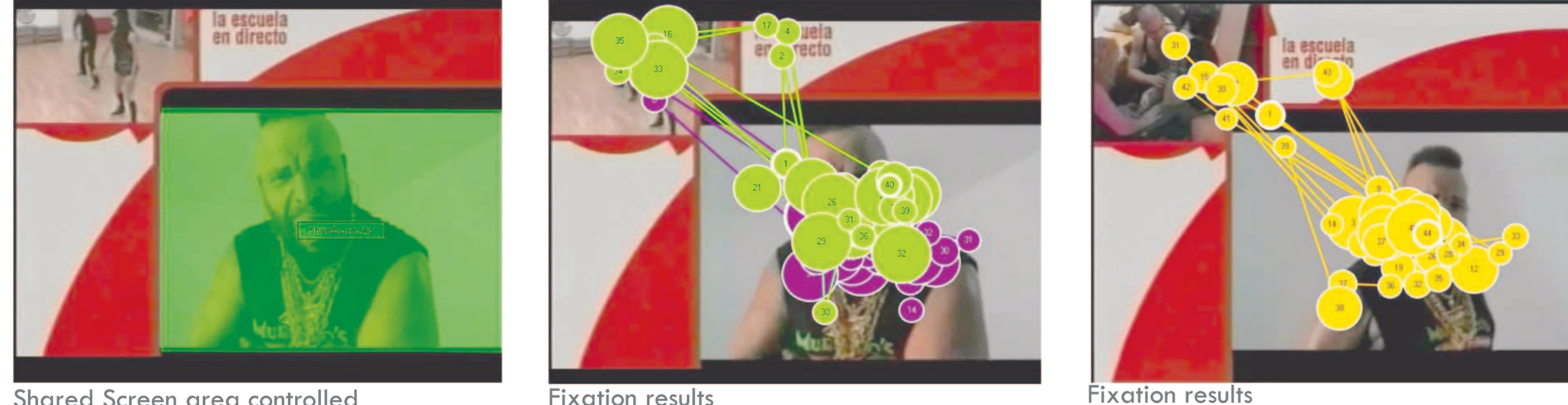
Banners (B)



Animation (A)



Shared Screen (SS)



Material selection process:

1. Select TV channels and time slots (prime time)

2. Advertising Zones Analysis:
Non-Conventional TV Advertising (NCA)
Conventional TV Advertising (CA)

Advertising analysis of Spanish TV channels				
	3	tve	el trece	antena 3
	audiencia	audiencia	audiencia	audiencia
19:45 - 18:30 (1:35 min)	CA	NCA	CA	NCA
21:45 - 00:30 (1:35 min)	NCA	CA	NCA	CA
	NCA: channel advertising	NCA: A, S, SS commercial brands	NCA: A, S, SS sports events	CA

These data controlled on 7 consecutive work days.

3. Stimuli selection:

Channel: QUATRO
Fragments of TV programs and Non-Conventional Advertising Formats (Stimuli):

- Entertainment-night ("El Hormiguero"): **BANNER (S)**
- Sitcom "Medium" (night): **ANIMATION (A)**
- Reality-show ("Fama"): **SHARED SCREEN (SS)**

Participants

28 voluntary university students → 25 useful subjects → 18 women
7 men

Correct or corrected vision with glasses or contact lenses
They received a certificate of participation in research

