

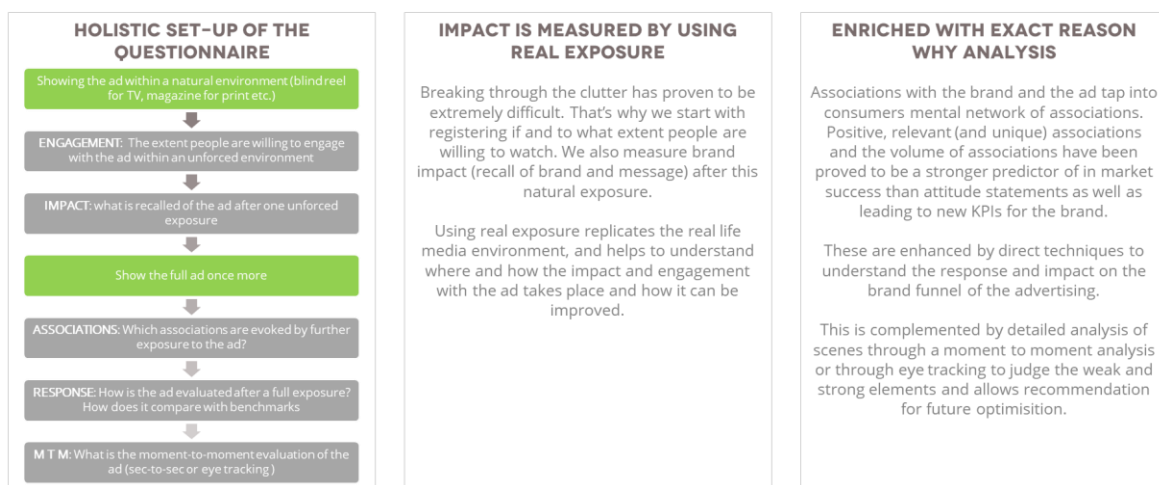
UNDERSTANDING ADVERTISING EFFECTIVENESS

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Project

Consumer responses to advertising is one of the key issues for marketing managers. Hence, advertising effectiveness has been examined in many scientific projects. In many of these projects in science and practice, data is collected in a so-called forced exposure setting; under the assumption that people see advertising. The current default in advertising is that people avoid advertising.

DVJ has developed an alternative approach in which it is registered whether or not a respondent watches the ad. Validation of this approach demonstrated a better prediction of in-market performance of tested ads. The figure below describes this approach more in detail.



Over the years, DVJ has used consistently the same approach to a huge number of advertisements. This has resulted in a large database with TV ads (and for other media channels if needed) for many markets in the world: for Germany more than 50 tested ads, and more than 1.000 ads worldwide.

There are numerous possibilities for research questions and the student is expected to define the exact topic, in collaboration with the supervisors of DVJ and UHH. Some options include:

- Understand the relationship between the different metrics. What influences the performance of an ad? What drives brand impact?
- What are the differences between media types, between categories, and/or between countries?
- What is impact of elements of the advertisement, e.g. humor, brand mentions, music, celebrity endorser, etc.
- How does advertising influences brand equity?

To conclude, this project provides excellent opportunities for a talented and motivated student who wants to conduct an empirical research project on a highly relevant topic.

DVJ

DVJ is one of the fastest growing research agencies in Europe with offices in Hamburg, London and Utrecht. DVJ is known for its innovative approach towards research, and combines the insights from the academic world with a practitioner view from marketers.

The DVJ office in Hamburg works for several companies like, Aldi, Lidl, Zertus, Philips, Nestlé and many others. There are several databases available that could be used for additional analyses and creating new learnings around the area of branding, advertising and innovation.

The collaboration between DVJ and the University of Hamburg includes the option to do additional fieldwork around topics that are of mutual interest, and in the areas of branding, communication and Innovation.

Relevant literature

Eisend, M. and F. Tarrahi (2016), The Effectiveness of Advertising: A Meta-Meta-Analysis of Advertising Inputs and Outcomes, *Journal of Advertising*, 45 (4), 519-531.

Erfgen, C., S. Zenker, and H. Sattler (2015), The Vampire Effect: When Do Celebrity Endorsers Harm Brand Recall? *International Journal of Research in Marketing*, 32 (2), 155-163.

Shehu, E., T.H.A. Bijmolt, and M. Clement (2016), Effects of Likeability Dynamics on Consumers' Intention to Share Online Video Advertisements, *Journal of Interactive Marketing*, 35 (August), 27-43.

Zenetti, G., T.H.A. Bijmolt, P.S.H. Leeflang, and D. Klapper (2014), Search engine advertising effectiveness in a multi-media campaign, *International Journal of Electronic Commerce*, 18 (3), 7-38.