

THE EFFECTS OF PRIMING IN A PRODUCT PLACEMENT CONTEXT

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SHELBY N. BALL

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Advisor: Julie Blose

Literature Review:

Today informed audiences may expect placements in media context, due to their increasing prevalence and the close relationships between brand sponsors and editorial media content managers. As result, brand sponsors intentionally enhance this expectation by using traditional ads to reference their media placements. More specifically, their intention is to encourage viewers to look for their placed brands when viewing a particular television show or movie. However, ad context and source can affect the interpretation of product attributes (Yi 1990a, 1990b).

Priming is the “activation of a construct in one task that increases the likelihood that the construct will be used in judgements made in other, unrelated tasks” (Higgins 1989). Priming influences an individual’s response to a later stimulus. The process results in a priming effect, the condition in which memory of a particular item of information is enhanced as result of recent exposure to a related stimulus. Previous research by Bennett, Pecotich, and Putrevu (1999) reveals that movie viewers who were shown a list of brands (prior to viewing the movie) outperformed a control group on brand recall. This research is in accordance with Melton’s (1970) encoding variability theory, which suggests that “the context in which a stimulus is processed by the consumer provides a cue for subsequent information retrieval,” meaning that when consumers are primed for the brand placement and then view the placement itself, they form multiple paths in their memory. Each of these paths include “unique retrieval cues” based on the context in which the information was processed, making the information “more readily accessible in memory, as evidence by higher levels of recall and recognition” (Bennett, Pecotich, and Putrevu 1999). This research provides further evidence that the audience is more likely to focus their attention on placed products as result of priming, providing an additional memory advantage for the recall of recognition of the placed products. This effect is present regardless of length of the placement, even when the original placement is “very prominent, long, and repeated several times” (Bennett, Pecotich, Putrevu 1999).

Advertising that references a particular placement serves as a prime for brand placements, in addition to a consumer’s memory of past advertisements or their past consumption experiences, which may serve as primes for brand placements (DeLorme and Reid 1999). This method of advertising which references a placement, serves as an ad prime, a message from a partisan source. For example, an ad prime may be an ad by Coca-Cola that alerts viewers to the presence of their product in a particular film. Another example is BMW’s promotion of the Z3 Roadster in the James Bond film, *GoldenEye*, which was promoted before and after the film’s release with advertisements, dealer promotions, and special events (Fournier and Dolan 1997).

However, priming may also be in the form of a media prime, a nonpartisan message, which originates from a source unrelated to the promotion or production of the product. For example, a media prime may be a media story that alerts viewers to the appearance of a product in a film.

Essentially, media primes and ad primes may deliver the same message, but they originate from different sources.

Ad primes and media primes may take a more indirect form though as well. Priming may consist of viewers' memories of past consumption experiences of other ad exposures (DeLorme and Reid 1999). An ad prime may consist of an advertisement by Coca-Cola for their product which is viewed prior to watching a television program or film that includes the placement of that product (or even a similar Coca-Cola product). The viewer has been "primed" for noticing that product in the television program or film. A media prime may consist of a newspaper story about a branded product, which is read by a viewer shortly before watching a television program or film which features the product.

The affective outcomes of ad primed versus media primed placements differ due to the audience's detection of bias in the priming materials. Attribution theory explains that the "persuasiveness of a message is adversely affected if the recipient infers a bias in the message communicator" (Balasubramanian 1994), meaning if the audience believes there is a reporting bias in the communicator or medium, then the message credibility and persuasiveness decreases (Mills and Jellison 1967; Eagly, Wood, and Chaiken 1978). An ad primed placement allows the audience to more confidently assume the commercial intent behind the placement, and as result, lowers affective outcomes, as compared to media primed or unprimed placements.

For example, Groenendyk and Valentino (2002) showed participants one of two ads--the first, a Sierra Club issue ad broadcast during the 2000 election, characterized by its negative tone, or a candidate ad that was an edited version of the ad, depicting Al Gore as the sponsor. The issue ad was viewed as more credible and more persuasive than the candidate ad due to the perceived bias of the candidate¹. Then, the authors tested whether the issue ad was a more powerful prime than the candidate ad in raising environmental concerns while evaluating the "relevant target," George Bush. Results indicated that the impact of Bush's environmental record as a criterion in his overall evaluation was quite small among participants who were exposed to the Gore ad, but this impact was greatly enhanced among participants who saw the issue ad. By way of relating these findings to the BMW example, note that the candidate ad, the issue ad, and George Bush are respective analogs for the partisan ad prime, the nonpartisan media prime, and the placed product (Z3 Roadster), thus, unprimed or media primed placements produce better affective outcomes than ad primed placements.

As previously mentioned, ad context and source can affect audience interpretation of the product (Yi 1990a, 1990b), affective outcomes. Other studies evaluate the affect of describing an ambiguous product and priming the audience with positive or negative priming materials, finding that brand attitude and purchase intention were higher in the positive priming condition than in the negative priming condition (Yi 1990a, 1990b)². In these studies, attitudes toward the advertised brands and purchase intention was measured.

¹ "Candidates are generally viewed as being motivated primarily by electoral incentives, whereas interest groups are most likely to be seen as invested in a particular issue" (Groenendyk and Valentino 2002).

