

Making Brand Visible: Advertising Elements Influencing Visual Attention to the Brand

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Abstract

Advertising is a trillion dollar industry, which reveals the importance for each of the company investing in advertising to create effective advertising campaigns in order to make investments profitable. Nevertheless, in today's intensifying competition creating effective advertising campaigns becomes more and more of a challenge. Even if some elements of advertising are attention-grabbing, this does not guarantee that the brand in the advertisement will be noticed, which in turn leads to reduced advertising effectiveness. Such phenomenon is especially relevant to outdoor advertising. The scientific problem solved by this research is defined by a question: what criteria of outdoor advertising elements influence visual attention to the brand? This study aims to contribute to the advertising theory by determining the specific criteria of advertising elements that influence consumers' visual attention to the brand presented in the outdoor advertisements. To reach the aim of the study, the eye tracking experiment using Tobii Eye Tracking Glasses is provided with the created sample advertisements. Sample advertisements are composed based on the theoretically determined elements of advertising that can influence consumers' visual attention to the brand and on the content analysis of real outdoor advertisements as well as advertising experts' interview. The analysis of the research results revealed that in order to enhance the probability that brand presented in the outdoor advertisement will grab attention, it should be positioned in the left side of the advertisement and the advertisement should contain headline twice as big as body text. Moreover, advertisement should be with dominating textual elements and contain large number of elements. By enhancing the probability that brand presented in the outdoor advertisement will grab attention, the probability of effective advertising increases as well.

Keywords: advertising effectiveness, brand, visual attention, eye tracking.

JEL classification: M31, M37.

1. Introduction

The contemporary information society is facing the problem of information abundance and overload leading to higher consumer selectivity for an informational content they encounter. Accordingly, the competition among businesses for consumer attention is intensifying. It can be argued that only attention grabbing advertisements have a ground to become effective. However, an effective advertising should not only be able to attract consumers' attention, but hold interest to the message exposed, arouse desire to a product advertised and obtain action (Bakar, Desaa and Mustafa, 2015, p. 311). Duffett (2015, p. 520) emphasizes that in order to be appealing, advertisements should be created carefully and be stimulating.

Therefore, it is not enough to attract consumer attention to an advertisement – much more important is to make visible *the brand*. Considering all the measures that help to attract consumer attention to an advertisement as important, the determination of advertising elements that can influence consumers' visual attention to the brand is relevant. Therefore, the determination of the specific criteria of outdoor advertising elements affecting visual attention to the brand, which in turn leads to enhanced probability of creating effective advertising, is

very important. The scientific problem solved by this research is defined by a question: what criteria of outdoor advertising elements influence visual attention to the brand? This study aims to contribute to the advertising theory by determining the specific criteria of advertising elements that influence consumers' visual attention to the brand presented in the outdoor advertisements.

The structure of the paper is as follows. In Section 2 a scientific substantiation for the outdoor advertising elements that influence visual attention to the brand is provided; research methodology is presented in the Section 3. The research results are presented in Section 4; discussion and conclusions are provided in the Section 5.

2. Theoretical substantiation

Getting consumers' attention to an advertisement is often a great challenge for businesses regardless of the medium used (Bakar, Desaa and Mustafa, 2015, p. 311). If considering outdoor advertising as mainly print advertising, it is composed of two main groups of elements: visual and textual (Gisbergen, Ketelaar and Beentjes, 2004; Zubcevic and Luxton, 2011, p. 132). The composition of latter groups of elements in an advertisement is based on the elements of graphic design composing advertising design corresponding to particular principles (Pieters and Wedel, 2004; Clow and Baack, 2007; Wedel and Pieters, 2008). Pieters and Wedel (2004) argue that despite that the primary function of both groups of elements (i.e., visual and textual) is capturing consumers' attention, their impact on attention is different.

