

Consumer Attitudes and Perceptions

About Advertising Styles and Methods, and How They Influence Purchase Intent.

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.

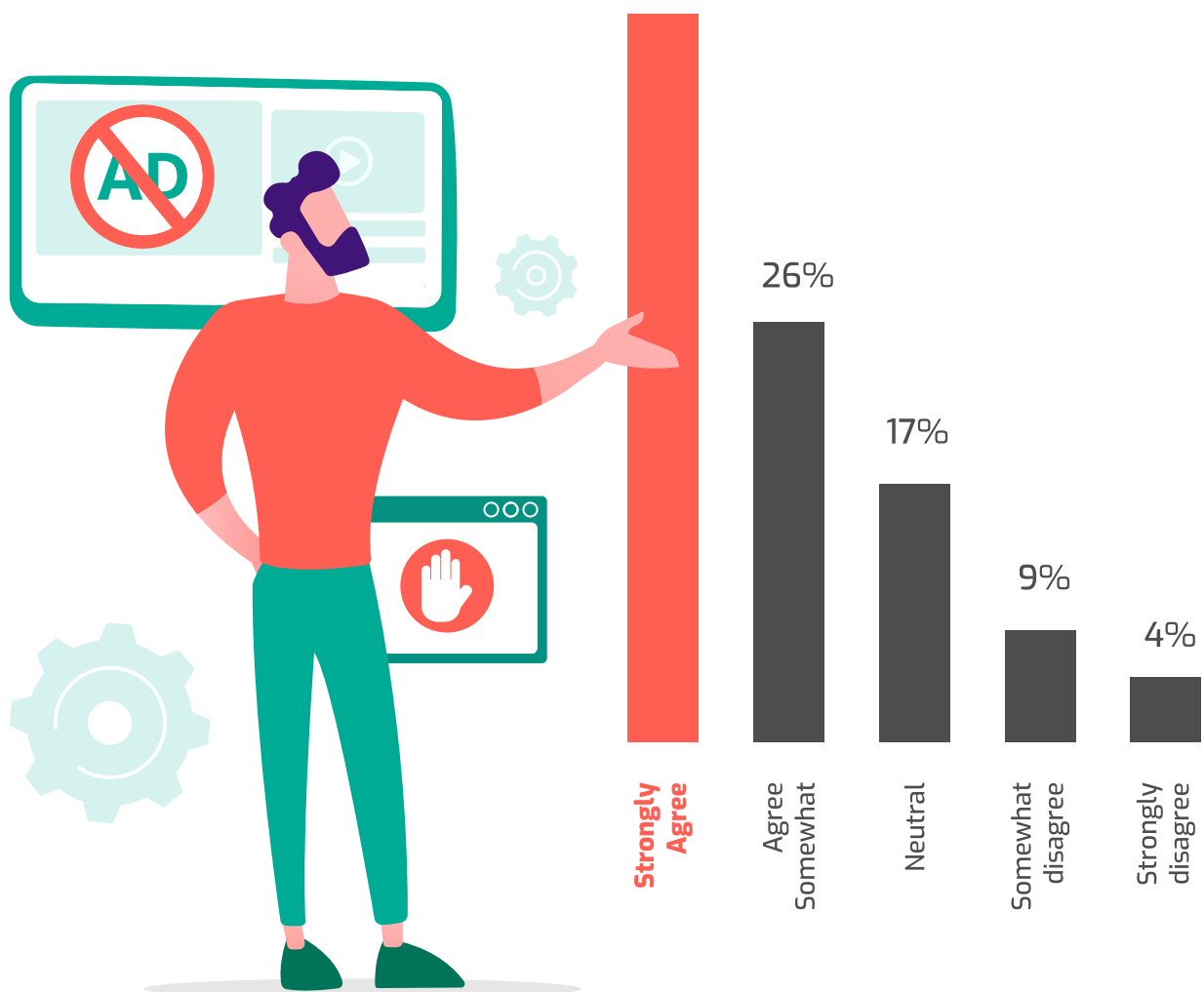


Skipping Ahead

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

45%





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.

Online digital ads that are targeted at my interests are more effective than other forms of advertising.

I am comfortable with brands using my personal data to better target me for products and services that I use or might enjoy.

Banner ads on websites I frequently visit often capture my attention.

The online ads I see are too repetitive.

I see too many personalized ads in my social media feeds.

I often click on banner ads on websites I frequently visit.