² "In Yi's (1990b) study, for example, subjects saw a target ad describing a computer's numerous features--ambiguous product information which may be interpreted positively (e.g., the computer is versatile) or negatively (e.g., the computer is not easy to use). Before their exposure to the target ad, however, subjects had been induced to consider either "versatility" or "ease of use" by seeing an ad for another computer. Subjects who had previously been exposed to the "versatility" ad evaluated the target product more favorably than did subjects who had seen the "ease of use" ad" (Yi 1993).

The attitudes toward the advertised brands, the affective outcomes of the experiment, were measured using seven-point scales anchored with “good-bad,” “like-dislike,” “pleasant-unpleasant,” and “low quality-high quality.” Purchase intention was measured using a seven-point scale as well, “likely-unlikely.” (Yi 1993).

Previous research regarding the effects of placements on brand attitudes is mixed (Balasubramanian, Karrh, and Patwardhan 2006). Some research suggests that placements have little to no effect on brand attitudes (Babin and Carder 1996b, Van Reijmersdal et al. 2007). Other studies report negative attitudes when a brand is shown prominently and with priming (Cowley and Barron 2008). Positive brand evaluations are also discovered (Matthes et al. 2007, Russell 2002, d’Astous and Sejuin 1999) with low to moderate levels of conscious processing, producing the greatest impact of a placement on brand attitudes.

Russell’s (2002) experiment investigated whether the ways a brand is placed affects memory and attitude of the brands. Visual placements were found to be less memorable and the incongruent placements (mismatched audio and visual placements which do not contribute to the plot of films or television programs) were found to adversely affect brand attitudes (as the placements appeared out of place or unnatural--thus, discounting their effects). The study was also the first to attempt measuring brand attitude changes resulting from exposure to product placement in which the brand was referenced. Participants were less likely to recognize unmentioned, less prominent placements, but their attitudes were still positively affected.

Cowley and Barron’s (2008) experiment explores prominent product placements with and without priming in programs and whether they cause a negative shift in brand attitudes for viewers who anticipate and enjoy the program. In the experiment, viewers were exposed to both prominent and non-prominent placements. Some of the viewers were primed for the placement by receiving an ad for a product that would be featured in the program, intended to “remind the viewer of the ulterior motive for a placement: persuasion by association” and “if the advertisements activate persuasion knowledge in viewers, then they should be able to defend themselves against the persuasive effects of the exposure to product placements.” Viewers who were actively involved in the program reported lower brand attitudes after exposure to prominent placements, but participants who were not actively involved in the program reported higher brand attitudes. The priming materials proved unnecessary--the prominence of the placements were enough to activate the persuasion knowledge of the participants. However, this experiment does not explore less “prominent” placements and their affects--potentially the opposite of these results. The experiment also only focuses on programs that viewers thoroughly anticipate or enjoy, high involvement programs, rather than programs that are lower involvement. As result, further research should be conducted with these changes.

Familiarity is defined as “the number of product-related experiences that have been accumulated by the consumer” (Alba and Hutchinson 1987), which include advertising exposures, information searches, interactions with salespersons, choice and decision-making, purchasing, and product usage in various situations. If an individual encounters a message about a product with which they are familiar, then the individual is likely to be more involved in the processing of the information due to the other experiences they possess which will be used in interpreting the new message (Zinkhan and Muderrisogen 1985). As result, “the higher a person’s familiarity

with a product...the higher the recall of the contents/characteristics of an advertisement for that product” (Zinkhan and Muderrisogen 1985).

Study Purpose:

The purpose of our study is to explore different media and its impact on consumers. The effects of priming on product placement will be evaluated using an ad prime, media prime, and no prime. Both cognitive and affective outcomes will be assessed. Cognitive outcomes will be measured by recall of and attention to the placed products. Affective outcomes will be measured by brand attitude scales.

Hypotheses:

Consistent with the aforementioned experiments (DeLorme and Reid 1999; Fournier and Dolan 1997; Bennett, Pecotich, and Putrevu 1999; Babin and Carder 1996a; d’Astous and Chartier 2000; Gupta and Lord 1998; Lehu & Bressoud 2009; Nelson 2002), we hypothesize that primed placements will result in a higher rate of recall of the product placements:

H1: Primed placements increase cognitive outcomes, including attention to and recall of, product placements than non-primed placements.

This hypothesis has been tested in other contexts, but we predict it will yield the same results in our experimental design.

An individual’s familiarity is predicted to influence the recall and cognitive outcomes, as “the higher a person’s familiarity with a product...the higher the recall of the contents/characteristics of an advertisement for that product” (Zinkhan and Muderrisogen 1985).

H2: Familiarity with products/brands increase cognitive outcomes, including attention to and recall of, product placements.

With this hypothesis, we predict that there will be greater recall of the familiar product, Coca-Cola (to be discussed in the following section), and less recall of the unfamiliar product, Utz chips, assuming these products are actually classified by participants as familiar and unfamiliar.

Placement characteristics of the product are one of the most frequently studied groups of variables. Placement characteristics include the length of the placement, presence of an actor, format, modality (audiovisual/audio/visual), position (beginning or end of the program), price of the product, and prominence. However, no research has been conducted on the affects of placing a less established brand next to an established brand. Because Russell’s (2002) experiment found visual placements to be less memorable, it reasonable to assume the placement will be completely overlooked, particularly with a familiar, branded product appearing right next to it.