The group of *visual elements* (illustration, picture, photograph, product images, or other images) is based on visual appeals, and their primary function is attention grabbing (Cutler, Javalgi, Erramsilli, 1992; Pieters and Wedel, 2004). The research provided by Baumgartner, Esslen and Jancke (2006) revealed that images evoke consumer emotional arousal; moreover, the research by Hughes, et al. (2003) found that pictures in advertising are perceived as a proof for consumer's choice.

Considering *textual element* of advertising, the most important are headline-copy and body-copy. Headline-copy is meant to attract consumer's attention first, and the body-copy is often written in smaller font size, is composed of few lines or even paragraphs. Considering the headline-copy, its main purpose is to attract consumer's attention in a most seductive way, because it is often the most visible and distinctive part of all the text in an advertisement, whereas the body-copy is a story of a product or service telling the customer about the benefits and convincing to fulfil a purchase (Blakeman, 2011). Previous research (Pilelienė, Grigaliūnaitė and Bakanauskas, 2015) showed that consumer attention to an advertisement declines according to a principle of the letter 'Z'. Analyzing previous practitioner research, Lepkowska-White, Parsons and Ceylan (2014, p. 314) found that larger font sizes and appropriate colors (e.g., using darker text on a lighter background) makes it easier to read text; moreover, the research provided by Pillai, Katsikeas and Presi (2012) revealed a correlation between the font size and the positive valuation of a product. Moreover, too short text can be not enough convincing and omit the core benefits, and too long advertising text might be viewed as boring.

The composition of visual and textual elements in an advertisement results in advertising *complexity*. According to Pieters, Wedel and Batra (2010) there are two possible points of view to advertising complexity: as a basis for visual attention one emphasizes simplicity and the other stands for complexity. However, the research on the differences in effectiveness of latter compositions (i.e., complex vs. simple) is still scarce.

3. Research organization

Based on the analysis of scientific literature, following specific research hypotheses were

made:

H₁: Visual attention to a brand presented in the outdoor advertisements differs between advertisements where brand is positioned in the left side when compared to the one where brand is positioned in the right side, and when compared to the one where brand is positioned in the centre of the advertisement;

H₂: Visual attention to a brand presented in the outdoor advertisements differs between advertisements containing different font size headlines;

H₃: Visual attention to a brand presented in the outdoor advertisements differs between advertisements with dominating visual elements when compared to the ones with dominating textual elements;

H_{4a}: Visual attention to a brand presented in the outdoor advertisements with dominating textual elements differs between advertisements with large number of elements when compared to the advertisements with small number of elements;

H_{4b}: Visual attention to a brand presented in the outdoor advertisements with dominating visual elements differs between advertisements with large number of elements when compared to the advertisements with small number of elements.

Achieving to substantiate research hypotheses, thus determining the specific criteria of outdoor advertising elements that influence consumers' visual attention to a brand presented in the advertisements, eye tracking experiment was provided. The experiment was conducted using Tobii Eye Tracking Glasses – mobile video-based eye tracker recording monocular gaze data from the right eye at a sampling rate of 30 Hz. This eye tracker had an accuracy of 0.5°. The system had a camera to record a scene video with a resolution of 640x480 pixels; maximum recording angles were 56° of visual angle in horizontal and 40° of visual angle in vertical direction.

For the experiment, sample advertisements were composed based on the theoretically determined elements of advertising that can influence consumers' visual attention to the brand and on the content analysis of real outdoor advertisements as well as advertising experts' interviews. In the all of the sample advertisements different brands of convenience product category were advertised. Composed sample advertisements could be classified into two systems of advertisements' layouts, presented in Figure 1.

