



EFFECTIVENESS AND IMPACT MEASUREMENT OF LINEAR AND NON-LINEAR TV ADVERTISING COMPARED TO PRINT

EYE TRACKING STUDY IP AUSTRIA

Walter Zinggl, CEO

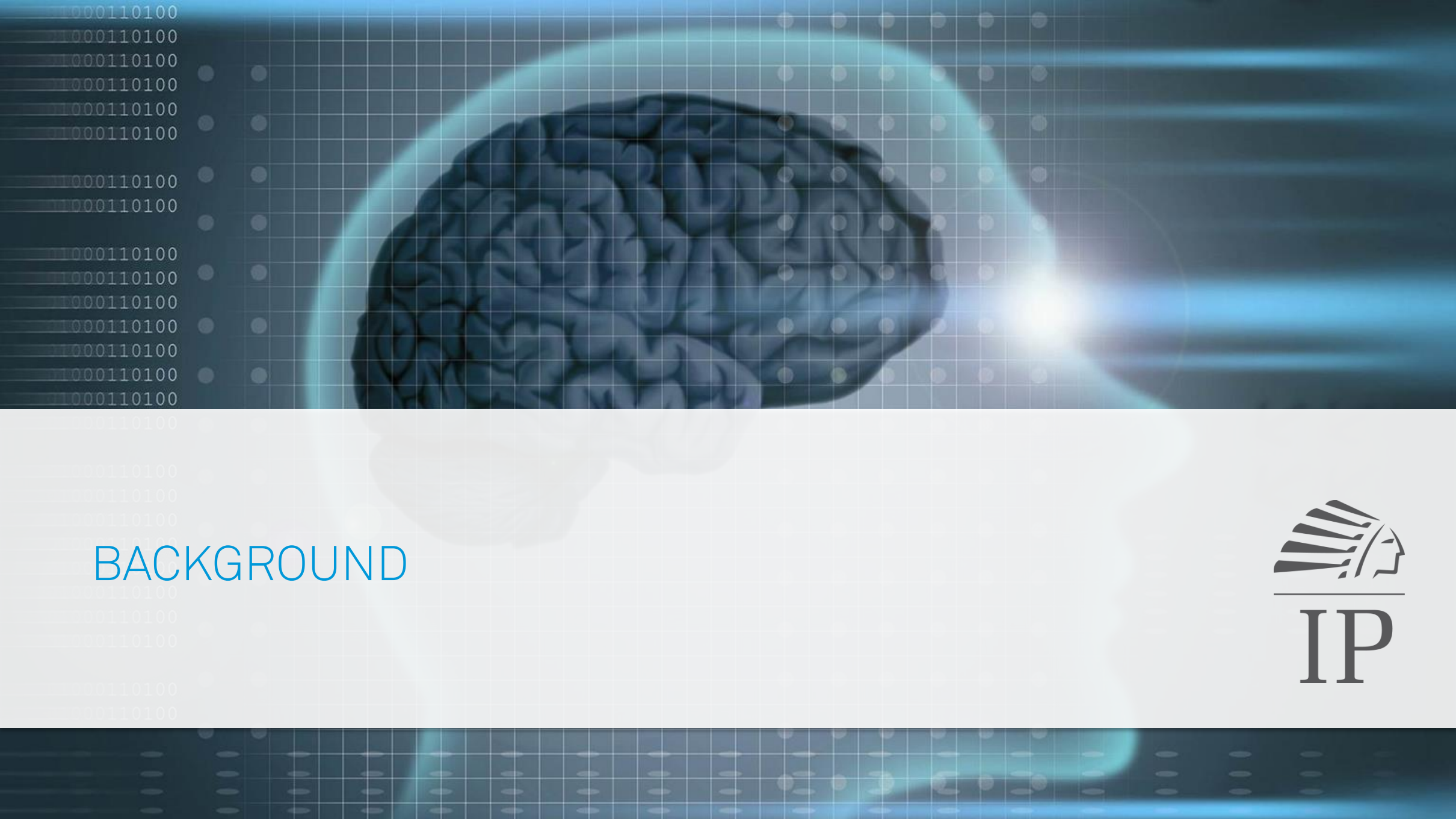
January 29, 2015



„ON PEUT MENTIR AVEC LA BOUCHE
MAIS PAS AVEC LES YEUX“

Belgian Saying



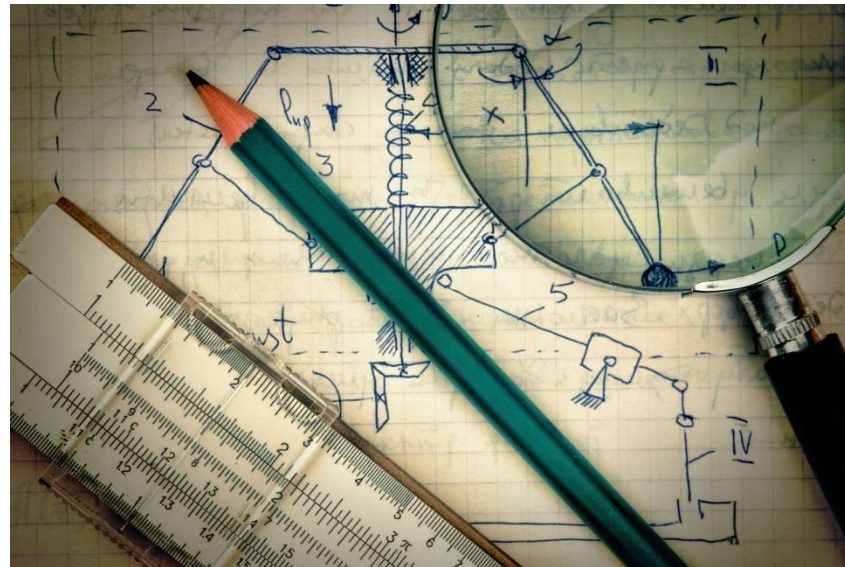


BACKGROUND



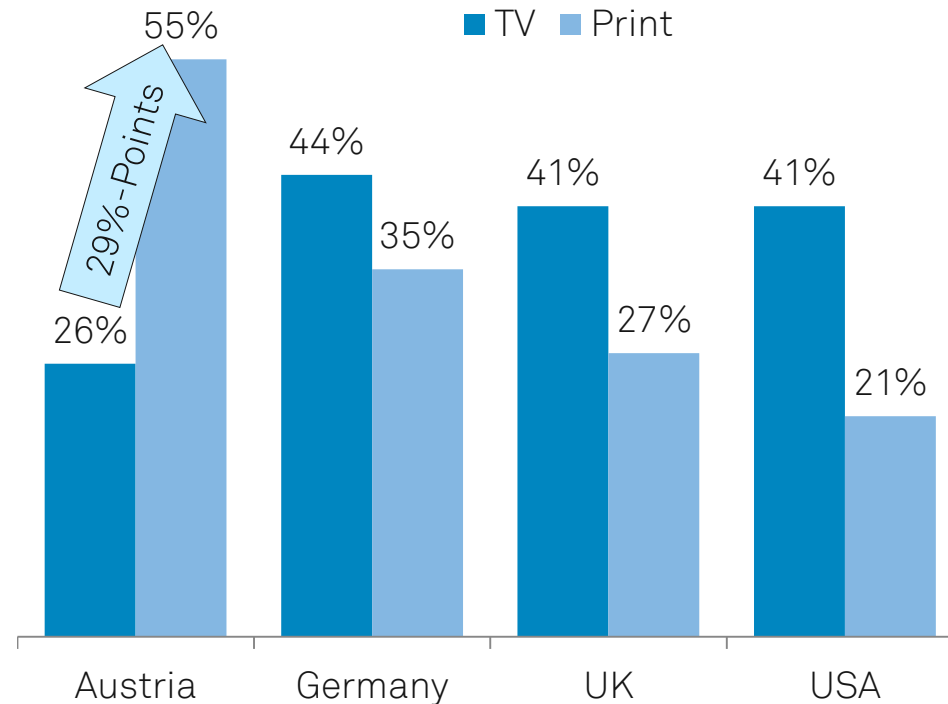
ADVERTISING RESEARCH IN AUSTRIA

- Advertising research in Austria is mostly carried out in form of quantitative studies
- Neuroscientific qualitative approaches are rather an exception in Austrian media research. Mostly reference is made to foreign studies
- IP Austria therefore gains new insights for the domestic market via an Eye Tracking Study
- Main interest: Effectiveness and impact measurement of linear and non-linear TV advertising compared to print advertising