33%

31%

27%

35%

30%

26%



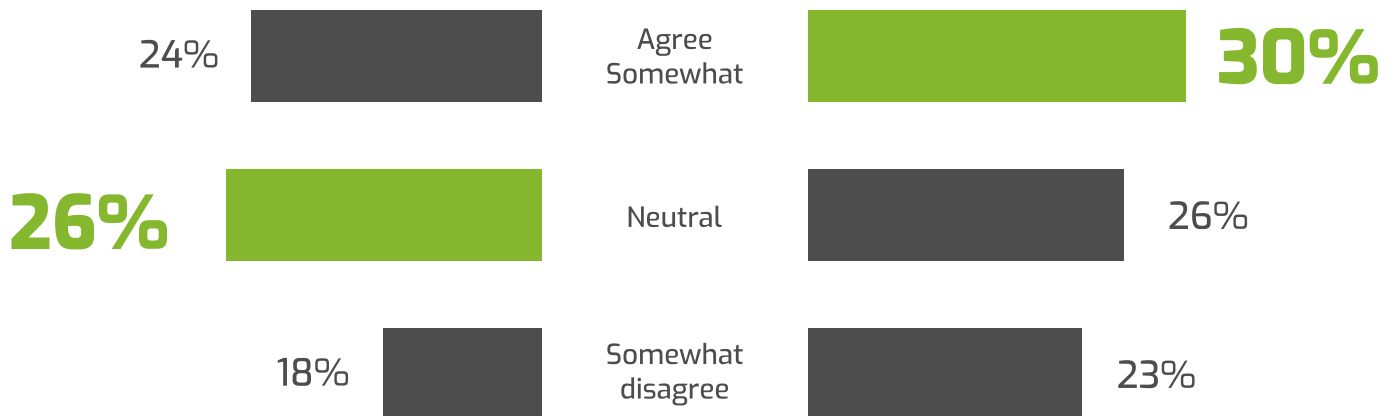
Where Does Traditional Advertising Fit In?

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Billboards and outdoor ads are outdated forms of advertising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.