H3: Placing an established brand next to an un-established brand will increase cognitive outcomes (including attention to and recall of) of the un-established brand.

As previously discussed, the affective outcomes of ad primed versus media primed placements differ due to the audience’s detection of bias in the priming materials. Attribution theory explains that the “persuasiveness of a message is adversely affected if the recipient infers a bias in the message communicator” (Balasubramanian 1994), meaning if the audience believes there is a reporting bias in the communicator or medium, then the message credibility and persuasiveness decreases (Mills and Jellison 1967; Eagly, Wood, and Chaiken 1978). An ad primed placement allows the audience to more confidently assume the commercial intent behind

the placement, and as result, lowers affective outcomes, as compared to media primed or unprimed placements (although affective outcome changes are also debated, as previously discussed). In Cowley and Barron's (2008) experiment, priming materials were unnecessary because of the prominence of their placements--the placements were enough to activate the audience's persuasion knowledge. In our experiment though, the placement is less prominent and less likely to activate this knowledge as result. From this information, we predict:

H4: Unprimed or media-primed placements produce better affective outcomes than ad primed placements.

Also, this prediction differs from ones proved by previous research because this experiment uses low-involvement products, rather than the high-involvement products (BMW cars) or deeply-rooted beliefs (environmental concerns) tested in previous experiments.

In our experiment, we will place an established brand next to an un-established brand in a product placement context. Although no prior research exists on the brand attitudes of unfamiliar and familiar items next to each other in a product placement context, it is likely the lesser known brand will benefit from the close proximity to the known brand.

H4: Placing an established brand next to an un-established brand will improve the affective outcomes of the un-established brand.

No prior research has been published which explores viewers' likelihood of recalling and changing brand attitudes based on the actions of the characters in the placement and the context in which the product is used. For example, in our clip, the placed products are used while the character is playing video games. No research has been conducted to determine whether individuals who frequently play video games will be more susceptible to changing brand attitudes or increased recall of the product. However, Van Reijmersdal et al. (2010) determined brand placement in special interest programs leads to more behavioral reactions than brand placement in general interest programs--we can reasonably assume this may be because viewers are more likely to notice the practicality of a product, such as a DIY show using a particular product, and appreciate the suggestion. From this research, we hypothesize that while video game snacks in our placement may not have as strong of affect, the same premise will be true.

H5: Frequent video game users will be more likely to be influenced by the placed products.

All hypotheses will be tested in the following experiment.

Method:

These hypotheses were tested with an experiment which examines the effects of priming in a product placement context. Participants were exposed to magazine articles including an article about Coca-Cola, either sponsored by the company or media source (except in the control group, which contained no Coca-Cola article), a manipulation to test the priming and source effects. Then participants viewed a brief movie clip which included Coca-Cola soda product placement and Utz chips product placement, a complimentary and less familiar product, both being consumed by a child playing video games. Then participants were asked to complete a brief survey including recall of brands, their brand attitudes, familiarity with the products, video game usage, and purchase intention.

Procedures

A convenience sample was collected through the use of email and social media direct messages (which is described above). The message text is contained in the Appendices.

Participants were informed that the experiment was being conducted to explore different media and its impact on consumers. They were asked to view the attached PDF that contained magazine articles. Following reading the magazine articles, they were asked to click on a link which directed them to the survey, containing a link to the movie clip. After viewing the movie clip, participants were asked to complete the survey.

The magazine articles served as priming materials. Three variations of priming materials were used. Two of the variations contained articles about Coca-Cola, thus priming the participants for the brand's appearance in the movie clip. The first variation was an ad prime, which contained an article about Coca-Cola, sponsored by the Coca-Cola Company. The second was a media prime, which contained the same article about Coca-Cola (with a few necessary pronoun changes), but it was sponsored by *Advertising Age*, a media outlet instead of the company itself. The third was the control, which contained no article about Coca-Cola, providing a baseline for the experiment and variables. These priming materials are contained in the Appendices.

The movie clip used was from the film *Diary of a Wimpy Kid*, a 2010 American comedy produced for the 8-14 years old age range. The duration of the clip was 55 seconds. The product placements in the clip were Coca-Cola soda, Utz chips, and an Xbox controller. All three of the products are in use as the main character in the clip plays video games while consuming Coca-Cola soda and Utz chips. The Xbox placement is very brief--the brand can only be identified by the game controller and its logo in a scene lasting less than a full second. The Coca-Cola soda and Utz chips placements are far easier to identify. The full products are shown in use (consumption by the main character) and the scene lasts approximately 6 seconds, a substantial amount of time for 55 second clip.

The survey was conducted through Qualtrics, online survey software. Three separate surveys containing the same questions were created to separate results for each primer--ad prime, media prime, and control. The survey questions and measures are further discussed in the following "Measures" section. A copy of the survey questions is contained in the Appendices.

Results:

Participants

A convenience sample³ was collected from College of Charleston students using email and social media direct messages. Participants were asked to take part in the experiment with no incentive provided. The total number of participants was 78. The sample consisted of 21 males and 56 females. The year born breakdown is displayed in the following table.

