

## 404 It's Personal: Extracting Lifestyle Indicators in Digital Television Advertising

GEORGE LEKAKOS

- Digital television technology developments provide the opportunity to personalize television advertisements on the basis of viewers' preferences and interests.
- Lifestyle is a predictor of consumers' behavior and in combination with user-driven interaction data can be utilized for the personalization of digital television advertisements.
- Psychographic questionnaires as the tool to identify users' (viewers') lifestyle are not appropriate for the television environment
- The focus is on the extraction of a limited set of variables that model membership in lifestyle segments easily collectable in this environment
- Demographics and TV program preferences are significant lifestyle indicators that can be combined into a single model for the classification of users (television viewers) into lifestyle segments

## 419 Measuring Advertising Quality on Television: Deriving Meaningful Metrics from Audience Retention Data

DAN ZIGMOND, SUNDAR DORAI-RAJ, YANNET INTERIAN, and IGOR NAVERNIOUK

- Set-top box data provides a means for measuring the audience response to television ads.
- Google has developed a new "retention score" metric derived from this data that isolates the impact of the ad creative on overall audience retention.
- Retention scores appear to be predictive of both future audience reaction and more subjective measures of ad quality.
- Retention scores can be used to gauge the relevance of ads to a specific television audience in order to optimize campaign targeting and ad placement.

## 429 A New Branch of Advertising: Reviewing Factors That Influence Reactions to Product Placement

EVA VAN REIJMERSDAL, PETER NEIJENS, and EDITH G. SMIT

- Although brand placement exists for over 70 years, more than half of the scientific studies on brand placement effects were published in the last five years.
- The more prominently the brand is placed, the better brands are recalled and recognized by the audience.
- Placements that have more editorial characteristics (as opposed to more commercial characteristics) result in more positive effects on the brand.
- Although viewers do not remember that they saw a brand in a program or movie, they do show more positive brand evaluations and more preference for the placed brand than viewers who did not see the brand placement.

## 450 How Emotive is Creativity: Attention Levels and TV Advertising

**ROBERT G. HEATH, AGNES C. NAIRN, and PAUL A. BOTTOMLEY**

- The traditional ad agency view has always been that emotional creativity makes advertising more effective by increasing the amount of attention paid.
- Evidence suggests most TV advertising is watched using low attention 'stimulus-driven' processing, and psychology predicts that in these circumstances ads dominated by emotive content will be paid less, not more, attention.
- A carefully controlled experiment replicating real life TV watching found that ads high in emotive content received around 20% less attention than those low in emotive content.
- The authors speculate that creativity might make TV ads more effective by lowering attention and inhibiting the desire to counter-argue against the message.

## 464 The Foundations of Quality Initiative: A Five-Part Immersion into the Quality of Online Research

**ROBERT WALKER, RAYMOND PETTIT, and JOEL RUBINSON**

- Understanding the quality of online research is essential to marketers such as Procter & Gamble, The Coca-Cola Company, Kraft, Microsoft, Bayer, Capital One, General Motors, and ESPN.
- Leading advertisers and research agencies approached the Advertising Research Foundation (ARF) to express concern about the validity of online research.
- ARF created the Foundations of Quality (FoQ) initiative. Seventeen sample providers, who account for an estimated 75 percent of all online research conducted in the U.S., contributed data for the initiative designed to improve the accountability of online research and to set standards and guidelines for research buyers and suppliers, aligning both buyers and sellers to establish a forum for knowledge sharing.
- As the FoQ initiative continues, the *Journal of Advertising Research* regularly will provide its subscribers and readers with selected briefs in a new Quality of Research column.