

Advertising Study Infographic

Consumer Attitudes and Perceptions about ADVERTISING STYLES

Eyes4Research surveyed 500 consumers to learn more about what consumers think about the advertising they see across all platforms - digital and televised, as well as traditional advertising, like billboards and mailers.

While consumers are inundated with advertising seemingly everywhere they go, they are often only truly engaged with the ads they see in especially specific circumstances in order to influence their purchasing decisions.

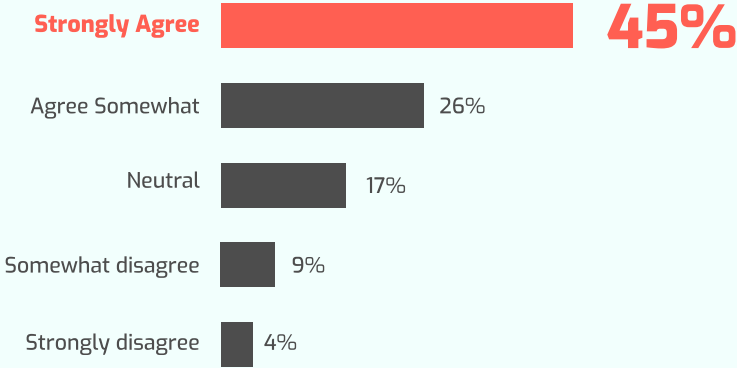


SKIPPING AHEAD



With the ability to skip past ads, both on television and online, people are taking full advantage and hitting fast-forward in order to get back to watching their shows and movies.

I tend to skip or fast forward through TV ads, podcast ads, and digital video ads when I can



What Makes an Ad Memorable?



A standout ad can become part of pop culture. Here are the things that make consumers remember an ad and convert them into customers.

40%

Somewhat effective

Ads with a catchy jingle or song



Ads with celebrity endorsements or spokes people

33%

Neutral

36%

Neutral

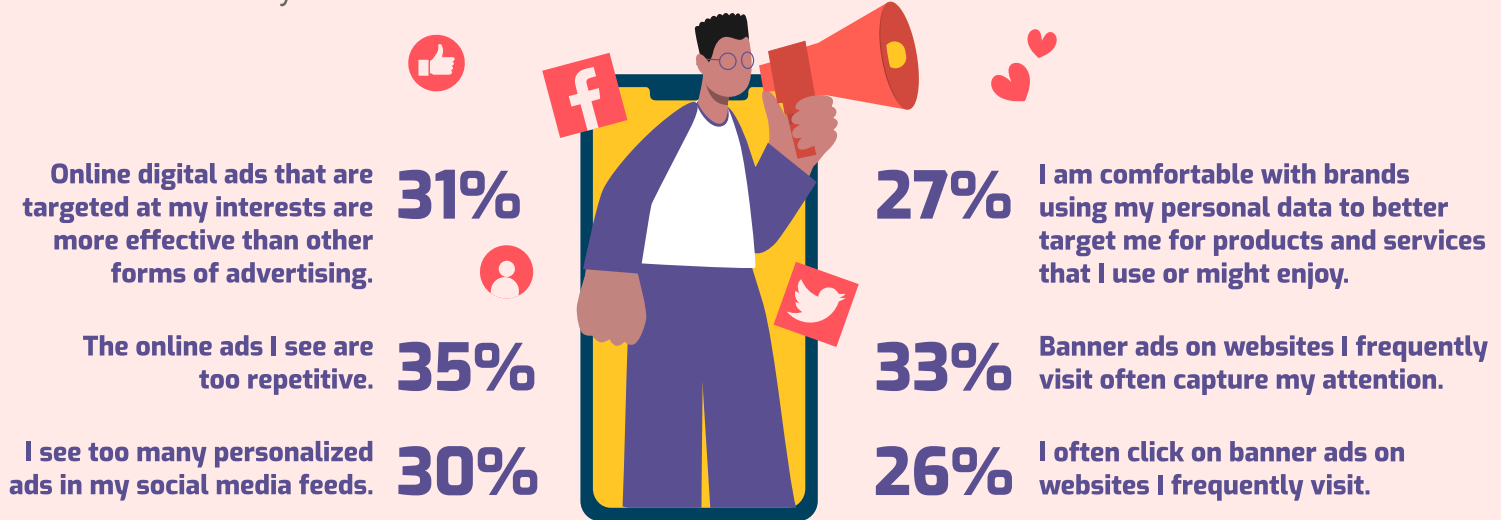
Ads with dangerous or extreme stunts



How Do People Feel About Digital Advertising?



Online advertising is becoming more personalized, but consumers still seem to be ambivalent, with few of those advertisements persuading them to purchase or to give ads their full attention when they are online.

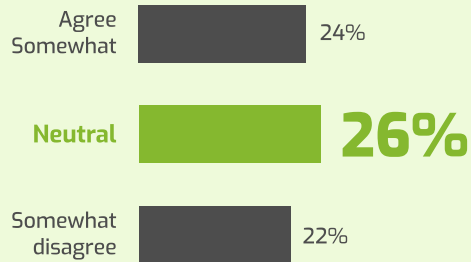


Where Does Traditional Advertising Fit In?



Consumers have grown accustomed to digital advertising interrupting their scrolling and binge-watching, but how do they feel about more classic versions of advertising?

Billboards and outdoor ads are outdated forms of advertising



I enjoy looking through traditional mail advertisements, including flyers, coupons and catalogues.

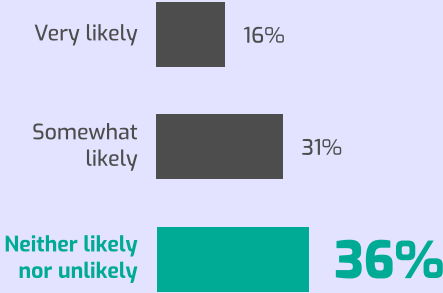


What Influences Final Purchasing Decisions?



Consumers don't seem to let whether an ad has been educational or entertaining influence their buying decisions.

How likely are you to purchase a product or subscribe to a service solely because their advertisement is entertaining?



Which of the following advertising methods have ever directly led you purchasing a product or service? Select all that apply.



21%

11% Personalized ads in your social media feeds

10% Emails from companies you trust

Thank You!



For more information, contact:

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