SHARE OF PRINT SPENDINGS IN AUSTRIA IS QUITE HIGH COMPARED TO OTHER COUNTRIES

- The increasing importance of electronic media is yet not reflected in the distribution of Austrian advertising spendings
- Print-share in Austria with 55% of the advertising pie is comparatively high
- Despite the increasing percentage of TV on the advertising spendings the print sector is still 29 percentage points ahead of TV
- This current situation on the advertising market raised the research interest of IP Austria





RESEARCH QUESTION



BASIC HYPOTHESIS

- Share of print spendings in the Austrian advertising market is excessively high since decades
- This inequality rises the question whether the share of spendings reflects the advertising impact and effectiveness

→ Hypothesis:

“Linear and non-linear TV advertising achieves a higher impact than advertising in print media”

→ Testing of hypothesis via Eye Tracking Study



RESEARCH INTERESTS

- What are the differences in the perception of advertising messages on TV/Tablet or in Print?
- How are several elements of the advertisements recognized?
- Are there any differences in the intensity in which the different media types are noticed?
- What are the key findings of analysing the gaze direction?





RESEARCH DESIGN AND METHODOLOGY



SHORT FACTS

- Research interest: Effectiveness and impact measurement of linear and non-linear TV advertising compared to print advertising
- Realisation: IP Austria in cooperation with Austrian market research institute „Eye Like“
- Study field time: 03.12.-07.12.2014
- Sample Size: 16 persons
- Technical realisation with mobile Eye Tracking (ETG)
- EDV-Analysis: BeGaze (Eye Tracking-Software)



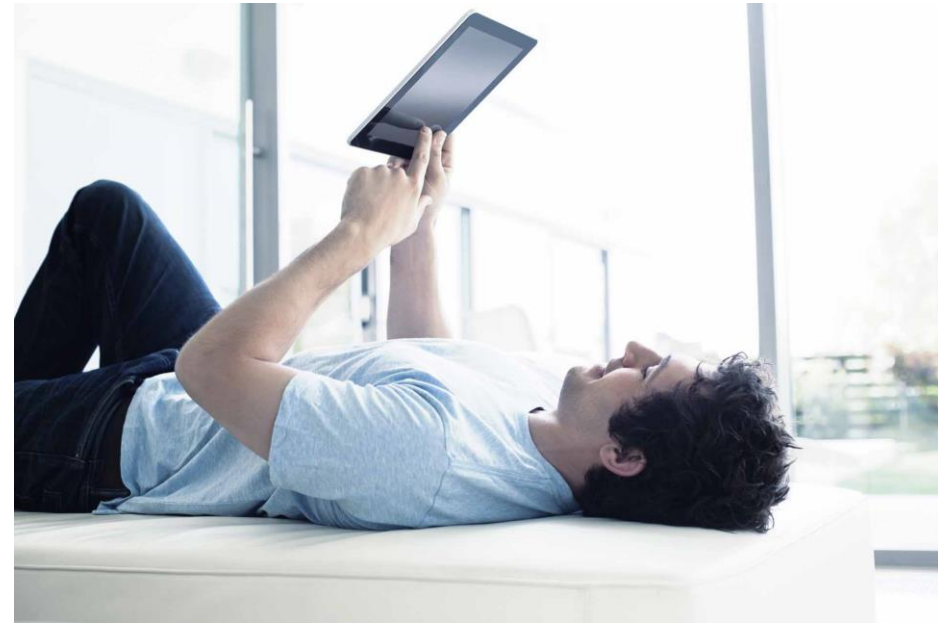
THEORETICAL BACKGROUND

- Method: Qualitative eye movement analysis
- Measurement of unconscious perception during reception of commercials on TV/Tablet and a Print Magazine
- This measurement is based on the number and length of fixations (=dwell time of a view on an object) within the whole time of media usage
- Gaze direction as indicator for attention