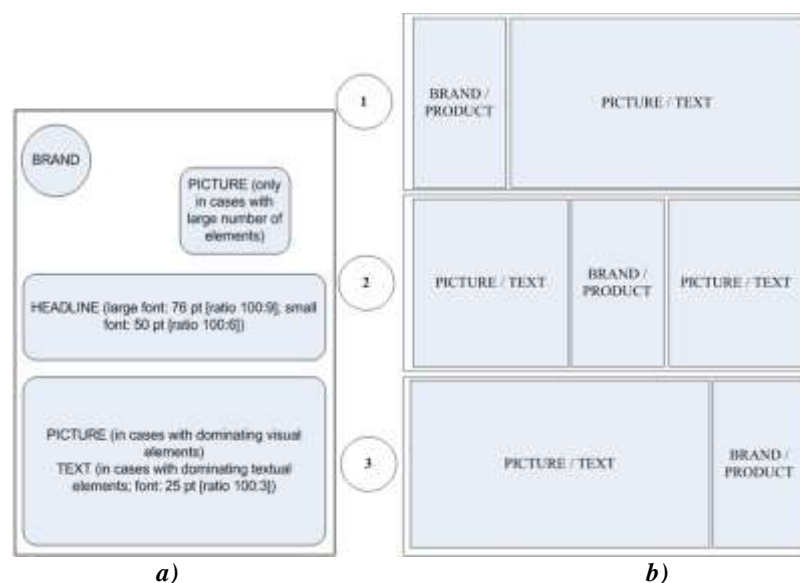


Figure 1. Two systems of advertisements' layouts: a) composition of advertising elements; b) brand position (1 – left; 2 – centre; 3 – right)

As it can be seen, first layout system (a) is designed for the analysis of composition of advertising elements, when the position of a brand is constant (in such a way revealing the effect of different criteria of advertising elements while eliminating the influence of brand position). In latter layout system brand is positioned in the left upper corner, in the right upper corner picture is presented only in the advertisements which contain large number of elements; headline is presented in the middle of the advertisement. Paper size and large headline's font size ratio is 100:9, while paper size and small headline's font size ratio is 100:6. In the bottom of the page, visual element is presented in the advertisements, which have to contain visual elements, and text is presented in the advertisements, which have to contain textual elements (paper size and the font size of body text ratio is 100:3). Consequently, small headline font size and body text font size ratio is 2:1; large headline font size and body text font size ratio is 3:1. The second layout system (b) is designed to reveal only the effect of brand position in the advertisement on visual attention to a brand presented in an advertisement. As it can be seen, in latter case brand / product were presented in three advertisements with three different brand / product positions: left, centre, right; the remaining elements in latter advertisements were the same, in such a way revealing the effect of different brand positions while eliminating the influence of other advertising elements.

All of the advertisements were hung upon the university (*note*: Vytautas Magnus University, Kaunas city centre) wall in a random order. The advertisements' paper size used for the research was A4 (210:297 millimetres), because the participants' walking distance from the advertisements was 1 metre (\pm 30 centimetres), due to the narrow passing. Accordingly, with the bigger distances the advertisements' paper size respectively has to be bigger in order to capture consumers' attention. Participants looked (or did not look if did not notice) at the advertisements from their own pace. Before the experiment, each of the participants put on the glasses and performed a standard nine point calibration procedure. All of the participants were volunteers and had not been paid for the participation in the eye tracking experiment. The experiment was held in Lithuania, Vytautas Magnus University, February – May, 2016. 30 participants' (26 females) data appropriate for the analysis were obtained. All of the participants were right-handed with normal or normal-to-corrected vision. All of the participants were at the age group of 18-29 years.

For the analysis of eye tracing results Tobii Studio v.3.2.3 software was applied. Total fixation duration (average duration of all fixations within the specific element) and fixation count (average number of times the participants fixated on the specific element) to the brands presented in the advertisements with different criteria were calculated. IBM SPSS Statistics v.20 and XLSTAT 2014 software packages were applied for the statistical analysis of the results obtained from the Tobii Studio v.3.2.3 software.