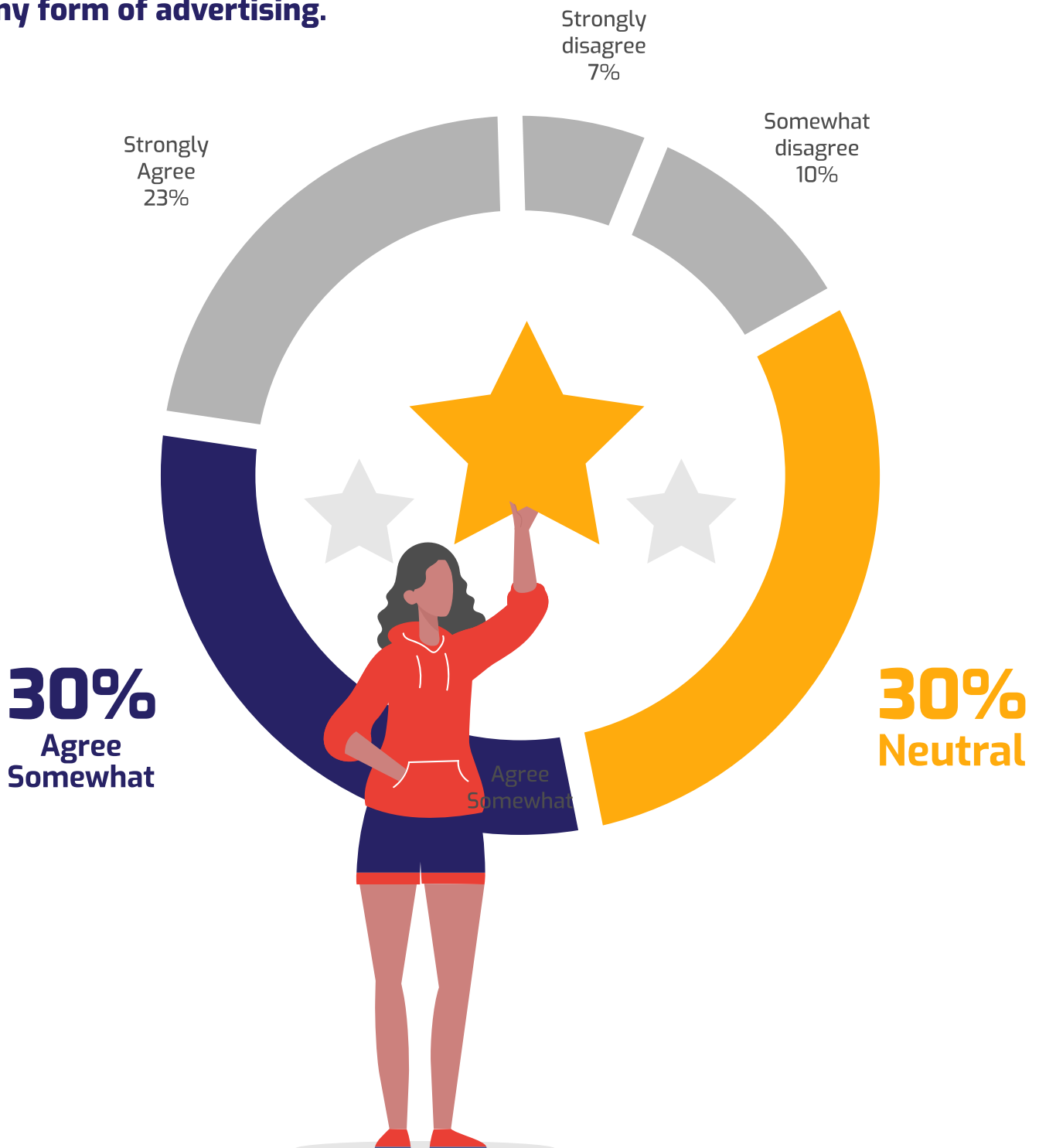




The New Word of Mouth: Product Ratings

Scrolling through product reviews is the new word of mouth. But how much do these ratings and reviews influence purchasing decisions?

Product ratings on shopping sites influence my purchase decisions more than any form of advertising.





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



Ads that include real customer testimonials

34%

Neutral



Ads that are inclusive of people who with disabilities, special needs, diverse backgrounds and ethnicities, etc.

34%

Neutral



The Ultimate Goal of Advertising

Even though consumers like to be entertained while watching an ad, the majority of respondents stated that they think that advertisements should primarily focus on educating consumers about their products and services.

37%



I think a brand's advertisement should primarily educate people about their products and services.



Do you think a brand's advertisement should primarily focus on providing entertainment, or should a brand's ads primarily educate people on their products and services?



26%

I think a brand's advertisement should primarily be entertaining

37%



I think a brand's advertisement should both entertain AND educate consumers about their products and services.

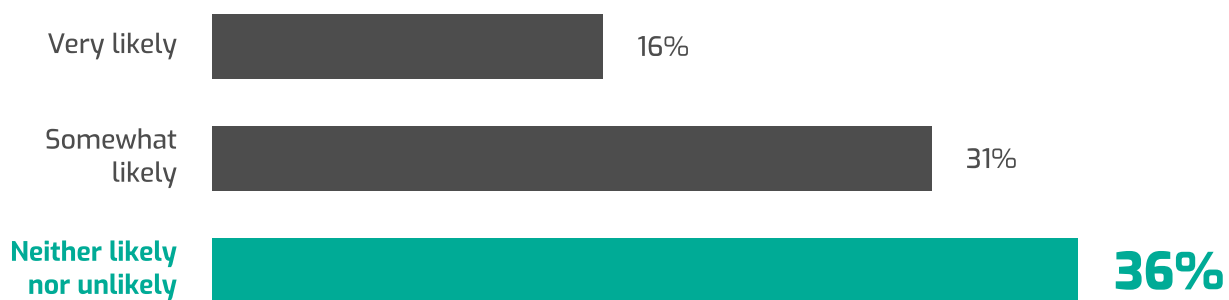




What Influences Final Purchasing Decisions?

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 to 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



Special Event Advertising

When it comes to ads that are focused on specific and special events, consumers are more receptive and are more influenced to purchase products and services related to those events.



Thinking about ad campaigns brands create for special events and holidays

(e.g., Super Bowl, Christmas, Back to School, etc.)

Do these new ads increase your likelihood to specifically shop for their products and services?

50% YES

30% No
20% Not sure



Capturing and Keeping the Audience's Attention

Ever-shorter attention spans mean that advertisers have less and less time at their disposal to deliver their message to a receptive audience. Most respondents state that brands have a maximum of 30 seconds to deliver their message in their advertisements.

What is the maximum amount of time you feel a brand needs to effectively deliver its advertising message ?

45 Seconds
14%

15 Seconds
19%

30
seconds

42%



Which one of the following is typically the main reason for why you might begin to pay less attention to ads broadcasted in a video or audio commercial break?

The repetitiveness of the ads I am served is too great
34%



The number of ads is overwhelming

35%



Sonic Branding and Advertising

Sonic branding - the sounds or songs associated with a brand, product, or service, is an important element of modern advertising, and often plays a significant role in whether audiences remember an ad, or are compelled to buy the product or service featured in the advertisement.

Thinking about how you connect with an ad, are you more likely to remember the advertisement if it features a song or sound effect that you find appealing?



71%

Yes

14%

no

Rank the following sonic branding elements by which ones are more likely to resonate with you, with 1 being the most likely to help you remember an ad.

- 1** Familiar Song 
- 2** Catchy, upbeat music
- 3** Nostalgic song

How likely are you to purchase a product in an ad that includes songs or sounds that you enjoy?

34%

neither likely nor unlikely



Thank You!



For more information, contact:

support @eyes4research.com

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