Year Born	Number of Participants
1962-1980	3

³ A convenience sample was necessary due to budget and time restraints on the experiment.

Year Born	Number of Participants
1981-1990	14
1991-2000	60
2001-2010	

The use of college students is particularly appropriate for this study because students constitute the largest segment of the movie-going populace and they frequently consume placed products (Bennett, Pecotich, and Putrevu 1999).

The film used for the movie clip, *Diary of a Wimpy Kid*, is not specifically targeted at this age group. It targets a younger age range, 8 to 14 years old. However, as result, there was an increased likelihood that fewer of the participants have seen the video clip. Their lack of familiarity with the clip creates an experience more similar to an actual movie-going experience--viewing a film for the first time.

Measures

Both cognitive and affective outcomes were measured through the questions contained in the survey. Brand recall was used as a measure of cognitive outcomes, and brand attitudes were used to measure affective outcomes. Purchase intention, familiarity, frequency of product use, frequency of video game use, and awareness of the advertisement sponsor were tested as well. Two demographic questions, gender and year born, were also included.

Cognitive Outcomes:

Participants were asked to recall the branded products in the movie clip as a measure of the cognitive outcome of reading the magazine articles and viewing the clip. No multiple choice answers or other hints were given to the participants--they received only an empty box with the opportunity to type the brand names they remembered. This method of "free or unaided recall" (Bennett, Pecotich, Putrevu 1999) has been used extensively in other product placement research (Childers and Houston 1984; Unnava and Burnkraut 1991).

Affective Outcomes:

The affective outcomes were measured using 4 brand attitude scales, all of which were 5-point bipolar scales. The scales were likability, quality, good/bad, and appeal. On each of the scales, Coca-Cola soda, Utz chips, and Xbox console, all products in the movie clip, were presented to be rated. Mixed in these options were also distracters to serve as a baseline or control for each of the brand attitude scales. These distracters were brands and products that did not appear in the clip and were not mentioned in the priming materials. They were similar low involvement, consumer products (Bennett, Pecotich, Putrevu 1999). The questions and scales are contained in the Appendices.

However, in this study, we did not attempt to manipulate attitudes by positive or negative primers, just simply priming the audience for the appearance of a brand in a film and testing the context in which the products are shown within the film. In these studies, attitudes toward the advertised brands and purchase intention was measured, and we seek to do the same using similar measures.

The scales developed for this experiment are similar to those used by Yi (1993), which measured attitudes toward advertised brands using five-point scales anchored with “good-bad,” “like-dislike,” “pleasant-unpleasant,” and “low quality-high quality.” Purchase intention was measured using a five-point scale as well, “likely-unlikely.”

Other:

Participants were also asked to evaluate or provide their familiarity with the brands, frequency of product use, frequency of video game use, and awareness of the advertisement sponsor. Two demographic questions were asked as well.

Familiarity with the two primary placed brands, Utz and Coca-Cola, was evaluated by asking participants to rate their familiarity with the products using a 7-point bipolar scale, anchored with “Very Unfamiliar” and “Very Familiar.” Prior to conducting the experiment, it was concluded that Coca-Cola is a very familiar brand while Utz is an unfamiliar brand. The participants’ responses confirm or deny this conclusion, contributing to or detracting from the validity of the experiment--placing an unfamiliar brand next to a familiar brand in a product placement context.

The frequency of use of the branded products, Utz chips and Coca-Cola soda, was tested as well. The options available for participants to select were as follows: never, once per year, twice per year, monthly, bi-monthly, weekly, and daily. It was hypothesized that Utz chips would be used far less frequently than Coca-Cola soda. The frequency of use is intended to supplement the familiarity answers and further clarify individuals’ familiarity with the products.

The amount of time participants spend playing video games was asked as well. Participants who played video games more frequently are more likely to identify with the context of the products displayed in the clip. As result, it was predicted that the video gamers’ attitudes would be more likely to be influenced by the placements, producing more positive affective outcomes.

Participants who received the ad prime and media prime versions of the experiment were asked to identify the sponsor of the Coca-Cola advertisement. They were provided with two options: the Coca-Cola Company and other sponsor. The intention is to ensure the participants noticed and could correctly identify the source of the information they read. This ensures any differences in affective outcomes and brand attitudes in the ad prime versus media prime versions are actually related to the difference in media source, rather than purely coincidental.

Two demographic questions were included--gender and year born. We predicted that these demographic variables would have no effect on cognitive or affective outcomes, as was found by Bennett, Pecotich, and Putrevu (1999), which tested recall and liking.

Discussion:

Brand recall was measured using an open-ended response question in which participants were unaided in their recall of the brands shown in the clip. Of the three placed brands, two were prominent (displaying the product named) and one was not (displaying only the product logo), as previously mentioned. 91% of the participants correctly recalled the two prominently placed brands, 30% recalled the less prominently placed brand, and 6% recalled other brands that were in the clip, but were not considered product placement. Only 6% recalled no brands or incorrectly recalled them. The type of priming shown to the participants had no effect on the rate of recall, nullifying our H1 hypothesis (H1: Primed placements increase cognitive outcomes, including attention to and recall of, product placements than non-primed placements).