4. Research results

The analysis of the research results reveals that the brand positioned in the left side of the outdoor advertisement attracts most visual attention, while brand positioned in the centre of the outdoor advertisement attracts least visual attention (see Table 1). Moreover, as it can be seen, the minimal viewing time to the brand when it is positioned in the centre of the outdoor advertisement equals to zero (there were participants who did not notice the brand), while when the brand is positioned in the left or in the right side of the outdoor advertisement, the minimal viewing time is above zero (there were no participants who did not notice the brand in latter positions). Mean fixation count corresponds to the results of mean viewing time: brand positioned in the left side of outdoor advertisement obtained the most fixation times, while brand positioned in the centre of outdoor advertisement obtained the least fixation times. Consequently, it could be stated that brand positioned in the left side of the outdoor

advertisement attracts bigger amount and intensity of visual attention compared to the brand positioned in the right side or the centre of the outdoor advertisement.

Brand position	Min	Max	Median	Mean	S.E.	95 % C.I. on mean		Fixation count (mean)
						Lower bound	Upper bound	
Left	0.170	13.230	4.180	4.797	0.624	3.522	6.073	145.500
Right	0.010	4.140	2.540	2.344	0.281	1.770	2.919	70.900
Centre	0	4.600	2.310	2.001	0.56	1.478	2.525	60.00

Table 1. Descriptive statistics of mean visual attention time (s) to the brand presented in different positions

The visualization of participants' viewing time to the brand presented in different positions (see Figure 2) substantiates the results of mean viewing time: the longest participants' viewing time relates to the brand positioned in the left side of the outdoor advertisement. Nevertheless, the shortest participants' viewing time relates to the brand positioned in the right side of the outdoor advertisement, while the shortest mean viewing time relates to the brand positioned in the centre of the outdoor advertisement.

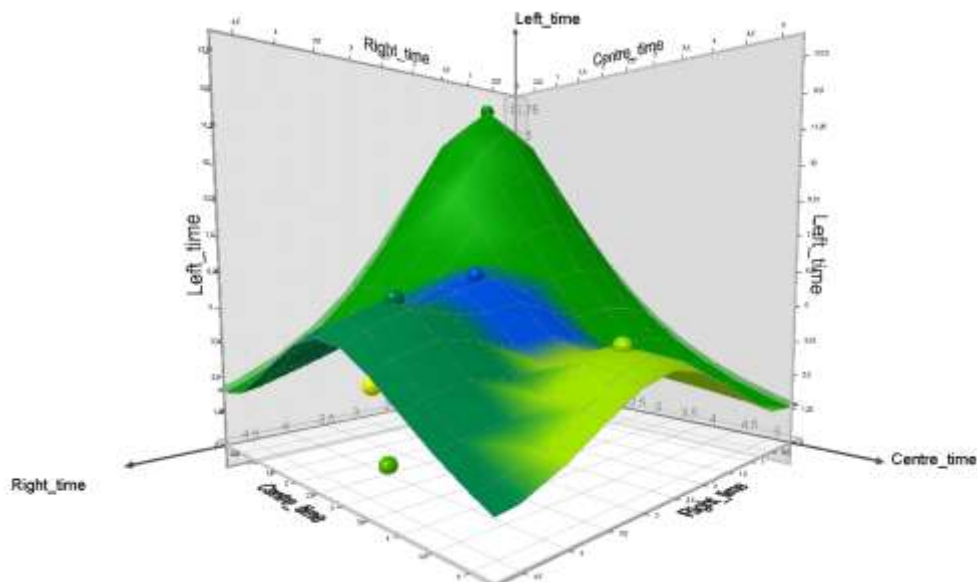


Figure 2. Visualization of viewing time (s) to the brand presented in different positions

The same results are obtained by the visualization of fixation frequency (times) to the brand presented in different positions (see Figure 3). The most participants' fixation times relates to the brand positioned in the left side of the outdoor advertisement. However, the least participants' fixation times relates to the brand positioned in the right side of the outdoor advertisement, while the least mean fixation times relates to the brand positioned in the centre of the outdoor advertisement.