IMPLEMENTATION IN PRACTICE

- Spontaneous Looking Test: No tasks or information given to the test persons in advance
- Every Participant saw a video on TV and Tablet and read a print magazine
- Video: Programme of five minutes length with an intermediary ad break
- Print: Austrian lifestyle Magazine for five minutes
- The order of the three reception situations has been varied to eliminate influencing factors
- Average length of 15 Minutes per test person





SAMPLE



SOCIODEMOGRAPHY OF THE SAMPLE

- Sample size of this qualitative Eye Tracking Study: 16 people
- Random selection of media consumers with different socio-demographic characteristics
- As it was a qualitative single-group-study a small number of subjects is sufficient to answer the research questions and to achieve significant results
- Theoretical saturation occurred after a number of 10 persons, so that further subjects only confirmed the results

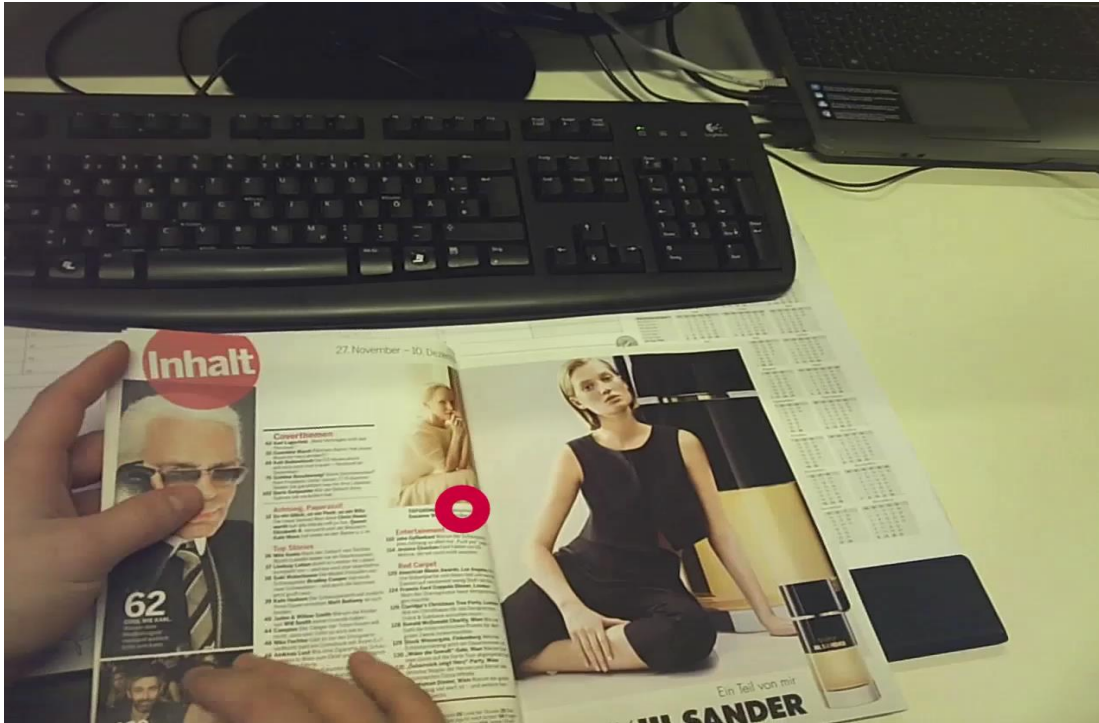
		Number
Gender	Female	10
	Male	6
Age	20-35 years	8
	36-50 years	6
	50 years+	2
Profession	Students	6
	Employees	7
	Workers	3



RESULTS PRINT



EXAMPLE PRINT USAGE



PRINT ADVERTISEMENTS BARELY NOTICED

- Only a little more than one third (36%) of all print advertisements had been noticed by the test persons
- When a print ad was recognized the gaze returned back immediately to the editorial content beside the ad
- Print ads got only a bit more attention when the editorial content beside was read attentively
- The attention to print advertisements is correlated to the personal needs and the individual background