Our H2 hypothesis was “Familiarity with products/brands increase cognitive outcomes, including attention to and recall of, product placements.” One of the placed brands was rated as familiar to all participants (earning only a 4 or 5 familiarity rating on the 1-5 familiarity scale, with 1 being unfamiliar and 5 being familiar) and the other was rated as most unfamiliar (earning 1 or 2 familiarity ratings by 78% of the participants). Only 9% of participants recalled only the familiar brand and 91% of participants recalled both brands. As result, our H2 hypothesis is nullified--familiarity of products/brands does not increase cognitive outcomes as the familiar and unfamiliar brand was recalled by 91% of participants. However, the results suggest support for H3--”Placing an established brand next to an un-established brand will increase cognitive outcomes (including attention to and recall of) of the un-established brand.” Most participants recalled the unfamiliar brand. However, for further testing, separate scenarios should be performed to place unfamiliar and familiar brands together and then separate them to accurately determine whether this effect is real.

To compare the perceived brand attitudes of the products based on the different priming sources, an analysis of variance (ANOVA) was run where the brand attitude items (likability, quality, good/bad, appeal) in the survey served as the dependent measure and a type of priming variable (no prime, media prime, or ad prime) served as the independent variable. The control measures included in the model was gender. Our H4 hypothesis was “Unprimed or media-primed placements produce better affective outcomes than ad primed placements,” and our H5 was “Placing an established brand next to an un-established brand will improve the affective outcomes of the un-established brand.” No significant interactions were found between the affective outcomes and the established versus un-established brand or the type of priming material given to the participants. There was no significant interaction between treatment variables--the ad prime, media prime, or no prime did not impact brand attitudes.

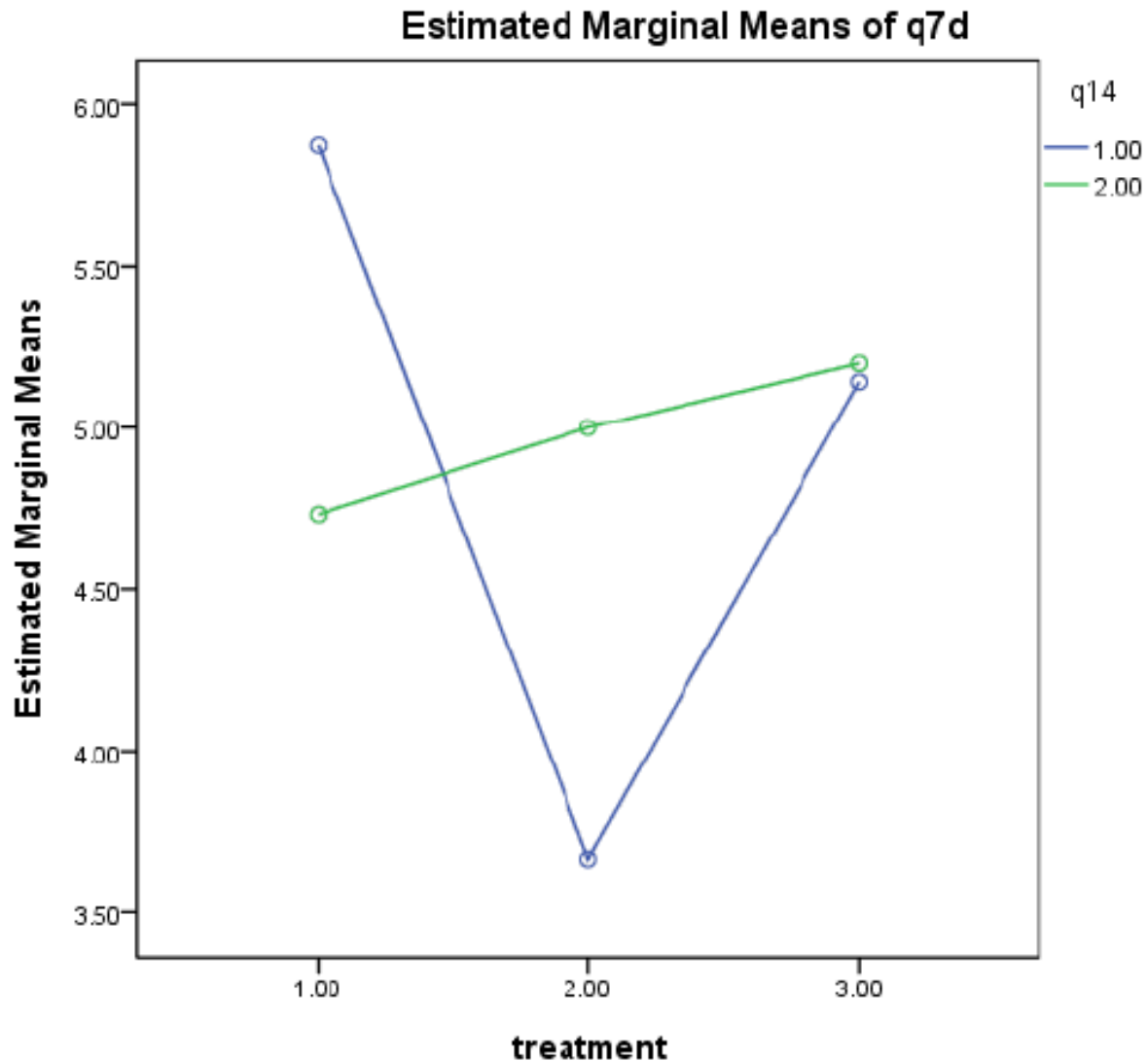
However, there was a significant interaction between treatment and gender. The only significant interaction was on 7a, which asked for the appeal rating using a 5 point bipolar scale of 1-unappealing to 5-appealing of the unfamiliar product placement. These results are displayed in the table below.