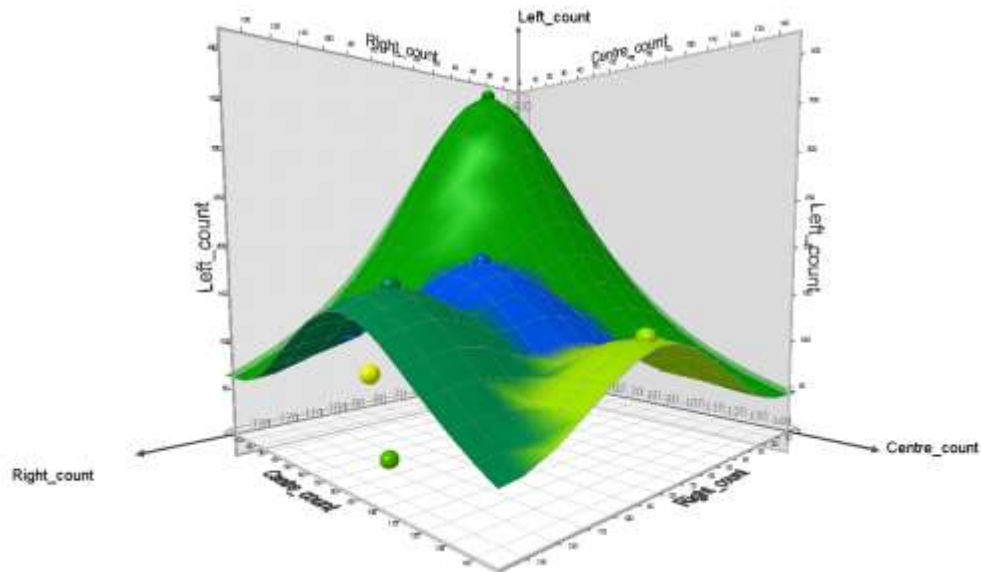


Figure 3. Visualization of fixation frequency (times) to the brand presented in different positions

As the data of eye tracking experiment are non-normally distributed, the Friedman test is applied (three dependent samples) in order to evaluate whether there are significant differences in viewing time to the brand when it is positioned in different sides of the outdoor advertisements. As it is shown in Table 2 below, there are significant differences in viewing time to the brand when it is positioned in different sides of the outdoor advertisements.

Criteria	Value
N	30
Chi-Square	13.067
Df	2
p-value	0.001

Table 2. Friedman Test

To examine where the differences actually occur, Wilcoxon Signed Ranks Test with the Bonferroni adjustment (significance level equals to 0.017) is applied as the Post-Hoc test (see Table 3).

Criteria	Value	
	Z	p-value
Right side – Left side	2.813	0.005
Centre – Left side	3.230	0.001
Centre – Right side	1.906	0.057

Table 3. Wilcoxon Signed Ranks Test

As it can be seen, visual attention to the brand positioned in the left side of the outdoor advertisement is statistically significantly higher than visual attention to the brand positioned in the right side of the outdoor advertisement. Moreover, visual attention to the brand positioned in the left side of the outdoor advertisement is statistically significantly higher than visual attention to the brand positioned in the centre of the outdoor advertisement. Nevertheless, there is no statistically significant difference in visual attention to the brand presented in the right side of the outdoor advertisement and visual attention to the brand presented in the centre of the outdoor advertisement.

Descriptive statistics of mean visual attention time (s) to the brand presented with different criteria of advertising elements is presented in Table 4 below.

Advertising elements	Min	Max	Median	Mean	S.E.	95 % C.I. on mean		Fixation count (mean)
						Lower bound	Upper bound	
Dominating visual	0	2.600	1.230	1.243	0.152	0.931	1.555	37.933
Dominating textual	0	4.160	1.785	1.696	0.249	1.186	2.205	51.867
Large headline	0	2.080	1.300	1.299	0.136	1.020	1.578	39.400
Small headline	0	3.630	1.605	1.960	0.241	1.467	2.453	59.567
Large number of elements, dominating textual	0	2.500	1.055	1.160	0.174	0.803	1.516	35.433
Small number of elements, dominating textual	0	1.660	0.340	0.607	0.121	0.360	0.854	18.967
Large number of elements, dominating visual	0	2.170	0.570	0.814	0.132	0.543	1.084	24.700
Small number of elements, dominating visual	0	1.370	0.380	0.433	0.077	0.275	0.591	13.367