Editorial Content

Full page ad

SCAN PATH-ANALYSIS SHOWS THE GAZE DIRECTION

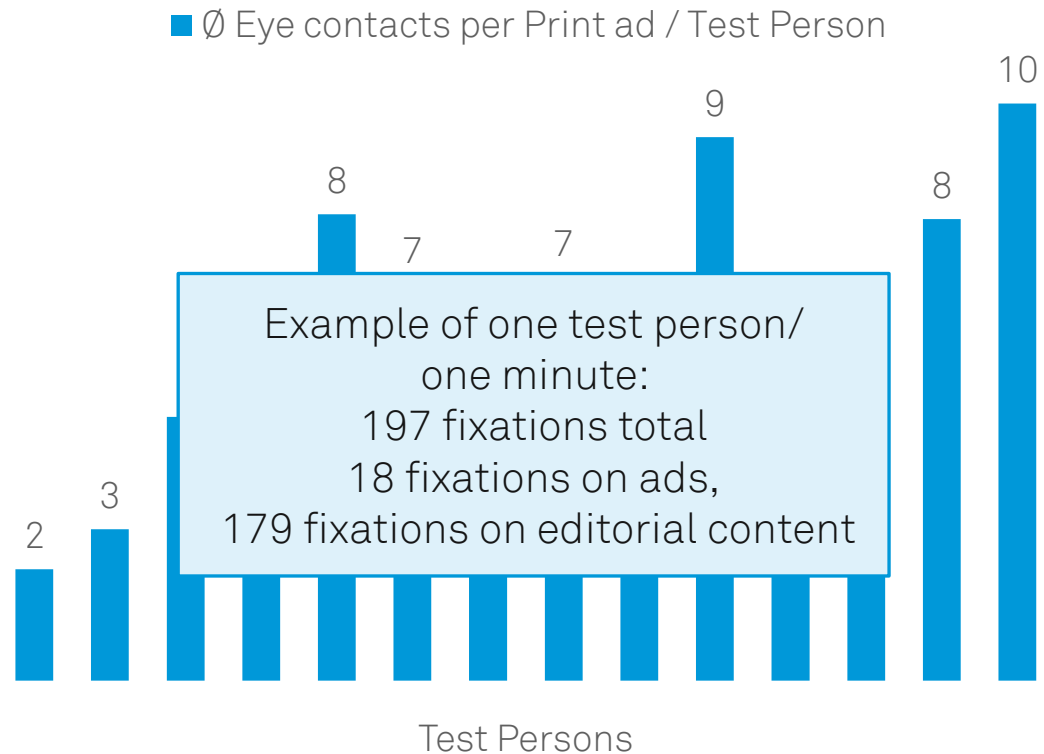
- The lines of the scan-path diagramm show the order in which objects are viewed
- Circles: Fixations, Lines: Transition between two fixations
- Most times the right side is viewed first
- Logos in print ads are rarely focussed
- If logos are seen by a person, they are only viewed for a short period compared to other picture elements of the magazine (see small circle in the square) and only one time per ad
- Strong stimuli like faces and tight clothes are in focus



↑
Double page ad

EYE CONTACTS ON PRINT ADS

- On average each test person shows 5.9 eye contacts per print ad
- No gender specific differences identifiable as well as no explicit differences between age groups
- The higher the education level, the higher the number of fixations
- Strong correlation between personal interests and number of fixations (A cook for example looked preferential at food advertisements)