Report

q7a

treatment	Mean	N	Std. Deviation
1.00	4.8261	23	.57621
2.00	4.4348	23	1.12112
3.00	4.9375	32	.50402
Total	4.7564	78	.77604

The graph displays these results as well, the effect of treatment on the outcome variable as a function of gender. In the graph, the blue line denotes males and the green line denotes females. Treatment 1 is the ad prime, treatment 2 is the media prime, and treatment 3 is no prime.



Both genders reacted about the same when they were given no priming materials with regard to the placement. The average was 4.9 for females and 4.8 for males.

However, for the male participants, they reacted positively to Treatment 1, the ad prime, and negatively to Treatment 2, the media prime. This result is the opposite of our H4 hypothesis, “Unprimed or media-primed placements produce better affective outcomes than ad primed placements.”

For the female participants, there was a higher average appeal score for Treatments 2 and 3, the media prime and no prime. This is consistent with our H4 hypothesis--“Unprimed or media-primed placements produce better affective outcomes than ad primed placements,” although it is only consistent with the “appeal” brand attitudes, not all four that were measured, and only for the unfamiliar placed product.

From these results, we can conclude that males were unaffected by the detection of bias in the priming materials, inconsistent with Attribution theory which explains that the “persuasiveness of a message is adversely affected if the recipient infers a bias in the message communicator” (Balasubramanian 1994). Females were impacted by the detection of bias--the message credibility and persuasiveness decreased with the ad placement, as displayed through the loss of appeal with the ad prime. Males may have reacted positively to the ad prime because they were able to more confidently assume the commercial intent behind the placement, appreciating the straightforward-ness of the placement purpose.

We also evaluated whether frequent video game users would be more likely to be influenced by the placed products, H6. Although 35% of participants were identified as gamers through their survey responses, there was no correlation found between their video game habits and the affective outcomes, brand attitudes of the placed products.

Limitations:

This study included several limitations. Performing the same research without the presence of these limitations may have produced different results. Further research should be conducted to confirm the validity of the aforementioned conclusions in relation to the following limitations.

The small sample size served as a limitation in this study. A larger sample should be collected to serve as a more representative sample size. Also, the sample collected was a convenience sample--most participants were roughly the same age and majority were female. A wider range of demographics would serve as a more representative sample.

The brevity of the movie clip, 55 seconds, is a limitation. The clip is unlikely to have provided the same effect as a full length movie or television program. Recall for brand placements in this short period of time is not comparable to recall after the extended exposure to an entire movie or television program. Petrevu and Lord (1998), found “it is unlikely that viewers will have the opportunity or ability to process information deeply in the stimulus-rich environment such as a movie or television show.” However, in this experiment’s brief clip, participants were better able to process the placement and information presented. Therefore, these results may not be replicated in the context of a movie or television show because of the increased “stimulus-rich environment.” This experiment fails to capture all of the nuances that are associated with the full experience of viewing a film.

Because the experiment was conducted online, we were unable to control whether the participants referred back to the priming material or the movie clip when taking the survey. This may have effected the rate of recall. We were also unable to monitor whether the participants chose to read the material or pay attention to the clip--if conducted in a laboratory setting, we would be able to monitor this at least slightly better.

Low involvement products have been used in studies testing the effects of product placement on recall and memory. However, previous studies which include priming and testing affective outcomes all contained high involvement products, luxury cars, or deeply rooted

beliefs, environmental concerns (Balasubramanian, Karrh, and Patwardhan 2006). As result, further testing should be done to measure affective outcomes in the context of low involvement products and priming.

No measure was used to determine the audiences' involvement in the selected clip. Involvement is defined as a psychological/internal state of commitment (Mitchell 1979, 1981) that is activated by a certain stimulus in a given situation (Cohen 1983). If this "internal state" is high, then recall should also be high. Celsi and Olson (1988) found involvement to be "positively associated with the amount of focus and attention, comprehension effort, and elaboration." As result, audiences who were familiar with the film or more interested in it likely displayed a higher level of involvement, amplifying the effects of the priming materials. Including involvement measures would aid in determining the validity of the effects found in this experiment. (Although the testing for familiarity does aid in this, as "the probability that a person is more involved with a stimulus object is greater when that individual is more familiar with that object and thus has a better developed memory structure about it" (Zinkhan and Muderrisogen 1985).)

The affective outcomes scales were somewhat ambiguous. Although the scales were derived from Yi's 1993 study, which showed brand attitude and purchase intention were higher in positive priming conditions than in negative priming conditions, it is possible the participants were confused by the scales. If so, this may have contributed to our lack of correlation between priming effects and brand attitudes.

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Appendices:

Email/Direct Message Text:

Hello,

A College of Charleston student is exploring different media and its impact on consumers.

Participants will view the attached magazine articles, view a movie clip, and then complete a short survey. The entire process should take about 15 minutes.