Table 4. Descriptive statistics of mean visual attention time (s) to the brand

As it can be seen, a brand presented in the advertisement with dominating textual elements attracts more visual attention than a brand presented in the advertisement with dominating visual elements. A brand presented in an advertisement with small headline (twice as body text) attracts more visual attention than a brand presented in an advertisement with large headline (three times as body text). Moreover, a brand presented in an advertisement with large number of elements with dominating either textual or visual elements attracts more visual attention than a brand presented in an advertisement with small number of elements with dominating either textual or visual elements.

Wilcoxon Signed Ranks Test is applied in order to evaluate the differences between two dependent samples (see Table 5). As it can be seen, a brand presented in an advertisement with dominating textual elements attracts statistically significantly more visual attention than a brand presented in an advertisement with dominating visual elements.

Criteria	Value	
	Z	p-value
Dominating visual – Dominating textual	2.723	0.006
Large headline – Small headline	2.937	0.003
Large number of elements, dominating textual – Small number of elements, dominating textual	2.695	0.007
Large number of elements, dominating visual – Small number of elements, dominating visual	1.691	0.091

Table 5. Wilcoxon Signed Ranks Test

Furthermore, a brand presented in an advertisement with a small headline (twice as body text) attracts statistically significantly more visual attention than a brand presented in an advertisement with a large headline (three times as body text). The occurrence of this phenomenon can be grounded by the assumption that the bigger the headline, the more attention

it grabs and distracts it from the brand. On the other hand, very small headline (the size of the body text) possibly would not attract attention at all; hence the balanced size of the headline has to be found. A brand presented in an advertisement with large number of elements with dominating textual elements attracts statistically significantly more visual attention than a brand presented in an advertisement with small number of elements with dominating textual elements. On the other hand, there is no statistically significant difference in visual attention to a brand presented in an advertisement with a large number of elements with dominating visual elements when compared to a brand presented in an advertisement with a small number of elements with dominating visual elements.

The results of hypotheses testing are summarized and explained in Table 6 below. Only one hypothesis (H4b: visual attention to a brand presented in the outdoor advertisements with dominating visual elements differs between advertisements with large number of elements when compared to the advertisements with small number of elements) is rejected, as there is no statistically significant difference in visual attention to a brand presented in an advertisement with a large number of elements with dominating visual elements when compared to a brand presented in an advertisement with a small number of elements with dominating visual elements. Despite this, a brand presented in the outdoor advertisements with dominating textual elements and containing large number of elements attracts statistically significantly more visual attention than a brand presented in the outdoor advertisements with dominating textual elements and containing small number of elements. Moreover, a brand presented in the outdoor advertisements with dominating visual elements attracts more visual attention when there is large number of elements compared to the small number of elements, even though this difference is statistically non-significant. Consequently, applying large number of elements in the outdoor advertisement can enhance the probability of a brand being noticed.

No.	Hypothesis	Result	Explanation
H1	Visual attention to a brand presented in the outdoor advertisements differs between advertisements where brand is positioned in the left side when compared to the one where brand is positioned in the right side, and when compared to the one where brand is positioned in the centre of the advertisement	Supported	Visual attention to the brand positioned in the left side of outdoor advertisement attracts statistically significantly more visual attention compared to the brand presented in the right side / centre of outdoor advertisement
H2	Visual attention to a brand presented in the outdoor advertisements differs between advertisements containing different font size headlines	Supported	Brand presented in the outdoor advertisements containing small font size headline (twice bigger than body text) attracts statistically significantly more visual attention than brand presented in the outdoor advertisements containing large font size headline
H3	Visual attention to a brand presented in the outdoor advertisements differs between advertisements with dominating visual elements when compared to the ones with dominating textual elements	Supported	Brand presented in the outdoor advertisements with dominating textual elements attracts statistically significantly more visual attention than brand presented in the outdoor advertisements with dominating visual elements
H4a	Visual attention to a brand presented in the outdoor advertisements with dominating textual elements differs between advertisements with large number of elements when compared to the advertisements with small number of elements	Supported	Brand presented in the outdoor advertisements with dominating textual elements and containing large number of elements attracts statistically significantly more visual attention than brand presented in the outdoor advertisements