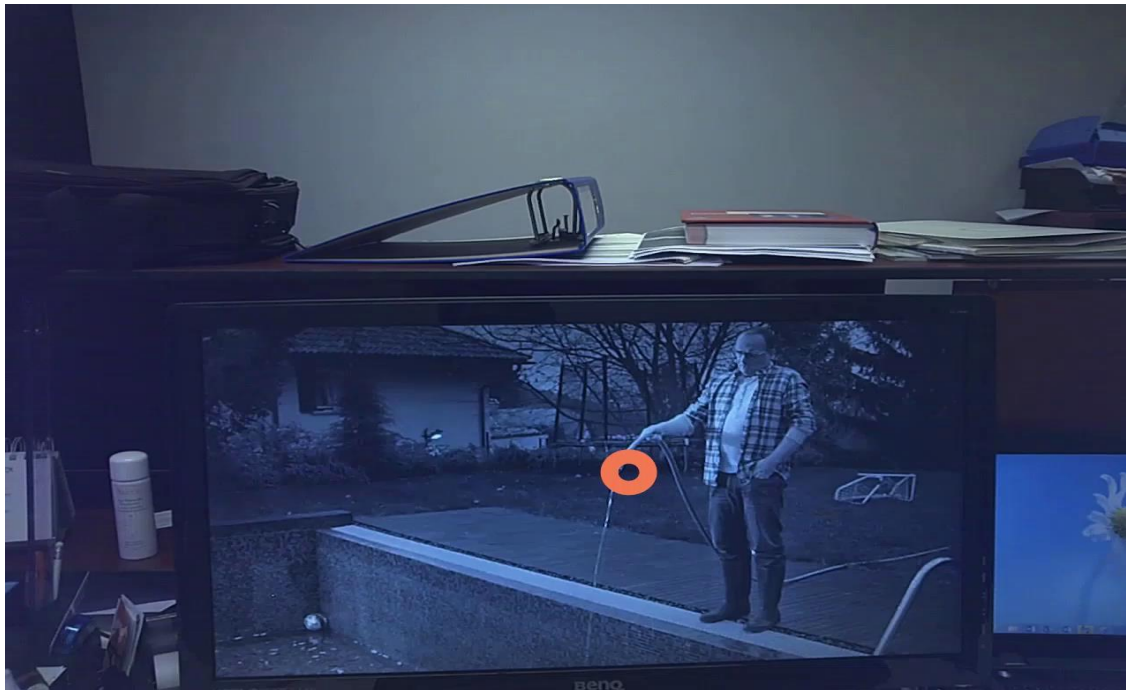




RESULTS TV AND TABLET



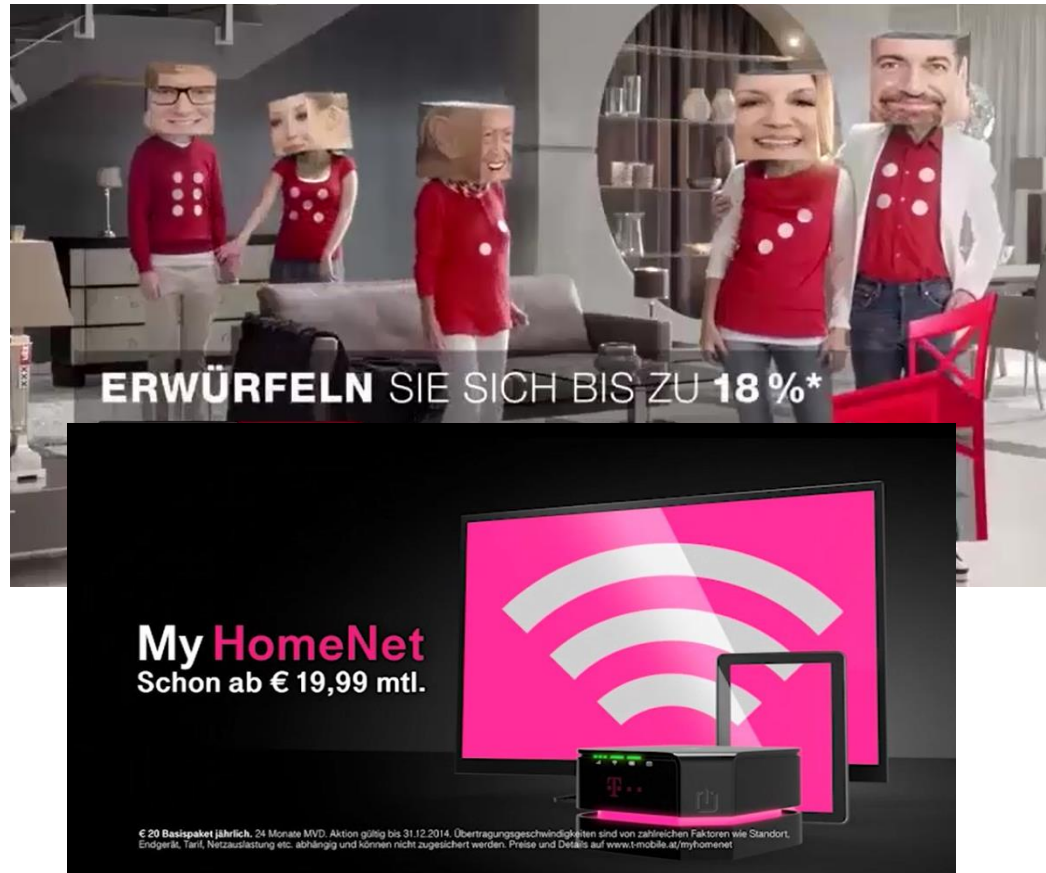
EXAMPLE VIDEO USAGE



Extract of the test situation (only for the presentation without sound)