To aid in the research, please view the attached PDF and then click on this link:

...

If you have any questions before completing this survey, please contact the researcher, Shelby Ball by snball@g.cofc.edu or 864-237-2657.

Thank you for your time and participation!

Priming Materials:

The Control, Ad Prime, and Media Prime materials are displayed in the following pages. The Control contains one page, while the Ad and Media primes contain two pages (the second of which is the same as the Control Prime). Note the “Featured Article by the Coca-Cola Company” text on the Ad Prime and the “Featured Article by *Advertising Age*” text on the Media Prime.

Ad Prime (below)

Featured Article By The Coca-Cola Company



WE'RE UPDATING OUR DIET COKE PACKAGING!

By The Coca-Cola Company
August 15, 2012

Beginning Sept. 1, we will switch to a design introduced last fall as a limited-edition package. The design, created by Turner Duckworth, features a section of the Diet Coke logo, cropped to prominently feature the "D" and the "k." The can's color scheme, red and black on a silver background remains the same. The packaging design only impacts the brand's cans, not bottles.

"The cropped logo is coming back by popular demand," Kerry Tressler, our spokeswoman for the brand, explains.

The bold design goes hand in hand with the our efforts to align ourselves with the fashion community. This fall, a T-shirt designed by Miami International University of Art and Design student Gustavo Alonso will be sold in Target stores nationwide as part of Diet Coke's Young Designer Challenge. The T-shirt features the cropped logo.

The fall season has become an important marketing period us; previously we typically focused our efforts around the first quarter. In 2010, Diet Coke inched past Pepsi to become the No. 2 soda in the country. And since then, we've sought to push our advantage, in part by ramping up our marketing in the second half of the year. Historically, our Diet Coke marketing was weighted toward the first quarter, given our Academy Awards sponsorship and the Heart Truth campaign, which ties in with New York Fashion Week.

In the coming weeks, we will share more information on our marketing plans for the brand and news of the permanent packing change.

Last fall, David Turner, a partner at Turner Duckworth, told Ad Age that our brief and clear objective of "Stay Extraordinary" – our ongoing Diet Coke campaign – lent itself to "really clear and bold work."

We tested the cropped logo design extensively beginning in August and September 2010. In a trial with Target, the test market saw volume growth outpace the rest of the country. "It wasn't



an accidental design or something that we just happened on," says Katie Bayne, Coca-Cola's president-sparkling beverages.

The New Rules for Marketing

What works today is the exact opposite of what worked a decade ago.

STEP 1

Create a product that addresses a very specific type of consumer and buyer.

STEP 2

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Have those advocates define your brand name and the future of your offerings.

BRANDING AMERICA

In 2012, these countries had the highest global reputations among the 50 nations ranked. The U.S. has held the top spot four years in a row.

1. UNITED STATES
2. GERMANY
3. UNITED KINGDOM
4. FRANCE
5. CANADA
6. JAPAN
7. ITALY
8. SWITZERLAND
9. AUSTRALIA
10. SWEDEN

SOURCE: ANHOLT-GFK ROPER NATION BRANDS INDEX

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Take a Crooked Path to Growth

Karl Stark & Bill Stewart

Successful companies don't grow in a straight line. Here are three ways growing companies manage their growth through the ups and downs.

There is no cookie-cutter approach to growth. Success stories never turn out the way they were meant to be. When entrepreneurs set out to build a business, they have grand plans about investment, customer acquisition, and eventual stardom. They show a typical hockey-stick chart that shows investment and low revenues in the first few years, followed by a sudden and sustained surge of astronomical growth.

This steady growth story rarely comes true, but that doesn't mean the business won't succeed. The most successful businesses rarely follow the script. Growth businesses are developed through trials and tribulations, multiple failures, and happenstance. The best businesses are created through real-world learnings that are hatched by lost clients or cost overruns, events that cause the management team to take a step back and build the business in a better way. This repetitive pivoting and enhancing is what creates great businesses.

Here are three ways we see companies take a crooked path to growth:

1. They take two steps forward and one step back.

Growth businesses are not always moving forward. In the long run, they may show an upward trajectory, but along the

way they are reshaping their business and even shrinking before they grow. They tend to take two steps forward, getting out ahead of their skis, which puts them in a vulnerable position. They learn from this experience, take a step back to regroup or pivot, and put themselves on a better foundation for growth. Each time they do this, the company grows stronger.

2. They go slower, not faster.

If success comes from trial and error, it makes sense that companies that grow slower have more opportunity to improve their model as they grow. Slower growth also typically results in greater profitability, since profits aren't being rapidly invested in new opportunities, many of which will be failures. Taking the time to test and learn gives the company a better foundation that results in steadier growth in the long run.

3. They start over often.

The most successful growth companies are constantly "zero-basing" their business. That means they, at least figuratively, fire the whole team, assess what they have and rebuild the company with the best people and assets. They divorce themselves from the business's past and think of themselves as outsiders taking a fresh look at the business. They ask, "How would we build the business if we were starting from scratch?"

Successful growth companies are built through a series of ups and downs, right and left turns that ultimately result in a better business. CEOs and investors who embrace this chaotic approach will build more value in the long run.

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Avondale, based in Chicago, is a high-growth company itself, and is a two-time Inc. 500 award recipient.



