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

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H 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.

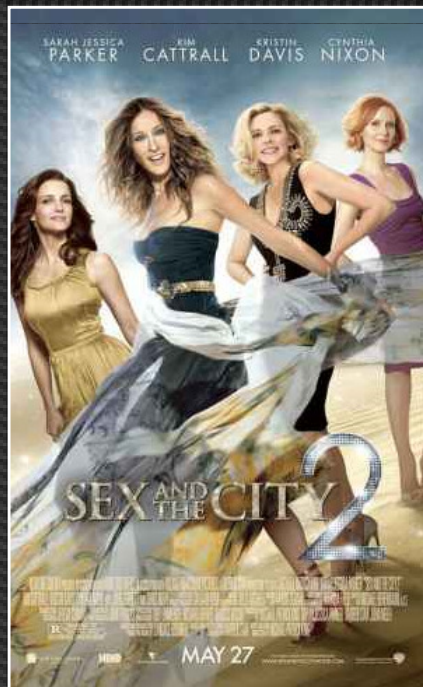
Increased Relevance of Product Placement

Consumer brands

Broadcast advertising providers

Entertainment media producers

Popular product placement platforms:



But...

Apple sells 1.7m iPhone 4s in three days



You Tube

facebook



TVCatchup
NEVER MISS A SHOW AGAIN



- 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.

Literature & Legislation

Product/Brand Placement:

- Russell & Belch (2003).
- 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.

Literature

Effect of placement on brand recall:

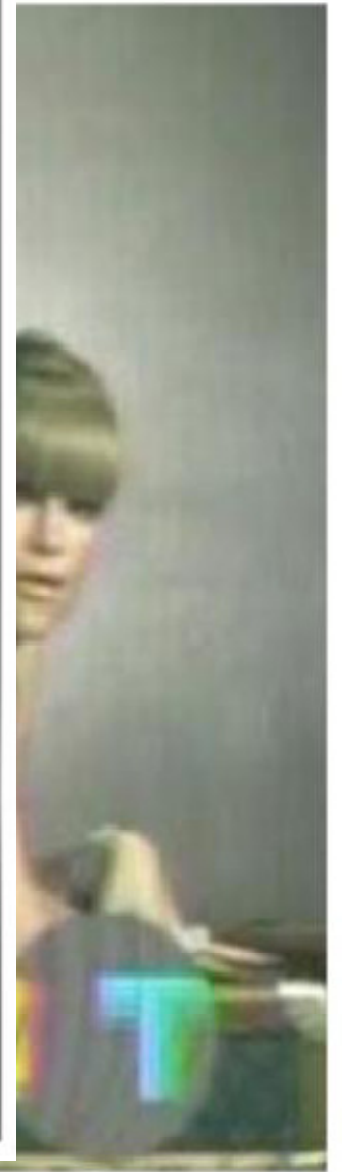
- Arnott & Fitzgerald (1999)
 - 9% increase of recall vs conventional ads.
- Could et al (2000)
 - Positively influences brand recall and emphasises favourable attributes.

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).
 - Complete Synder (1974) Self-monitoring scale.
 - Watch a YouTube video on one of two screens:
 - Dell Laptop – 16 inch screen (63 respondents).
 - iPhone – 3.5 inch screen (63 respondents).



I keep on demonstrating
Low resolution video to prove that 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.