HEAT MAPS SHOW MOST FOCUSSED AD ELEMENTS

- Heat Map shows the areas with the highest dwell time and number of fixations (dark, red points with dwell time of 150-300 milliseconds)
- When the ad break starts, the gaze usually remains on the screen (contrary to print)
- The regions with the highest fixation rates are nearly the same on TV and Tablet
- Like in print faces are mostly in focus
- Unusual content has been watched with the highest intensity



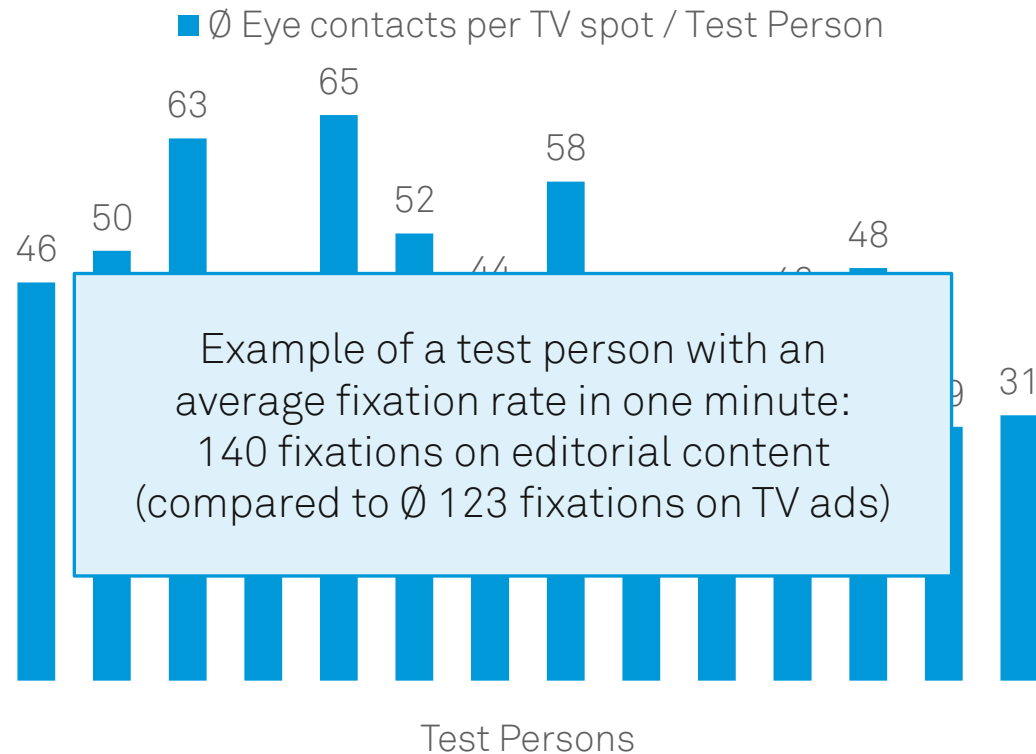
GAZE DIRECTION ON SCREEN ADS

- The gaze follows the appearance of new moving elements on the screen
- The analysis of the scan path shows that gaze directions are similar the same on TV and Tablet
- Essential difference: Gaze on the Tablet shows less movement compared to TV and is more concentrated on ad elements like logos
- Especially logos got more attention by the recipients than in print advertisements
- Even small written price offers are seen



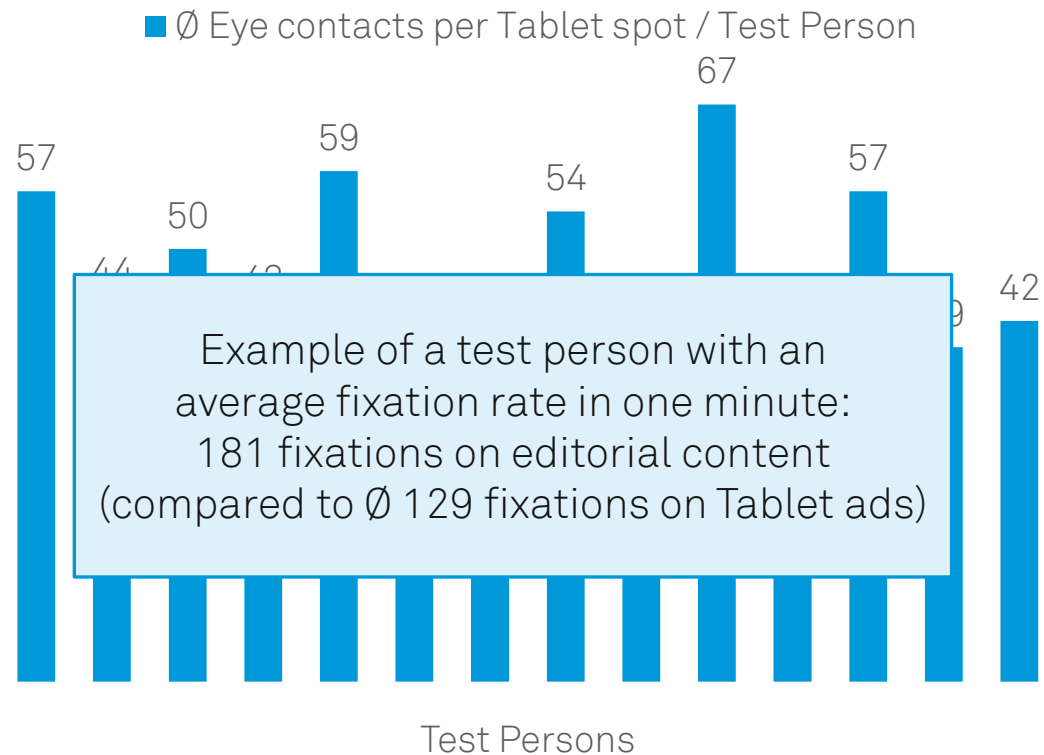
EYE CONTACTS ON TV ADS

- Every seen spot on TV shows on average 44 eye contacts
- Therefore the number of eye contacts on TV ads is much higher than on print ads (average: 5.9 eye contacts per seen print advertisement)
- It can be said that video focuses the attention which is a big advantage for effectiveness and impact of advertising on TV



EYE CONTACTS ON TABLET ADS

- Every spot on Tablet shows on average 46 eye contacts
- Thereby advertisements via tablet show on average two more eye contacts than the reception of classical TV advertisements
- In particular the ads on Tablet have been viewed nearly eight times more than print ads
- The angle of view is concentrated on a smaller screen. Therefore the focus is more on the screen and less on influencing factors from outside





SUMMARY



IP


ADVERTISING IMPACT: VIDEO ADS MORE EFFICIENT THAN PRINT ADS

- The study results show clearly that advertising on TV and Tablet is much more efficient and intensive than advertisements in a print magazine
- Advertising on TV and Tablet achieves much more eye contacts as well as a longer dwell time
- Advertising on Tablet has even a higher impact than advertising on classical TV because of the higher attention due to the smaller angle of view
- Logos and advertising messages get much more attention via TV and Tablet than by print

TV AND TABLET ADVERTISING SHOULD GET THE ADEQUATE PIECE IT DESERVES

- The results of the Eye Tracking study show that the advertising effects of print cannot keep up with the effectiveness of video advertising
- The high print spendings in Austria are neither explainable concerning the decreasing reach nor through the reduced attention of the recipients
- These results suggest that the Austrian TV sector should get the adequate piece of the advertising pie that it already has in other countries due to the higher effectiveness and impact





Walter Zinggl
CEO – IP Austria

Phone: +43 (1) 367 80 40-54
E-Mail: walter.zinggl@ip-oesterreich.at
Gumpendorfer Street 19-21
1060 Vienna
www.ip-oesterreich.at