Featured Article By Advertising Age



DIET COKE UPDATES ITS PACKAGING

By Natalie Zmuda
August 15, 2012

Beginning Sept. 1, Diet Coke will switch to a design introduced last fall as a limited-edition package. The design, created by Turner Duckworth, features a section of the Diet Coke logo, cropped to prominently feature the "D" and the "k." The can's color scheme, red and black on a silver background remains the same. The packaging design only impacts the brand's cans, not bottles.

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Ms. Tressler declined to comment on the brand's marketing plans or on how it would be sharing news of the permanent

packaging change with consumers. She said there would be more news in the coming weeks.

Last fall, David Turner, a partner at Turner Duckworth, told Ad Age that our brief and clear objective of "Stay Extraordinary" – our ongoing Diet Coke campaign – lent itself to "really clear and bold work."

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Control "Prime" (below)

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Survey Questionnaire:

The following are the survey questions contained in the questionnaire on Qualtrics. Three versions of the survey were created to accommodate the three variations corresponding to the different priming materials (ad prime, media prime, and control), although all contain the same

questions in the same order. The first page contained a consent form (shown below along with the questions). The second page included a URL to watch the movie clip (also shown below). The rest of the pages contained one question each, all of which required the participant to provide an answer, except the listing the branded products in the clip (the first question) and the demographic questions, gender and year born. A bar to track the participant's progress in percentages is displayed at the bottom of each survey page as well.

Page 1, Consent

"You are invited to participate in a CofC student's research survey because of your enrollment at the College of Charleston. You must be 18 years or older to participate. The purpose of this research is to explore different media and its impact on consumers. Please view the reading materials, then the movie clip before completing the survey. We expect that this entire process will take about 15 minutes to complete.

Participation is entirely voluntary, and you may withdraw at any time. Completion of the survey constitutes your consent to participate in this research. All data obtained will be anonymous. We ask that you do not provide any information that could identify you personally.

If you have any questions before completing this survey, please contact the researcher, Shelby Ball by snball@g.cofc.edu or 864-237-2657.

This research study has been reviewed by the Human Research Protection Program at the College of Charleston. For information about the review process, please contact the Office of Research and Grants Administration, compliance@cofc.edu or 843-953-7421.

If you wish to participate, please proceed to the questionnaire by clicking the ">>" arrows. If not, please close your browser window or tab. If you would like to leave the survey at any time, just close your browser window or tab."

COLLEGE of CHARLESTON

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0% 100%

Page 2, Movie Clip URL

Please copy and paste the following link into a separate window or tab on your browser to view a brief movie clip.

<http://movieclips.com/YWvF-diary-of-a-wimpy-kid-dog-days-movie-vacation-is-on/>

Page 3, Question 1

List all of the branded products in the clip.

Page 4, Question 2

To what extent are BIC pens each of the following?

Unlikable	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Likable
Low Quality	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	High Quality
Bad	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Good
Unappealing	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Appealing

Page 5, Question 3

To what extent is Coca-Cola soda each of the following?

Unlikable	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Likable
Low Quality	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	High Quality
Bad	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Good
Unappealing	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Appealing

Page 6, Question 4

To what extent is an Xbox console each of the following?

Unlikable	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Likable
Low Quality	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	High Quality
Bad	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Good
Unappealing	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Appealing

Page 7, Question 5

To what extent are Clorox wipes each of the following?

Unlikable	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Likable
Low Quality	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	High Quality
Bad	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Good
Unappealing	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Appealing

Page 8, Question 6

To what extent is Dove deodorant each of the following?

Unlikable	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Likable
Low Quality	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	High Quality
Bad	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Good
Unappealing	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Appealing

Page 9, Question 7

To what extent are Utz chips each of the following?

Unlikable	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Likable
Low Quality	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	High Quality
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Unappealing	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Appealing

Page 10, Question 8

Indicate your level of familiarity with the Coca-Cola brand.

Unfamiliar	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Familiar
------------	---	----------

Page 11, Question 9

Indicate your level of familiarity with the Utz brand.

Unfamiliar ☐ ☐ ☐ ☐ ☐ Familiar

Page 12, Question 10

Indicate how frequently you use the following products.

	Never	Once a Year	Every Few Months	Monthly	Bi-Monthly	Weekly	Daily
Utz Chips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coca Cola soda	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page 13, Question 11

How much time do you spend playing video games?

- ☐ Never
- ☐ Under 1 hour per week
- ☐ 1-5 hours per week
- ☐ 5-10 hours per week
- ☐ 10+ hours per week

Page 14, Question 12

To what extent do you feel that seeing Coca-Cola soda in the clip increased your intention to purchase the products?

Negatively ☐ ☐ ☐ ☐ ☐ Positively

Page 15, Question 13

To what extent do you feel that seeing Utz chips in the clip increased your intention to purchase the products?

Negatively ☐ ☐ ☐ ☐ ☐ Positively

Page 16, Question 14 (Not included on the Control questionnaire, as there was no Diet Coke article contained in the Control priming materials)

Who was the sponsor of the Diet Coke article?

- ☐ Coca Cola
- ☐ Other sponsor

Page 17, Question 15

Gender:

- ☐ Male
- ☐ Female

Page 18, Question 16

Year Born: