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Moderating the Effect of Fashion Brand Placement Recall Using Different-Sized Viewing Media

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Introduction

• Background to the research
  ...aim and objectives.

• Literature outline
  ...methodology.

• Analysis and Findings.

• Conclusions and further research.
Background

• Dynamic nature of broadcast advertising media platforms:
  – Digital TV recording – TiVo, Sky+
  – UK digital ‘switchover’ 2012.

→ Consumer ‘control’ over advertising.
→ Drop in advertising expenditure.
→ Need for alternative means of communicating brand messages.
Increased Relevance of Product Placement

Popular product placement platforms:

- Sex and the City 2
- There Is No Plan B
- CSI: Crime Scene Investigation
- Gwen Stefani: The Sweet Escapade
But…

Apple sells 1.7m iPhone 4s in three days.

- Viewing hardware evolves also:
  - Smartphone sales – 54.3m 1st quarter 2010.
  - Average screen size 3 inches.
Aim & Objectives

- Investigate the impact of different screen sizes for viewing content and the consequent impact on levels of fashion brand placement recall.
- The explore if the above is correlated with consumers’ level of self-monitoring and fashion innovativeness.
- Provide recommendations for fashion marketers seeking to use product placement as a marketing strategy.
Product/Brand Placement:

- Russell (1998) defines three types:
  - Visual placement.
  - Verbal or Auditory placement.
  - Plot connection placement.
- Placement is restricted in UK
  - Conservative election victory 2010.
  - Vaizey (2009) estimates potential UK value of £125m.
Effect of placement on brand recall:

- Arnott & Fitzgerald (1999)
  - 9% increase of recall vs conventional ads.

  - Positively influences brand recall and emphasises favourable attributes.

Effect of screen size on recall:

- Gupta & Lord (1998)
  - Larger screen results in more effectively recalled placements.
Methodology

- Quantitative design.
- 123 respondents aged 16-70.
- Data capture tool asks respondents to:
  - Complete a Domain Specific Innovativeness Scale (Goldsmith & Hofacker 1991).
  - Watch a YouTube video on one of two screens:
    - Dell Laptop – 16 inch screen (63 respondents).
    - iPhone – 3.5 inch screen (63 respondents).
I drive these brothers crazy, I do it on the daily,
They treat me really nicely, They buy me all these ices.
Dolce & Gabbana, Fendi and then Donna Karan
they be sharin'
All their money got me wearin' fly
Brother I ain't askin,
They say they love my ass in,
Seven Jeans, True Religion's
I keep on demonstrating
I say no, but they keep givin'
So I keep on takin' 
And no I ain't taken
We can keep on datin'
I keep on demonstrating
Louis Vuitton product/logo placed in video
Adidas product/logo placed in video
Analysis

- 78 female respondents, 45 male.
- Self-monitoring:
  - Male – 3.2395
  - Female – 3.7835
  - Significant negative correlations between age and income on self-monitoring.
  - Significant positive correlation between self-monitoring and number of brands recalled.
  - Positive correlation between self-monitoring and fashion innovativeness.
Analysis

- Fashion innovativeness.
  - Females significantly more fashion innovative.
  - Significant positive correlation between fashion innovativeness and number of brands recalled.
  - Significant positive correlation between fashion innovativeness and income.
  - Significant negative correlation between fashion innovativeness and age.
Analysis

- Prior exposure to media:
  - Significant positive relationship between number of brands recalled and previously hearing the song *but not seeing the video*.
  - Smaller but still significant positive relationship between number of brand recalled and previously seeing the video.
Analysis

• Screen Size:
  – Significant positive correlation in number of brands recalled and screen size.
    • Large screen mean: 1.73
    • Small screen mean: 0.88 (p value less than 0.001)
  – Significant correlation in number of brands recalled and fashion innovativeness across both screen sizes.
  – Significant co-relation in number of brands recalled and self monitoring level across both screen sizes.
Analysis

• Screen size.
  – Smaller size exaggerates negative relationships between brand recall and other variables:
  – Significant negative difference in number of brands recalled and age more marked on small screen.
  – Significant negative difference in number of brands recalled and self-monitoring more marked on small screen.
Conclusions

• Smaller screens reduce the overall effectiveness of brand placement.
• Less marked among younger consumers.
• Repeated exposure to media enhances brand placement recall.
• Brand placement more effective among high self-monitoring consumers.
• Brand placement more effective among highly fashion-innovative consumers.
Conclusions

• Negative correlation between age and recall may imply that familiarity with smaller media enhances recall.

• Brands should build consistency to placement strategy to aid recall – e.g. across TV series and specific artists’ videos.

• Future testing required – currently underway.