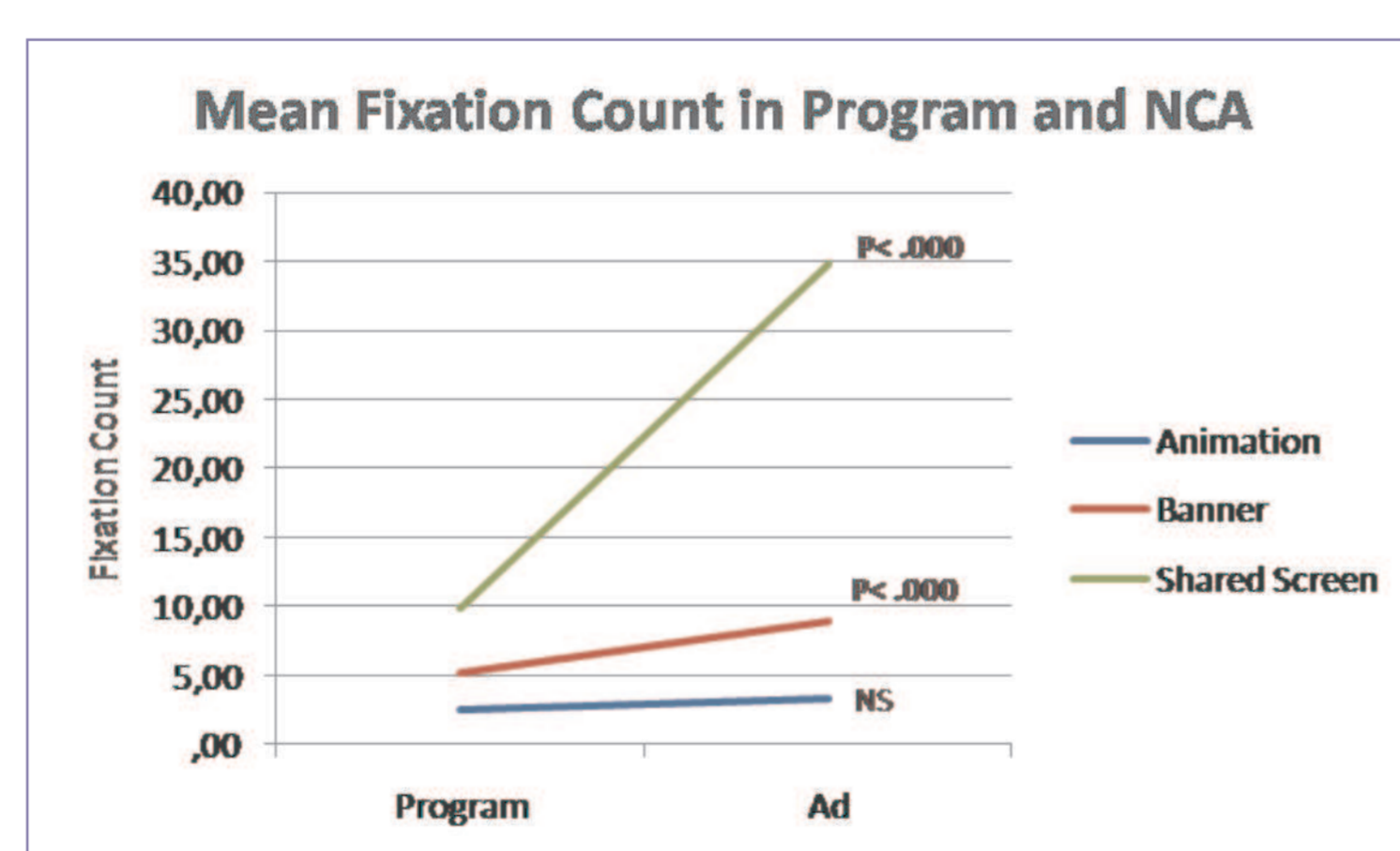
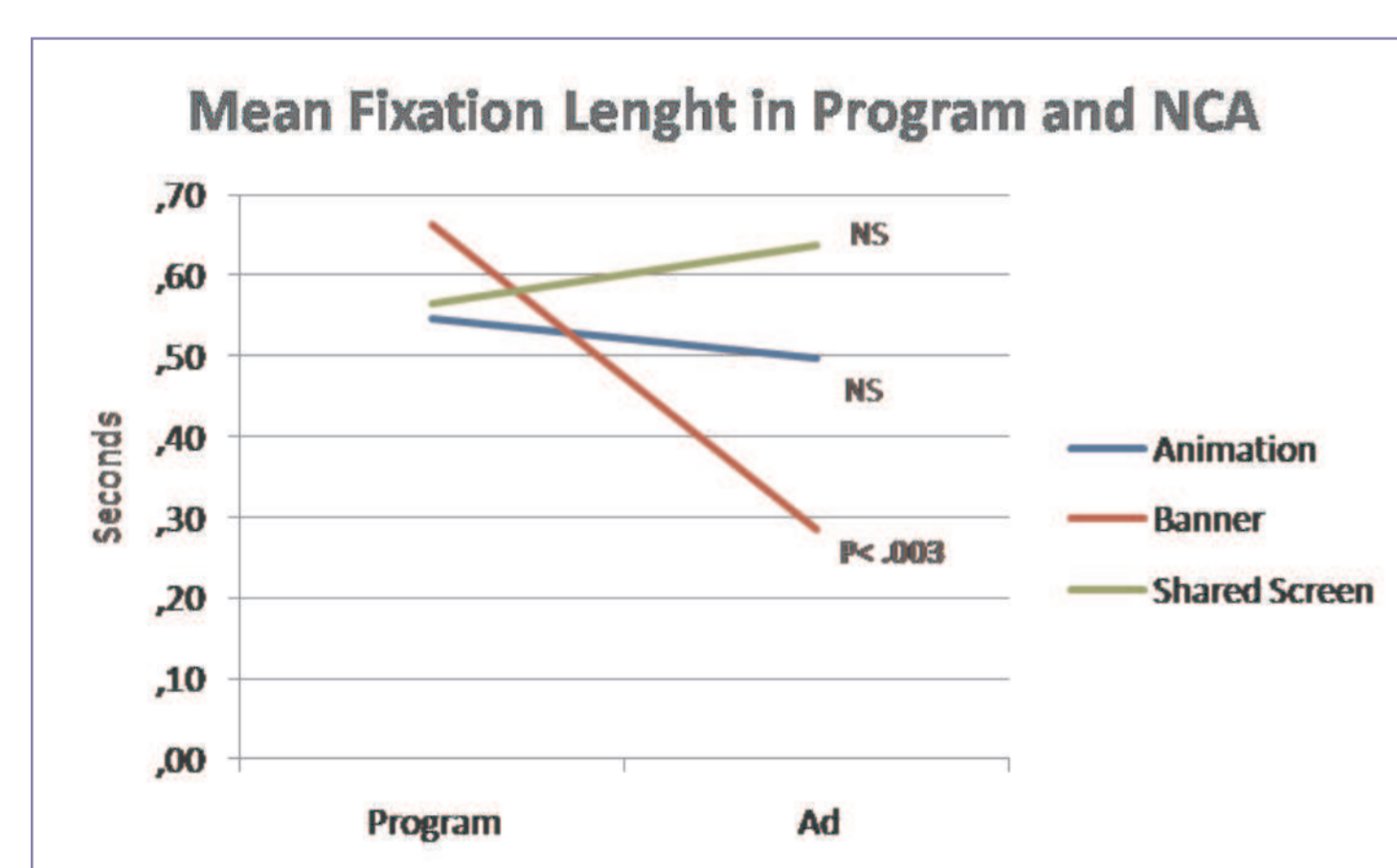
Procedure

Stimulus: program fragments which contain each of the 3 analyzed advertising formats:
B / A / SS (Random Presentation)

1. Each participant watches the **3 TV program fragments** (Individual presentation)
2. Each fragment contents 1 of the advertising formats analyzed: **B / A / SS**
3. Their visual behavior is recorded by **Eye Tracker (Tobii T60)**

The particular Eye Tracker model used is **not intrusive**, as a part of the screen which integrates the eye tracker technology and works automatically, it does not contain any extra dispositivo that could alter subject attention, and allows his free mobility as if he was watching TV normally.

First results



The fixation length results were taken from the first seconds after the aparition of the ads

Some conclusions

The results show the **visual impact** of Non-conventional TV Advertising formats and the **visual behavior** when the stimulus (commercial) appear. This is due to the eye focusing in each of the points; it's the time that takes and the visual trajectory, as all of them are recorded.

The results also show the **attention value of each area** of the screen depending on the advertising format (stimulus) inserted and its visual features: screen area where appears, shape, size, type of movement, and kind of fragment program.

The visual results obtained lead to the conclusion that **the effectiveness of using these kinds of advertising strategies on TV is effective** taking into account the limitations mentioned in the previous conclusions.

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