			with dominating textual elements and containing small number of elements
H4b	Visual attention to a brand presented in the outdoor advertisements with dominating visual elements differs between advertisements with large number of elements when compared to the advertisements with small number of elements	Rejected	Though brand presented in the outdoor advertisements with dominating visual elements attracts more visual attention when there is large number of elements compared to the small number of elements, the difference is statistically non-significant

Table 6. Results of hypotheses testing

Moreover, seeking to enhance the probability of a brand presented in the outdoor advertisement for being noticed, advertisement should contain textual elements, as a brand presented in the outdoor advertisements with dominating textual elements attracts statistically significantly more visual attention than a brand presented in the outdoor advertisements with dominating visual elements; additionally, advertisement should contain small headline (twice as body text), as a brand presented in the outdoor advertisements containing small font size headline (twice bigger than body text) attracts statistically significantly more visual attention than a brand presented in the outdoor advertisements containing large font size headline (three times as the body text). Finally, as visual attention to a brand positioned in the left side of outdoor advertisement attracts statistically significantly more visual attention compared to a brand presented in the right side / centre of outdoor advertisement, brand / product should be positioned in the left side when creating outdoor advertising campaigns.

5. Discussion and conclusions

Outdoor advertising is composed of two main groups of elements: visual and textual. Even though the primary function of both groups of elements is capturing consumers' attention, their impact on attention is different. Moreover, the composition of latter elements in an advertisement results in advertising complexity, which in turn has two possible points of view: as a basis for visual attention one emphasizes simplicity and the other stands for complexity. Consequently, different compositions of visual and textual elements in outdoor advertising lead to different amount of consumers' visual attention to an advertisement and its' elements, of which one and the most important is a brand. Visual attention to a brand becomes an obligatory but insufficient condition to reach outdoor advertising effectiveness. Therefore, analyzing the influence of outdoor advertising elements on visual attention to an advertisement, by ignoring the influence of those elements on the visual attention to a brand, can create misleading results. The analysis of the research results revealed that visual attention to a brand positioned in the left side of outdoor advertisement attracts more visual attention compared to a brand presented in the right side / centre of outdoor advertisement. Of course, latter results are only applicable for the markets where consumers read from left to right, from up to bottom. Thus, when seeking to attract consumers' visual attention to a brand presented in an outdoor advertisement, the brand should be positioned in the left side of the advertisement.

A brand presented in an advertisement with small headline (twice as body text) attracts statistically significantly more visual attention than a brand presented in an advertisement with large headline (three times as body text). The occurrence of this phenomenon can be grounded by the assumption that the bigger the headline, the more attention it grabs and distracts it from the brand. On the other hand, very small headline (the size of the body text) possibly would not attract attention at all; hence the balanced size of the headline can be considered to be twice as big as the body text.

Moreover, a brand presented in the outdoor advertisements with dominating textual elements attracts more visual attention than a brand presented in the outdoor advertisements with dominating visual elements. Considering the fact that visual elements are based on visual

appeals and consumers can engage only in the visual part of the advertisement, thus leaving the brand unnoticed, the conclusion can be made that dominating textual elements in an advertisement lead to the emphasized and thus attention-grabbing brand. In order that those dominating textual elements in an advertisement would lead to the emphasized and thus attention-grabbing brand, there should be a large number of textual elements.

These recommendations of how the outdoor advertising elements affecting visual attention to a brand have to be managed may result in the enhanced probability of effective outdoor advertising campaigns. The analysis of the specific criteria of advertising elements that influence consumers' visual attention to a brand presented in the other mode advertisements becomes the direction for future research.

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