

# **Online Video Contest Effects on Brand and Ad Attitudes**

The Honors Program  
Senior Capstone Project  
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**ABSTRACT**

This research investigates how online video contests (OVCs) affect brand image, as measured by brand and advertisement attitudes. After conducting a pre-test to discover an appropriate product for the Generation Y target market, we ran an experiment examining OVCs, television, and magazine ad's effects on multi-item measures of brand and advertisement attitudes. One hundred twenty-one subjects were randomly assigned to one of the three test conditions. The OVC significantly resulted in positive brand attitudes for the hedonic dimension such as feelings and attractiveness of the brand. For the more functional characteristics, OVCs did not influence brand attitudes. OVCs also produced positive advertising attitudes in terms of clarity, but other dimensions of advertising attitudes were unchanged.

We also compared the OVC to the more traditional media of TV and magazines. OVCs produced more positive brand attitudes in terms of feelings than both TV and magazines. For the advertising attitude measure, OVCs produced significantly higher ratings than TV for feelings, attractiveness, and entertainment. There were no significant differences between OVCs and magazines for advertising attitudes.

Our findings suggest that marketers can use OVCs effectively if the benefits of the product are hedonic in nature. Functional benefits may not prove as effective in enhancing OVC brand and ad attitudes. Marketers must determine their promotional goals before putting an OVC into practice.

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**INTRODUCTION**

History was made in the Super Bowl of 2009 when the Pittsburgh Steelers overcame a high-powered Arizona Cardinal offense, and when two brothers from Indiana proved they could beat out the Clydesdales of Anheuser-Busch for favorite commercial. The Herbert brothers entered an online video contest sponsored by Doritos that promised one million dollars if an entry was ranked number one in the USA Today Super Bowl Ad Meter. Arriving to this point was not a simple task, as the brothers had to beat out the creative talents of over a thousand other individuals who entered this contest.

Companies sponsor online video contests (OVCs) in an effort to engage their market and enhance brand image. This research will examine whether an OVC can actually improve brand and company attitude.

In the Doritos contest of 2008, the Herbert brothers developed a 30-second commercial spot for the Doritos OVC. Doritos had over one thousand submissions for their contest and representatives from the company were responsible for picking five finalists. Each finalist had received a \$25,000 cash prize up to that point in time. The winning video was aired during the Super Bowl. The only way the brothers could win anything else is if they placed number one on the USA Ad Meter. Not only did they place as number one, but they took down the ten-year reigning champions, Anheuser-Busch.

Not all OVCs go according to plan. Tyson, for example, created a contest in December of 2008 to help advertise their “Tyson Any’tizers” as a great snack, whether for a sporting event or for entertaining friends. Poor execution led to an overall failure of the contest. There were problems with uploading videos onto the contest page and with selecting and voting for “your favorite” video. Many participants and viewers angrily criticized Tyson in blogs and message boards.

OVCs differ from traditional forms of advertising as they focus on consumer involvement to a very high degree. Whether the individual is a contest entrant or a voting viewer, the OVC

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encourages anyone, and everyone, to join in on the promotion. It is this type of interactive marketing that is noticed by Generation Y in the effort to tap into their buyer's perspective.

Marketers are constantly trying to find new ways to attract and maintain the attention of their target markets by using creative and effective approaches. Newspapers, television, radio, magazines, and billboards are just a few places where we repeatedly are shown advertisements to buy a company's product or service, but customers, particularly younger markets, are easily bored and often skeptical about traditional advertising. By using the computer and Internet to reach a technology-driven generation, an OVC suddenly becomes a quite attractive and potentially effective means of advertising. The marketer focuses on tailoring the contest to match the needs and values of the company instead of paying to produce and air a commercial spot. The benefits achieved by running a successful OVC can include increased buzz and enthusiasm about the company's brand and reduced cost. When well executed, OVCs may be an effective form of advertising. However, whether these contests actually improve brand image is unknown. The purpose of this research is to examine how OVCs influence brand attitude and advertising attitude

**LITERATURE REVIEW**

**Introduction**

An OVC is a new promotional tool being used by marketers to engage consumers by having the public do the marketing for the company. To create an OVC, a company must first prepare a web site to accept videos that will be displayed for viewing and voting by the public. The company generates a brief statement that will explain what is needed to create a potentially winning video. Prizes, usually cash, company products, and/or fame, are awarded to winners. Once the contest is designed and ready for launch, the company promotes its OVC by advertising on its main web site, YouTube, or some other traditional means such as television or print. This advertising should attract a voting crowd mostly of a Generation Y nature as they enjoy videos with an interactive component (Paul, 2001).

It can be assumed that a person interested in entering an OVC is typically between the ages of 18-35, owns and has experience using a video recording device, and is very connected to

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friends and family, which helps during the “voting” phase of the contest. This assumption originates from the possibility of Generation Y being interested in OVCs. Most OVCs require the individual entering the video to be aged 18 or over and live within the United States. Consent forms are usually required for people younger than 18 to appear in the video. Most videos must be either 30 or 60 seconds due to the television guidelines for commercial spots. The participant must write, shoot, and edit the commercial spot themselves. Submissions may not include any copyrighted material, except for the brand being promoted. Doritos, for example, provided assistance in including music and logo files that could be downloaded off their web site and used in production.

Once the company has the entries (videos created and entered by participants), they can either pick the winner, or choose a group of finalists that will be subjected to a round of public voting. Most companies choose the latter, as they want as much publicity as possible. A common practice is to pick ten finalists, though as few as two and as many as fifty have been selected. The finalist’s videos are then posted onto the contest’s web page and public voting begins. Voting usually lasts one to two weeks and the finalists encourage frequent voting by their friends, family, and social networking connections, such as on Facebook and Twitter. After the voting phase is complete, the winner, or winners are announced and the company awards prizes.

The primary market for both participants and voters is younger people (18-35) who frequently use technology and video media. This target group is often denoted as Generation Y. By targeting a market consisting of members from Generation Y, these contests have the best chance of being successful. It is relevant, therefore, to examine how Generation Y might differ from other consumers.

Generation Y, born between 1977 and 1994 (Shepherdson, 2000) has been characterized as resistant to advertising efforts and as anti-corporate (Wolburg & Pokrywczynski, 2001). So the question is: What can advertisers do to reach out to this new generation? This question becomes relevant because these consumers have a disposable income. Compared to teenagers from 1995, Generation Y consumers have 51 percent more money to spend (Harvey, 2000). This generation is very attractive to marketers.

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It is important to understand how Generation Y views advertising because the OVC depends on effective promotion. Members of Generation Y prefer brands with a core identity based on core values (Morton, 2002). The product or brand advertised in the OVC should attempt to relate to the consumer in order to spark an interest to create a video. If the consumer does not believe in the product being promoted, they will most likely not pursue further action in the promotion. Traditional advertising is not nearly as effective with Generation Y as they have a certain rebellious nature to them (Klinger, 1999). Instead, word-of-mouth has become an effective tool to target these consumers (Shepherdson, 2000). The benefit of OVCs is their ability to spread word of the contest and, thus, the product through social networks. Whether through Facebook, MySpace, or YouTube, Generation Y is finding new ways to communicate their feelings toward brands and advertising.

Many participants first discover contests by either seeing their friends entering videos online or by browsing YouTube. YouTube is a user-generated video web site that allows anyone with a video-capturing device to upload a movie or film to its internal database for widespread viewing. Similar to Facebook, YouTube allows an individual to add “online friends” to their profile, which may increase contest awareness. The popularity of YouTube may be related to the aspect of video-making as Generation Y enjoys moving cameras, rapid edits, and loud graphics in their videos (Paul, 2001).

Humor is important to this segment and when incorporated with an advertisement, ad comprehension increases (Stewart & Furse, 1985). When members of Generation Y are exposed to these humorous appeals, they can respond more effectively. It can lead to the individual using their cognitive abilities to receive factual information about the product (Morton, 2002). This can be the result of the viewer focusing more intently on the advertisement as it gains his/her interest.

The visual component of media is becoming more influential in reaching younger markets (Mascarenhas & Higby, 1993). Generation Y can be summarized as being mistrustful of mass media and risk adverse. They can still be reached effectively, though, through word-of-mouth, quick visuals, and advertisements that incorporate humor (Morton, 2002). OVCs, in particular, may be implemented effectively if they can incorporate trust into building a

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connection with Generation Y. If consumers do not view the contest as being legitimate or safe, they may ignore it completely. If Generation Y can adapt to new media, there may be a positive effect in correlation with OVCs. We will next look into attitudes toward the brand and advertisement and develop hypotheses about OVC's effectiveness.

#### Attitude Toward the Brand and Advertisement

In looking at attitudes, the Theory of Reasoned Action is a model that displays the path consumers take toward purchase based on their attitudes toward the brand (Fishbein & Ajzen, 1975). The attitude component consists of emotions, behaviors, and beliefs. These attitudes along with the norms of the behavior lead to purchase intentions. These intentions can lead to action by the consumer or the purchase of the product. It will be interesting to see whether brand attitudes of OVCs will lead to purchase intentions.

Brand and advertisement attitudes are important to manage and measure. If a consumer does not view a company or its brand as favorable, they will likely not purchase the company's product. A key goal of an advertisement is to increase brand awareness. Brand awareness is important for not only newer brands, but for existing ones as well (Nyilasy & Reid, 2009). This is why OVCs are created for established brands as well as newer products. A positive attitude of a brand can lead to favorable feelings toward the company and subsequently, purchase. An OVC can promote awareness both for a company and for individual products.

The type of advertising in OVCs is often corporate-related, as they do not depict a certain product or service, but rather the company's philosophy as a whole (Parpis, 2009). This corporate advertising can lead to positive consumer evaluations of a company's products and brands, thus leading to an increased purchase consideration (Biehal & Sheinin, 2007). Having an advertisement, or a contest in this case, focus on the company rather than a specific product, the viewer may see the ad as less of a sales pitch and more as a friendly reminder. Still, even with corporate advertisements, marketers seek to create ads that engage the consumer and make them involved with the message (Kim, Haley, & Koo, 2009). Contests can do just that, as they are well suited in directing consumers' attention to specific information (Thorbjornsen & Supphellen, 2004). Generation Y consumers may see the contest and view the potential for fame and money rather than focusing on the message they



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are receiving. This type of involvement may be able to engage the consumer at a high level, where a purchase may soon follow.

Advertising involvement has a direct influence on an individual's response to an advertisement. The greater the advertising involvement, the more confidence one has in the brand, and the better recall and recognition of the advertised information (Laczniak & Muehling, 1993). The video component to OVCs can create direct consumer involvement as they are made exclusively by consumers. This high involvement allows the viewer to become more familiar with the brand over the course of the contest by watching multiple videos. The submission of the video and the voting process also provides ample time for brand awareness and involvement to occur. With frequent voting required to determine the winner of a contest, it will take more than one visit to the web site to help "your favorite entry" win. The repeated visits to the web site increases exposure of the company and products.

A positive trait of OVCs is the frequent exposure by the viewer and participants. The entire contest can have a duration of close to two months, leading to a higher chance of the corporate message being received. Frequent exposure to a company's brand and advertising message is often desired by marketers. This exposure can have negative effects, though. The message recipient can begin to experience irritation with frequent levels of exposure, which will result in message reactance, viewer wear-out, and counter-arguing (Petty, Cacioppo, & Schumann, 1983). With the OVC providing frequent levels of exposure in short amounts of time, it is important to have the company be perceived as credible. When the source is determined to be credible, favorable information was processed and prompted persuasion; but when the source lacked credibility, the audience processed unfavorable information (Homer, 2009). Thus, even with frequent exposure, it may not harm the message being received if the company is viewed as trusted and positive.

Even with frequent exposure of a message, the consumer may not always think favorably of the advertisement. One thought believes individuals may choose to purchase a brand even if they dislike the advertisement; thus, dislike of an ad does not always lead to brand rejection (Biehal, Stephens, & Curlo, 1992). However, others think the liking of an advertisement may be the best indicator of advertising effectiveness (Haley & Baldinger, 1991). Thus, the

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execution of individual OVC videos and/or the humor appeal may influence the impact of an OVC contest.

The execution of the advertisement is an important factor when determining the effectiveness of an advertisement's message. Before newer types of medias were created, traditional marketing tools such as television, radio, and print were used to execute the message. A limitation of using traditional marketing is the lack of measurable responses from the consumer after exposure to the advertisement (Sultan & Rohm, 2005). As a result, it is often more difficult to analyze the effectiveness of traditional media. Billboard exposure, for example, can be measured by how many cars drive by the sign daily, but the effectiveness of the ad is hard to measure without knowing how many individuals read, process, and act on the message. With OVCs being incorporated onto the Internet, the effects may be measured more accurately. The length of visit on each page can be measured with tools such as a heat map (similar to eye tracking), which allows a manager to view the visitor's browsing patterns throughout the web site. When a person moves their mouse over a certain area on a web page, the spot will "heat-up" to show what information the visitor was viewing. This heat map is visible to the data analyst but is invisible to the viewer. However, even with this ability to see the viewing patterns, it does not necessarily measure effectiveness.

Analyzing trends on web site usage may be useful, but it can also be important to look at how the web site is interacting with the viewer. Media incorporated onto the Internet can be referred to as "lean-forward" in that it requires a greater amount of interactivity (Sultan & Rohm, 2005). This interactivity can translate to entertainment for participants and viewers. Due to the higher interactivity of OVCs, participants of the contest may receive stronger effects than those of viewers. Obtaining this measurement may be important in the future to reinforce the attitudes formed toward the brand and the advertisement.

The attitude toward the brand and advertisement have been frequently used in research to measure the effects of advertising. These measurements, though, have been focused more on traditional advertising, such as television, radio, and print. Questions now arise to whether OVCs can be an effective means of enhancing company and brand attitude. Based upon the literature described above, the following set of hypotheses have been developed.

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#### Hypotheses

The first hypothesis examines whether the OVC has a positive correlation with how individuals perceive the brand and company image. If the perception is not positive, another means of advertising should be employed.

*H<sub>1</sub>: Online video contests have a positive effect on brand attitude and company attitude.*

The second hypothesis will help to identify the effectiveness of OVCs compared to traditional advertising with regard to brand and company attitude. This may assist companies in deploying their advertising dollars more effectively.

*H<sub>2</sub>: Online video contests have a stronger influence on brand attitude and company attitude than traditional advertising.*

The third hypothesis examines OVCs and attitude toward the ad. Marketers should know if the message the OVC portrays is perceived as favorable with the respondents.

*H<sub>3</sub>: Online video contests have a positive effect on advertisement attitude.*

The fourth and final hypothesis focuses on whether OVCs have a more positive influence on attitudes toward the ad than traditional advertising. If OVCs produce a more favorable image of the advertisement, traditional marketing should not have be relied on as frequently for Generation Y.

*H<sub>4</sub>: Online video contests have a stronger influence on advertisement attitude than traditional advertising.*

An experiment involving an OVC and accompanying traditional advertisements was in order to determine how OVCs influenced brand and ad attitudes of Generation Y consumers.

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#### **METHODOLOGY**

##### Experiment

We conducted an experiment to test the four hypotheses. The independent variables consisted of three different advertising treatments. One treatment had the participants view an online video contest (OVC) that was created exclusively for this experiment. Another group of participants was exposed to traditional advertising: one viewed television advertisements embedded in a program and the other viewed print ads embedded in a magazine. The OVC and television advertisements were the same, and the print ad used “still shots” from the OVC. The intention was to keep the advertisements consistent across conditions.

The two dependent variables were attitude toward the brand and attitude toward the advertisement. An important distinction in this experiment is that of brand and company attitude. For this study, they were used interchangeably.

##### Subjects

The participants in this study were sophomores at Bryant University in Smithfield, Rhode Island. The students were from *Foundations of Marketing* classes. This course is required for all students at Bryant University, thus, providing the study with a representative group of Bryant sophomores. Most students were between the ages of 18-20. The participants were brought into a computer laboratory for the experiment, where they were randomly assigned to one of the three conditions.

##### Pre-test

A pre-test was conducted in order to find a product/service and a company name that could be used in the experiment that would not have previously held strongly positive or negative feelings. We wanted the experimental product to be one that students were not only familiar with, but would be likely to purchase. We wanted neutral feelings for the test product because if strong or negative feelings existed, the effect of any advertisement may have been mitigated. For example, extreme dislike of a product could lead to a respondent choosing all “negative” answers, regardless of the advertisement condition.

The six groups of products and services pre-tested were: pillows, suits, shampoo, a tax service, a life insurance service, and a home inspection service. Within each of these six

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products, six company names were listed. Four of the companies were genuine, with two being more familiar than the others. The last two companies had fictitious names that were created exclusively for this pre-test (See Survey in Appendix A).

Pre-test subjects were recruited from *Foundations of Marketing* classes in the fall semester. It was the same subject profile, with no overlap of test subjects for the experiment which was conducted in spring 2010. We collected 118 completed pre-test surveys and based upon the results, we chose life insurance as the experimental product as it had consistently neutral scores compared to the other categories of products and services. The fictitious company name chosen was “PrimeLife Insurance.” This service was judged by gauging the participants’ familiarity with life insurance, along with the perceived quality of the brands listed. The fictitious company names usually included answers of “neutral,” avoiding the extremes. Not surprisingly, 93% of the students had never purchased life insurance, but 93% stated they were either “very likely” or “likely” to purchase it in the future. When asked how likely one would be to use PrimeLife Insurance in the future, 64% stated “neutral.” The perceived quality of this fictitious brand was rated as “average” with 73%. Lastly, when asked which life insurance company one would most likely use in the future, only 4% chose PrimeLife (See Pre-test Results in Appendix B).

#### Experimental Conditions

All subjects were first asked to rate their familiarity with life insurance and then rated the quality and likelihood of purchasing six different brands of life insurance. They were randomly assigned to one of the three experimental conditions and were given a task. After the treatment, all subjects completed a distractor task and were then asked to rate PrimeLife Insurance and the advertisement they saw (See Appendix C).

The three experimental conditions all used the name of PrimeLife Insurance and were designed to be as realistic and similar as possible. Each used a web site to display the advertisements. A description of each condition follows.

#### Online Video Contest

The OVC engaged the respondents in “voting” for a real contest. The web site was set up so that the “Top 3 Finalists” videos appeared on the contest page. This was accompanied by a

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description describing the contest, theme, and instructions on voting. The description stated that the theme revolved around the idea of “living the Prime Life.” Unknown to respondents, the results of their favorite video had no influence in this study, as it was the process of “voting” that was important.

#### Magazine

The magazine condition was placed on a web site and was an “online version” of *People* magazine, which we created. Respondents could “flip” through the pages of the magazine to see the articles and advertisements. “Still shots” from the OVC videos were used on the three print advertisements. In order to not make the experiment too revealing, the participants were asked to read the magazine, and describe the best placement for a PrimeLife advertisement (i.e. beginning, middle, or end of magazine). We did not ask for their favorite ad, but rather where it fit best in the context of the magazine. The articles in the magazine were from the show *The Office*, which was used in the television condition.

#### Television

The respondents who viewed the television advertisement condition saw the same videos used for the OVC condition. A web site was developed where a single video was displayed for viewing. Approximately four minutes long, the video included portions of the show, *The Office*, and three PrimeLife advertisements. Respondents were to judge the most effective placement of the advertisements instead of choosing their “favorite.” We believed it was better to embed the commercials into a real program because it helped provide the “look” and “feel” of a real television advertisement. The NBC show, *The Office*, was chosen based on its popularity and recognition among viewers in the Generation Y segment.

The video began with a commercial for PrimeLife Insurance. It was followed by the last few minutes of a *The Office* episode. This simulated the “feel” of going from a commercial break to finishing the episode. Next, another PrimeLife advertisement was shown. After the second advertisement, a preview for the next episode of *The Office* was displayed. Lastly, the final PrimeLife spot was shown.

## **RESULTS**

### Sample

One hundred twenty-four subjects participated in the experiment, yielding 121 usable responses. Three responses were excluded from the results because their elapsed time was insufficient to allow them to properly view the stimuli and answer the questions. The sample was from the Bryant University *Foundations of Marketing* classes, a required course for all students. Of the 121 respondents, 65% were male. A  $\chi^2$  test revealed no significant difference between the sample and the Bryant University student population with regard to sex ( $\chi^2 = 2.64$ ,  $p = .104$ ) (Bryant University, 2009) (Appendix D–Table 1).

The *Foundations of Marketing* course is a sophomore level class, thus, sophomores were 94% of the sample (Appendix D–Table 2). The final demographic measured was the area of study. Business majors consisted of 85% of the sample with 13% being liberal arts majors, and 2% (two respondents) undecided. Bryant University reported 84% business majors among graduates in 2009 (Bryant University, 2009). Thus, the comparison between the sample and the Bryant University population resulted in a chi-square statistic of 0.58 and a p-value of 0.447 (Appendix D–Table 3). There was no significant difference in distribution of degrees between the sample and population. Overall, there is no evidence that the sample differs significantly from the Bryant University population, although it is primarily male business students.

SPSS 17 was used to analyze the data. A 0.10 level of significance was used for all hypothesis testing.

The independent variable was the type of advertisement, which had three conditions: online video contest (OVC), television, and magazine. The dependent variables were attitude toward the brand and attitude toward the advertisement, which were measured using five items from published scales, both found in the *Marketing Scales Handbook* by James, Hensel, and Bruner (2005). Attitude toward the brand was adapted from Muthukrishnan and Ramasurami's (1999) scale and attitude toward the ad was adapted from Petty, Wegener, and Fabrigar's (1997) scale. All items were measured using a five-point scale. Reverse coded items were re-coded so that for all analyses, the higher number was more positive. Attitude toward the

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brand (five items) and attitude toward the advertisement (five items) are shown in Appendix D, Tables 4 and 5.

#### Means

The means of brand and ad attitudes for the OVC, television, and magazine conditions were examined. The five-point scale had the classification of a 5 being positive and a 1 being negative. A 3 would be neutral, thus a mean significantly greater than 3 would be considered positive. When looking at the attitude toward the brand, respondents who viewed the OVC had mean scores for feelings ( $\bar{x} = 3.26$ ,  $n = 39$ ), quality ( $\bar{x} = 3.03$ ,  $n = 39$ ), attractiveness ( $\bar{x} = 3.18$ ,  $n = 39$ ), and effectiveness ( $\bar{x} = 3.10$ ,  $n = 39$ ) all above 3. Only likelihood to purchase was under the neutral score. For television, all of the factors were below the neutral score. For the magazine condition, quality, attractiveness, and effectiveness were above 3, while feelings and likelihood to purchase were below 3. In reviewing these scores, OVCs seem to be a more favorable means of communication than the traditional media with regard to brand attitude. This is shown with the OVC having a significant difference of means in feelings and attractiveness. Television was significantly lower in quality and effectiveness (Appendix D–Table 4 & Appendix E–Graphs 1 & 2).

The means for the attitude toward the advertisement in the OVC condition showed above neutral ratings in feelings toward the ad (“good/bad”), attractiveness, and clarity, but below a 3 in persuasiveness and entertainment. The television mean scores only showed a positive score in clarity with  $\bar{x} = 3.37$ , ( $n = 51$ ). For the magazine, all mean scores except for entertainment were above 3. The highest rating of all three conditions was for the clarity of the magazine at  $\bar{x} = 3.58$ , ( $n = 31$ ). Television had a significantly lower mean in feelings toward the ad, persuasiveness, attractiveness, and entertainment. The magazine proved significantly higher in clarity (Appendix D–Table 5 & Appendix E–Graphs 3 & 4).

#### Results of Hypotheses Testing

##### **Hypothesis 1**

The first hypothesis proposed that OVCs resulted in positive brand attitudes. After the respondents viewed the OVC stimuli, they answered five questions about the attitude toward the brand: feelings, quality, attractiveness, effectiveness, and likelihood of purchase. A one-



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tailed t-test was performed comparing the attitude rating to 3, the neutral point on the scale. We hypothesized that these means should be significantly higher than 3. Feelings and attractiveness were significantly greater than 3 with p-values of 0.008 and 0.055, (n = 38), respectively. This result indicates that although functional perceptions (quality and effectiveness) of the service were not significantly different from neutral after viewing the OVC, hedonic perceptions (feelings and attractiveness) were. Positive emotions could lead to more purchases, though likelihood of purchase was significantly below neutral ( $\bar{x} = 2.82$ ,  $p = 0.045$ ,  $n = 38$ ) (Appendix D–Table 6).

Two items, quality perceptions and likelihood of purchase, were measured both before and after the respondents viewed the stimuli to determine if perceptions changed after viewing the conditions. If OVCs were effective, we would expect higher means for the post-treatment measure. We ran paired t-tests for the pre and post measures and found that neither post measure had a significant change (quality  $p = 0.121$ ,  $n = 38$ ; likelihood to purchase  $p = 0.278$ ,  $n = 38$ ) (Appendix D–Table 6). All brand attitude items were not measured both pre and post-test. This was because only quality and likelihood of purchase could be asked prior to the respondents viewing the conditions.

Overall, the first hypothesis was partially supported. OVCs resulted in positive brand attitudes, but only for the hedonic dimension of attitudes. Quality and effectiveness of the brand were deemed not significantly different from neutral, while feelings and attractiveness were positive. Likelihood to purchase was significant, but in a negative direction. We can conclude that by running an OVC, a company could develop a positive emotional response from its audience. The OVC may not work well with providing information regarding the functionality of the product or service, but it can garner positive attitudes that could lead to individuals seeking out more information about the product or service.

## **Hypothesis 2**

The second hypothesis looked at whether OVCs had a stronger influence on brand attitude than traditional advertising. To test this assumption, television and magazine were used as the traditional media.

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To compare the brand attitude of the three conditions, a one-way ANOVA was run. Feelings, attractiveness, and effectiveness were significantly different between groups with ANOVA p-values of 0.040, 0.025, and 0.101, (n = 120), respectively (Appendix D–Table 7).

Examining differences between media using post-hoc tests revealed that most differences were between OVC and television. Brand attitude was rated higher for OVCs than for television for feelings (p = 0.019), attractiveness (p = 0.008), and effectiveness (p = 0.061), (n = 120), (Appendix D–Table 7).

The OVC showed less difference in brand attitudes when compared to the magazine ad. Only feelings were significant with a p-value of 0.042 (n = 120) (Appendix D–Table 7). Though we thought the interactive aspect of the OVC would result in better brand attitudes than the static magazine ad, the relatively equivalent performance of the magazine ad may have been a result of the nature of the product (life insurance) and the lack of familiarity with PrimeLife. Respondents may have been reacting to the simpler identification of benefits in the magazine ad.

As mentioned earlier, subjects in the OVC did not differ pre and post treatment with regard to quality and likelihood to purchase ratings. We ran paired sample t-tests and found that this was also true for the magazine condition (quality p = 0.286, n = 30; likelihood to purchase p = 0.245, n = 30). In the television condition, however, subjects rated likelihood to purchase lower after viewing the television ads (p = 0.101, n = 50). There was no difference in quality ratings pre and post treatment for the television condition (p = 0.432, n = 50) (Appendix D–Table 6).

To summarize, there is partial support for H<sub>1</sub> and H<sub>2</sub>. The OVC was significantly better than television in developing positive brand attitudes in terms of feelings, attractiveness, and effectiveness. Compared to the magazine, though, the OVC was only significantly positive with regard to feelings. Thus, OVCs were effective in terms of developing positive attitudes toward the brand, just not through the functionality component of attitudes.

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It was somewhat surprising that brand attitudes were rated lowest for television, as we were expecting television ads to result in positive brand attitudes. However, upon reflection, the lower brand attitude scores for television may be context driven and may have resulted from lower attitudes toward the ad. The explanation for that is presented with the results of hypothesis four.

It could be assumed that using an OVC could produce the same or even better results than traditional media. With the price associated with advertising on television, the OVC may be a smarter technique for a company. Even though a prize may be given out and other web-related costs would be incurred, the OVC would still be significantly less expensive. If the goal was to sell more products, a television advertisement may be more effective, but if one wanted a better brand emotional connection with consumers, an OVC could be more beneficial.

### **Hypothesis 3**

The third hypothesis examined whether OVCs had a positive effect on the attitude toward the advertisement. Respondents answered five questions regarding the attitude toward the advertisement. These included feelings toward the ad (“good/bad”), whether the ad was persuasive, attractive, entertaining, and clear. A one-tailed t-test was used to determine whether attitudes toward the ad were significantly greater than neutral. Only clarity ( $\bar{x} = 3.36$ ) was deemed significantly positive with a p-value of 0.003 (Appendix D–Table 8). The other factors were not significant, showing that while the advertisement may have got its point across to the viewer, it failed to entice any type of excitement or positive emotion.

This hypothesis was partially supported. Only clarity was significant, but other factors such as entertainment and attractiveness may have become non-significant because of the OVC being simulated. The clarity perception was not just a result of the respondent seeing three OVC ads (i.e. repetition) because all conditions had three ads.

### **Hypothesis 4**

The fourth and final hypothesis attempted to determine whether OVCs had a stronger effect on advertisement attitudes than television or magazine. A one-way ANOVA was used to

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compare groups. There were significant differences between the conditions for feelings toward the ad ( $p = 0.053$ ), persuasiveness ( $p = 0.064$ ), and attractiveness ( $p = 0.016$ ) (Appendix D–Table 9).

Post hoc tests revealed that those differences were that advertisement attitudes were higher for OVC than television for feelings toward the ad ( $p = 0.065$ ), attractiveness ( $p = 0.01$ ), and entertainment ( $p = 0.058$ ) (Appendix D–Table 9). There were no significant differences in attitude toward the ad for the OVC and magazine conditions.

Overall, this hypothesis was partially supported with the OVC resulting in a stronger influence on advertisement attitude compared to television for feelings toward the ad, attractiveness, and entertainment. The magazine, on the other hand, showed no significant differences to the OVC. This was evident in the means as the magazine outperformed both the OVC and television advertisements. It could be concluded that attitude toward the OVC could be improved by providing a message that would be both persuasive and entertaining. Though entertainment is a large part of the OVC, encouragement to buy the product may be more beneficial to the company and its target market.

It was surprising to see the OVC ads were not more appealing than print media. Videos usually attract more attention and positive emotion than text and pictures. It could be the unfamiliarity with PrimeLife Insurance that created this non-significance. Companies that are better known could attract more appeal due to recognition of the brand. PrimeLife is a fictitious company, thus, it is harder to build appeal toward the advertisement.

Regarding television, individuals may expect the ads aired on television to have very high production quality. OVC ads are made by consumers, thus a sense of amateurism is expected. The ratings of the advertisement may have been based on its content and ability to match the standards of a television ad (Appendix D–Table 5).

The hypotheses were all partially supported. For that reason, it is best to view each assumption in detail to see how an OVC can benefit an organization. The positive feelings generated by OVCs could make this new media an effective choice for a company to enhance

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aspects of the brand and advertising attitude. Specifically, with a weakened economy, being able to implement an advertisement at a lower cost and enhance brand recognition is important.

## **CONCLUSION**

### Summary

The use of online video contests (OVCs) as a medium for advertising can prove effective for a company. OVCs can enhance brand attitudes in terms of both feelings and attractiveness toward the product or service. Either of those traits can be described as hedonic, or being able to satisfy the audience's emotions. What an OVC did not do in this study was to enhance the attitude of the functional aspects of the product or service, as measured by effectiveness and quality. Functionality perception may have affected the likelihood to purchase, as it did not increase beyond a neutral response. If a company were to implement an OVC as a means of advertising, they should do so to improve the emotional factor of consumer attitudes, rather than the functional factor.

The study had mixed results for differences in brand attitudes between OVCs and traditional media. Feelings, attractiveness, and effectiveness were rated higher by subjects who viewed OVCs than those who saw the same ads embedded in a television program. OVCs were rated higher compared to the magazine with regard to brand attitude feelings. However, OVC brand attitude ratings of likelihood to purchase were lower than those of the subjects who saw magazine ads. These attitude changes, though, were just for the hedonic factors (feelings and attractiveness).

The study also examined OVC's effect on the attitude toward the ad as there is well-documented evidence that attitude toward the ad can affect attitudes toward the brand. In this study, attitudes toward the ad in the OVC group were neutral, except for clarity, which had a positive mean of  $\bar{x} = 3.36$  (Appendix D–Table 5). Unfortunately, respondents did not see the OVC as attractive or entertaining. However, with the sample being college sophomores, who for the most part would not find life insurance very interesting, the lack of excitement was not necessarily surprising.

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We also compared the OVC respondents' attitude toward the ad with those of subjects who saw ads in more traditional media. The advertisement in the OVC performed better than television in feelings toward the ad ("good/bad"), attractiveness, and entertainment. Because respondents know that OVC videos are consumer-made, a lower production value may be expected. Using the same commercials for the television spots may have resulted in respondents perceiving the commercials to be of lower quality than would be expected for television. It would be important for a well-established company to not put a consumer-based video that was used in an OVC on television. Even though there are cases like Doritos that do this translation flawlessly, it can potentially hurt the company if not managed properly. If companies planned to use OVCs in television advertising, they should probably redo the videos to make professionally produced ads.

Surprisingly, the OVC advertisement did not perform better than the magazine in terms of attitude toward the ad. Perhaps the magazine ad was able to more simply present the brand benefit. Another explanation may be that subjects were not amused by the humor in the ad or felt that the humor was inappropriate for the product (life insurance). The humor was less evident in the magazine advertisement.

#### Implications

In reviewing this experiment, there are several implications for marketers. First, it is important to consider hedonic versus functional brand attitude components. If marketers want feelings and attractiveness of a brand to be enhanced, they should employ an OVC. If the product or service is more technical in nature, the OVC may not be particularly effective. For example, a candy bar company could use an OVC to display how eating a chocolate bar makes someone feel. Participants could submit videos telling the company how eating the candy bar made their life better. Using an OVC for the purpose of advertising one's dental cleaning practice may not fare as well. In that case, individuals want hard facts and information that will show the cleaning to be effective. The entertainment value that the OVC should include cannot easily be applied in that case.

Marketers should also consider their promotional goals. In this experiment, the OVC did not enhance the likelihood of purchase, but did influence factors that could lead to it in the future.

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By eliciting positive emotional feelings, the OVC could lead to a future purchase or a decision to consider the brand. Based on this experiment, though, the OVC should be used to build positive brand attitudes rather than prompting immediate purchases. If a marketer wants to sell more in the short-term, a magazine or television ad may be more successful.

Another implication relates to the target market of OVCs. Marketers can capitalize on the surge in interactive communications that Generation Y has become accustomed to using. Many participants and viewers of the OVC will be from Generation Y, so the implementation of this type of media can be effective for marketers of products that cater to this segment. Social networking's connection with OVCs can also improve the effectiveness of promoting a product. By having the finalists spread the word to "vote" on their Facebook or Twitter pages, the company can receive positive word-of-mouth. Marketers should realize that OVCs can be an effective way to target Generation Y.

#### Additional Research

The results of this study have suggested some areas for further research about the effects of OVCs on brand and advertisement attitudes. One may want to test the OVC's effects on a more familiar brand and product. The company used in this experiment was fictitious, to remove any biases. One may also want to test a larger sample that includes a wider age range with regard to the Generation Y segment. Another suggestion would be to implement the same research with an incentive for the participants. The respondents who took the experiment had little incentive to complete the survey. This could have led to low involvement. Lastly, attitudes toward the brand could be measured with respect to participants and voters of the OVCs. This can display whether an individual's attitude of the brand differs if they enter a video into the contest (participant) or are only "voting" for their favorite (viewer/voter).

#### Limitations

This research has several limitations. The sample size was relatively small at 121. A larger sample may help find more subtle differences. In addition, the results are only generalizable to the Generation Y segment, or more specifically, college students.

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The product (life insurance) was specifically chosen because it elicited mostly neutral feelings in the pre-test, so we could avoid any biases either positive or negative to actual brands. This, however, made it hard to find any significant differences. In spite of that, we did find significant effects in the OVC in terms of generating positive emotions toward the brand.



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**APPENDICES**

Appendix A – Pre-test Survey: PrimeLife Insurance

Hello: You are invited to participate in my survey about products that college students might purchase. It will take approximately 5 minutes to complete the questionnaire. Your participation in this study is completely voluntary. Your survey responses will be strictly confidential and data from this research will be reported only in the aggregate. If you have questions at any time about the survey or the procedures, you may contact (insert name here) at (insert email here). Thank you very much for your time and support. Please start with the survey now by clicking on the Continue button below.

What day of the month does your birthday fall on?

1. 1st-10th
2. 11th-20th
3. 21st-31<sup>st</sup>

Have you ever purchased LIFE INSURANCE?

1. Yes
2. No

How likely would you be to purchase LIFE INSURANCE in the future?

1. Very Likely
2. Likely
3. Neither Likely Nor Unlikely
4. Unlikely
5. Very Unlikely

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How likely are you to use the following LIFE INSURANCE companies?

	Would Definitely Not Use	Unlikely to Use	Neutral	Likely to Use	Would Definitely Use
State Farm Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Racine Mutual Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New York Life Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MetLife Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PrimeLife Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allstate Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What is your perceived quality of each LIFE INSURANCE company?

	Excellent Quality	Good Quality	Average Quality	Fair Quality	Poor Quality
MetLife Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allstate Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PrimeLife Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
State Farm Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Racine Mutual Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New York Life Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which LIFE INSURANCE company would you most likely use?

1. New York Life Insurance
2. MetLife Insurance
3. Racine Mutual Insurance
4. Allstate Insurance
5. State Farm Insurance
6. PrimeLife Insurance
7. Other

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What is your SEX?

1. Male
2. Female

What is your MAJOR?

1. Business Major
2. Liberal Arts Major
3. Undecided

Which PROFESSOR are you taking this survey for?

1. Professor (name inserted here)
2. Professor (name inserted here)
3. Professor (name inserted here)

Which SECTION are you in?

1. (Class) (Time Period)
2. (Class) (Time Period)
3. (Class) (Time Period)

If interested in earning EXTRA CREDIT, please provide your FIRST and LAST name:

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Appendix B – Pre-test Results: PrimeLife Insurance

**Have you ever purchased LIFE INSURANCE?**

Yes	3	6.67%
No	<b>42</b>	<b>93.33%</b>
<b>Total</b>	<b>45</b>	
Mean	1.93	
Standard Dev.	0.25	
Variance	0.06	

**How likely would you be to purchase LIFE INSURANCE in the future?**

Very Likely	<b>27</b>	<b>60.00%</b>
Likely	15	33.33%
Neither Likely Nor Unlikely	2	4.44%
Unlikely	0	0.00%
Very Unlikely	1	2.22%
<b>Total</b>	<b>45</b>	
Mean	1.51	
Standard Dev.	0.79	
Variance	0.62	

**How likely are you to use the following LIFE INSURANCE companies?**

State Farm Insurance

Would Definitely Not Use	1	2.22%
Unlikely to Use	2	4.44%
Neutral	16	35.56%
Likely to Use	<b>19</b>	<b>42.22%</b>
Would Definitely Use	7	15.56%
<b>Total</b>	<b>45</b>	
Mean	3.64	
Standard Dev.	0.88	
Variance	0.78	

Racine Mutual Insurance

Would Definitely Not Use	1	2.22%
Unlikely to Use	13	28.89%
Neutral	29	64.44%
Likely to Use	1	2.22%
Would Definitely Use	1	2.22%
<b>Total</b>	<b>45</b>	
Mean	2.73	
Standard Dev.	0.65	
Variance	0.43	

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New York Life Insurance

Would Definitely Not Use	0	0.00%
Unlikely to Use	12	26.67%
Neutral	22	48.89%
Likely to Use	8	17.78%
Would Definitely Use	3	6.67%

**Total** 45

Mean 3.04

Standard Dev. 0.85

Variance 0.73

MetLife Insurance

Would Definitely Not Use	0	0.00%
Unlikely to Use	6	13.33%
Neutral	<b>19</b>	<b>42.22%</b>
Likely to Use	14	31.11%
Would Definitely Use	6	13.33%

**Total** 45

Mean 3.44

Standard Dev. 0.89

Variance 0.80

PrimeLife Insurance

Would Definitely Not Use	0	0.00%
Unlikely to Use	11	24.44%
Neutral	<b>29</b>	<b>64.44%</b>
Likely to Use	3	6.67%
Would Definitely Use	2	4.44%

**Total** 45

Mean 2.91

Standard Dev. 0.70

Variance 0.49

Allstate Insurance

Would Definitely Not Use	1	2.22%
Unlikely to Use	2	4.44%
Neutral	14	31.11%
Likely to Use	19	42.22%
Would Definitely Use	9	20.00%

**Total** 45

Mean 3.73

Standard Dev. 0.91

Variance 0.84

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**What is your perceived quality of each LIFE INSURANCE company?**

MetLife Insurance		
Excellent Quality	9	20.00%
Good Quality	<b>18</b>	<b>40.00%</b>
Average Quality	17	37.78%
Fair Quality	1	2.22%
Poor Quality	0	0.00%
<b>Total</b>	<b>45</b>	

Mean	2.22
Standard Dev.	0.79
Variance	0.63

Allstate Insurance		
Excellent Quality	<b>18</b>	<b>40.00%</b>
Good Quality	15	33.33%
Average Quality	11	24.44%
Fair Quality	1	2.22%
Poor Quality	0	0.00%
<b>Total</b>	<b>45</b>	

Mean	1.89
Standard Dev.	0.86
Variance	0.74

PrimeLife Insurance		
Excellent Quality	0	0.00%
Good Quality	9	20.00%
Average Quality	33	73.33%
Fair Quality	3	6.67%
Poor Quality	0	0.00%
<b>Total</b>	<b>45</b>	

Mean	2.87
Standard Dev.	0.50
Variance	0.25

State Farm Insurance		
Excellent Quality	15	33.33%
Good Quality	<b>18</b>	<b>40.00%</b>
Average Quality	11	24.44%
Fair Quality	1	2.22%
Poor Quality	0	0.00%
<b>Total</b>	<b>45</b>	

Mean	1.96
Standard Dev.	0.82
Variance	0.68

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Racine Mutual Insurance

Excellent Quality	2	4.44%
Good Quality	6	13.33%
Average Quality	32	71.11%
Fair Quality	5	11.11%
Poor Quality	0	0.00%

**Total** 45

Mean 2.89

Standard Dev. 0.65

Variance 0.42

New York Life Insurance

Excellent Quality	5	11.11%
Good Quality	12	26.67%
Average Quality	26	57.78%
Fair Quality	1	2.22%
Poor Quality	1	2.22%

**Total** 45

Mean 2.58

Standard Dev. 0.81

Variance 0.66

**Which LIFE INSURANCE company would you most likely use?**

New York Life Insurance	6	13.33%
MetLife Insurance	7	15.56%
Racine Mutual Insurance	0	0.00%
Allstate Insurance	<b>21</b>	<b>46.67%</b>
State Farm Insurance	6	13.33%
PrimeLife Insurance	2	4.44%
Other	3	6.67%

**Total** 45

Mean 3.71

Standard Dev. 1.65

Variance 2.71

**What is your SEX?**

Male	<b>25</b>	<b>55.56%</b>
Female	20	44.44%

**Total** 45

Mean 1.44

Standard Dev. 0.50

Variance 0.25

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**What is your AREA of STUDY?**

Business Major	31	68.89%
Liberal Arts Major	10	22.22%
Undecided	4	8.89%
Total	45	
Mean	1.40	
Standard Dev.	0.65	
Variance	0.43	



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Appendix C – Experimental Survey

Thank you for participating in our survey about perceptions of advertisements. We are interested in your opinions of the effectiveness of certain types of advertising. There are no right or wrong answers, we just want to know your impressions. The study will take approximately 10 minutes. Your participation in this study is completely voluntary. Your survey responses will be strictly confidential and data from this research will be reported only in the aggregate. If you have questions at any time about the survey or the procedures, you may contact (name inserted here) at (email inserted here). Thank you very much for your time and support. Please start with the survey now by clicking on the Continue button below.

Have you ever purchased LIFE INSURANCE?

1. Yes
2. No

How likely would you be to purchase LIFE INSURANCE in the future?

1. Very Likely
2. Likely
3. Neither Likely nor Unlikely
4. Unlikely
5. Very Unlikely

How likely are you to use each of the following LIFE INSURANCE companies?

	Would Definitely Not Use	Unlikely to Use	Neutral	Likely to Use	Would Definitely Use
State Farm Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Racine Mutual Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New York Life Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MetLife Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PrimeLife Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allstate Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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How would you rate the quality of the following LIFE INSURANCE companies?

	High Quality	Good Quality	Average Quality	Fair Quality	Low Quality
MetLife Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allstate Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PrimeLife Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
State Farm Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Racine Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New York Life Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you were buying life insurance, which of the following LIFE INSURANCE companies would you most likely buy from?

1. New York Life Insurance
2. MetLife Insurance
3. Racine Mutual Insurance
4. Allstate Insurance
5. State Farm Insurance
6. PrimeLife Insurance
7. Other

What day of the month does your birthday fall on?

1. 1st-10th
2. 11th-19th
3. 20th-31<sup>st</sup>

We'd now like to get your impressions of a form of advertising called online video contests. Online video contests are an advertising form where the company hosts a website for individuals to post video commercials that they made themselves. The public votes for their favorite entry and the winner receives a prize, usually cash, from the sponsoring company. To answer this question, you will view the top three finalists in an online video contest for PrimeLife Insurance. You can access the contest by clicking on the [CLICK HERE TO VIEW VIDEOS](#) link below, which will open up the online video contest in a new window. After viewing each of the finalist video entries, close the window as instructed and vote for your favorite video.

Please click this link [CLICK HERE TO VIEW VIDEOS](#) to view the online video contest. You will then return here to vote.

1. Finalist 1: Board Game
2. Finalist 2: Card Game
3. Finalist 3: Joe and Bob

We'd now like to get your impressions of the effectiveness of various PLACEMENTS for television advertising. PLACEMENT refers to where in the program the advertisement appears. For example, ads can appear at the beginning of a show, during the show, between the end of the show and previews for upcoming episodes, or after the previews. PrimeLife Insurance has chosen to advertise during the television show, The Office. They are trying to determine the best placement for their ads. Please watch the video (about 5 minutes) which has three 30 second PrimeLife ads, each embedded in a different place. You can access the video by clicking on the [CLICK HERE TO VIEW VIDEO](#) link below, which will open up the clip in a new window. After viewing the video, close the window as instructed and vote for which PLACEMENT you think is most effective. Please note that

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we are not interested in which ad you liked best, just which of the three placements you think is most effective. Please click this link [CLICK HERE TO VIEW VIDEO](#) to view the ADVERTISEMENT PLACEMENT. You will then return here to vote.

1. Placed at the beginning of show (Board Game)
2. Placed between end of show and preview of next episode (Card Game)
3. Placed after preview for the next episode (Joe and Bob)

We'd now like to get your impressions of the effectiveness of various PLACEMENTS for magazine advertising. PLACEMENT refers to where in the magazine the advertisement appears. For example, ads can appear at the beginning of an article, in the article, or at the end of an article. PrimeLife Insurance has chosen to advertise in People magazine near an article about the television show, The Office. They are trying to determine the best placement for their ads. Please view the magazine excerpt which has three PrimeLife ads, each embedded in a different place. You can access the excerpt by clicking on the [CLICK HERE TO VIEW EXCERPT](#) link below, which will open up the magazine in a new window. After viewing the magazine pages, close the window as instructed and vote for which PLACEMENT you think is most effective. Please note that we are not interested in which ad you liked best, just which of the three placements you think is most effective.

Please click this link [CLICK HERE TO VIEW EXCERPT](#) to view the ADVERTISEMENT PLACEMENT. You will then return here to vote.

1. Placed at beginning of the magazine (Board Game)
2. Placed between first and second The Office advertisements (Card Game)
3. Placed after second The Office advertisement (Joe and Bob)

We would now like to know how you feel about advertising in general. There are no right or wrong answers, we just want to know what you think.

What company do you think has very EFFECTIVE advertising?

What makes the advertising effective?

What company do you think has very INEFFECTIVE advertising?

Why is it ineffective?

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What are your current feelings toward PrimeLife Insurance?

1. Very Positive
2. Positive
3. Neutral
4. Negative
5. Very Negative

How would you rate the quality of the PrimeLife Insurance?

1. Low Quality
2. Fair Quality
3. Average Quality
4. Good Quality
5. High Quality

How do you view the PrimeLife brand?

1. Very Attractive
2. Attractive
3. Neither Attractive nor Unattractive
4. Unattractive
5. Very Unattractive

What do you think about the PrimeLife brand?

1. Very Ineffective
2. Ineffective
3. Neither Effective nor Ineffective
4. Effective
5. Very Effective

Would you buy PrimeLife Insurance, either now or in the future?

1. Would Definitely Buy
2. Likely to Buy
3. Neutral
4. Unlikely to Buy
5. Would Definitely Not Buy

What did you think of PrimeLifes advertising?

1. Very Good
2. Good
3. Neutral
4. Bad
5. Very Bad

Was PrimeLifes advertising persuasive?

1. Not at all Persuasive
2. Unpersuasive
3. Neutral
4. Persuasive

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5. Very Persuasive

What did you think about PrimeLifes advertisements?

1. Very Attractive
2. Attractive
3. Neither Attractive nor Unattractive
4. Unattractive
5. Very Unattractive

How entertaining was PrimeLifes advertising?

1. Not at all Entertaining
2. Not Entertaining
3. Neutral
4. Entertaining
5. Very Entertaining

Was PrimeLifes message clear in the advertisement?

1. Very Clear
2. Clear
3. Neither Clear nor Unclear
4. Unclear
5. Very Unclear

How would you rate the quality of each of the following LIFE INSURANCE companies?

	High Quality	Good Quality	Average Quality	Fair Quality	Low Quality
MetLife Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allstate Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PrimeLife Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
State Farm Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Racine Mutual Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New York Life Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

You are almost done. The next few questions are for informational purposes only.

What is your SEX?

1. Male
2. Female

What is your YEAR of SCHOOL?

1. Freshman
2. Sophomore
3. Junior

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4. Senior

What is your AREA of STUDY?

1. Business Major
2. Liberal Arts Major
3. Undecided

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Appendix D – Results: Tables

Table 1 – Sample Characteristics: Sex

	<b>Number</b>	<b>Percentage</b>	<b>Bryant Percentage</b>
<b>Male</b>	79	65%	58%
<b>Female</b>	42	35%	42%
<b>Total</b>	121	100%	100%
<b><u>Chi-Square Test</u></b>			
<b>Chi-Square</b>	2.639		
<b>Degrees of Freedom</b>	1		
<b>P-Value</b>	0.104		

Table 2 – Sample Characteristics: Year

	<b>Number</b>	<b>Percentage</b>
<b>Freshman</b>	1	1%
<b>Sophomore</b>	114	94%
<b>Junior</b>	6	5%
<b>Senior</b>	0	0%
<b>Total</b>	121	100%

Table 3 – Sample Characteristics: Area of Study

	<b>Number</b>	<b>Percentage</b>	<b>Bryant Percentage</b>
<b>Business Major</b>	103	85%	84%
<b>Liberal Arts Major</b>	16	13%	16%
<b>Undecided</b>	2	2%	0%
<b>Total</b>	121	100%	100%
<b><u>Chi-Square Test (Undecided exempt)</u></b>			
<b>Chi-Square</b>	0.578		
<b>Degrees of Freedom</b>	1		
<b>P-Value</b>	0.447		

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Table 4 – Means for Att<sub>b</sub>  
 (1 = Negative; 5 = Positive)

	<b>OVC (n=39)</b>	<b>TV (n= 51)</b>	<b>Mag (n=31)</b>
<b>Feelings</b>	3.26	2.96	2.97
<b>Quality</b>	3.03	2.82	3.00
<b>Attractive</b>	3.18	2.78	3.03
<b>Effective</b>	3.10	2.84	3.10
<b>Likely Purchase</b>	2.82	2.65	2.94

Table 5 – Means for Att<sub>ad</sub>  
 (1 = Negative; 5 = Positive)

	<b>OVC (n=39)</b>	<b>TV (n= 51)</b>	<b>Mag (n=31)</b>
<b>Good/Bad</b>	3.10	2.76	3.19
<b>Persuasive</b>	2.97	2.71	3.13
<b>Attractive</b>	3.10	2.65	3.06
<b>Entertaining</b>	2.97	2.65	2.77
<b>Clear</b>	3.36	3.37	3.58

Table 6 – T-test (one-tailed) for Att<sub>b</sub>

*Test Value = 3 (0 for B2-B1)*

	<b>n</b>	<b>OVC P-Value</b>	<b>n</b>	<b>TV P-Value</b>	<b>n</b>	<b>Mag P-Value</b>
<b>Feelings</b>	38	*0.008	50	0.330	30	0.331
<b>Quality</b>	38	0.422	50	*0.081	30	0.500
<b>Attractive</b>	38	*0.055	50	*0.028	30	0.356
<b>Effective</b>	38	0.146	50	*0.080	30	*0.092
<b>Likely Purchase</b>	38	*0.045	50	*0.002	30	0.212
<b>AttB2-AttB1 (Quality)</b>	38	0.121	50	0.432	30	0.286
<b>AttB2-AttB1 (Likely Purchase)</b>	38	0.278	50	*0.101	30	0.245

\*Significant difference from test value



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Table 7 – ANOVA (one-way) for Att<sub>b</sub>

*Post-hoc t-tests comparing OVC with:*

	<b>n</b>	<b>P-Value</b>	<b>TV P-Value</b>	<b>Mag P-Value</b>
Feelings	120	*0.040	*0.019	*0.042
Quality	120	0.453	0.252	0.897
Attractive	120	*0.025	*0.008	0.373
Effective	120	*0.101	*0.061	0.97
Likely Purchase	120	0.165	0.236	0.486

\*Significant difference from test value

Table 8 – T-test (one-tailed) for Att<sub>ad</sub>

**Test Value = 3**

	<b>n</b>	<b>OVC P-Value</b>	<b>n</b>	<b>TV P-Value</b>	<b>n</b>	<b>Mag P-Value</b>
<b>Good/Bad</b>	38	0.220	50	*0.045	30	*0.055
<b>Persuasive</b>	38	0.422	50	*0.012	30	0.146
<b>Attractive</b>	38	0.211	50	*0.002	30	0.339
<b>Entertaining</b>	38	0.419	50	*0.003	30	*0.045
<b>Clear</b>	38	*0.003	50	*0.001	30	*0.000

\*Significant difference from test value

Table 9 – ANOVA (one-way) for Att<sub>ad</sub>

*Post-hoc t-tests comparing OVC with:*

	<b>n</b>	<b>P-Value</b>	<b>TV P-Value</b>	<b>Mag P-Value</b>
Good/Bad	120	*0.053	*0.065	0.658
Persuasive	120	*0.064	0.126	0.434
Attractive	120	*0.016	*0.010	0.847
Entertaining	120	0.163	*0.058	0.302
Clear	120	0.404	0.933	0.229

\*Significant difference from test value

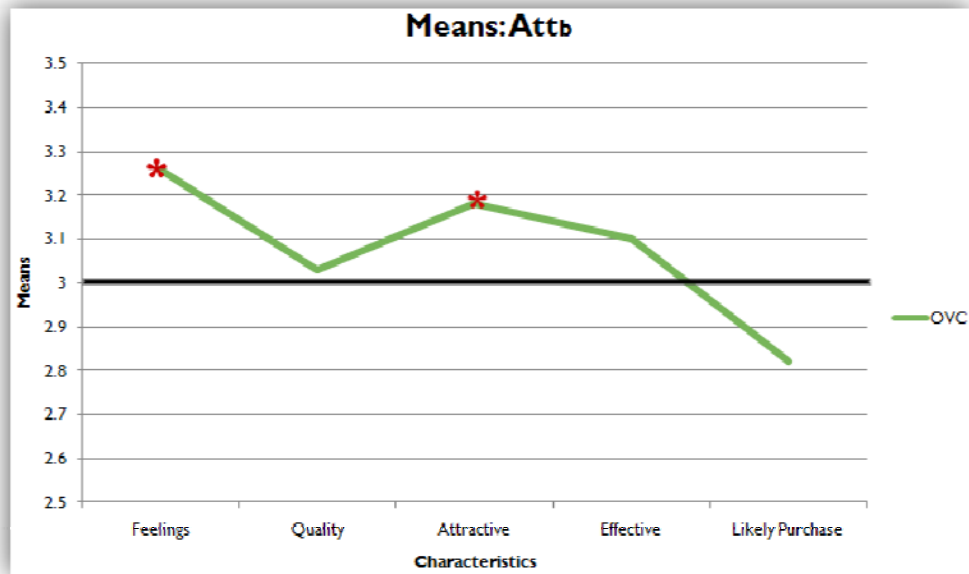
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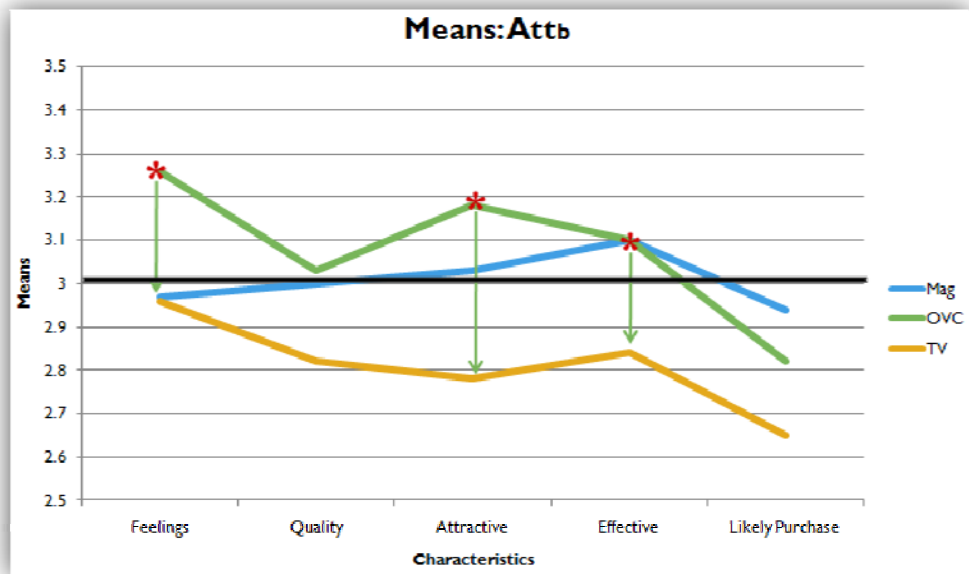
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### Appendix E – Results: Graphs

#### Graph 1 – Hypothesis 1



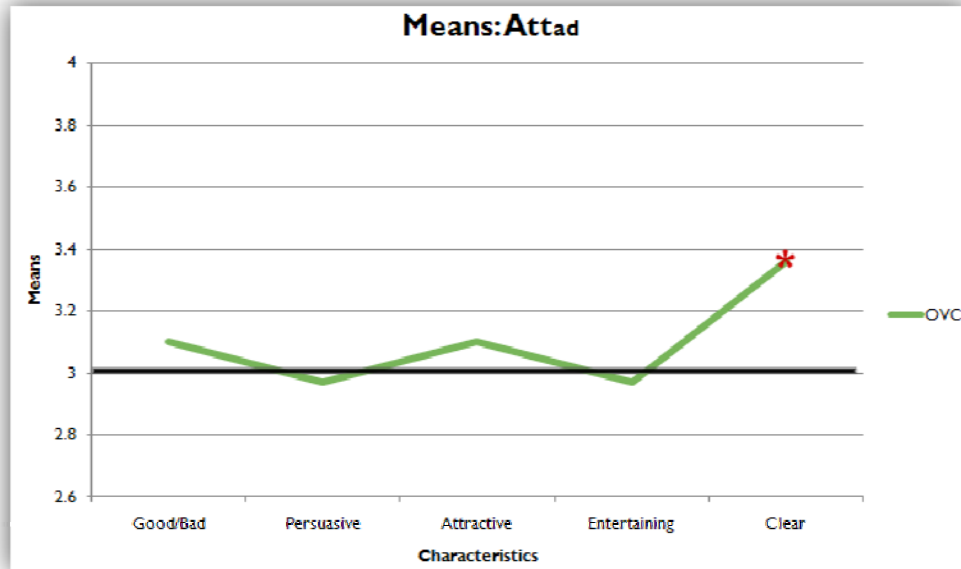
#### Graph 2 – Hypothesis 2



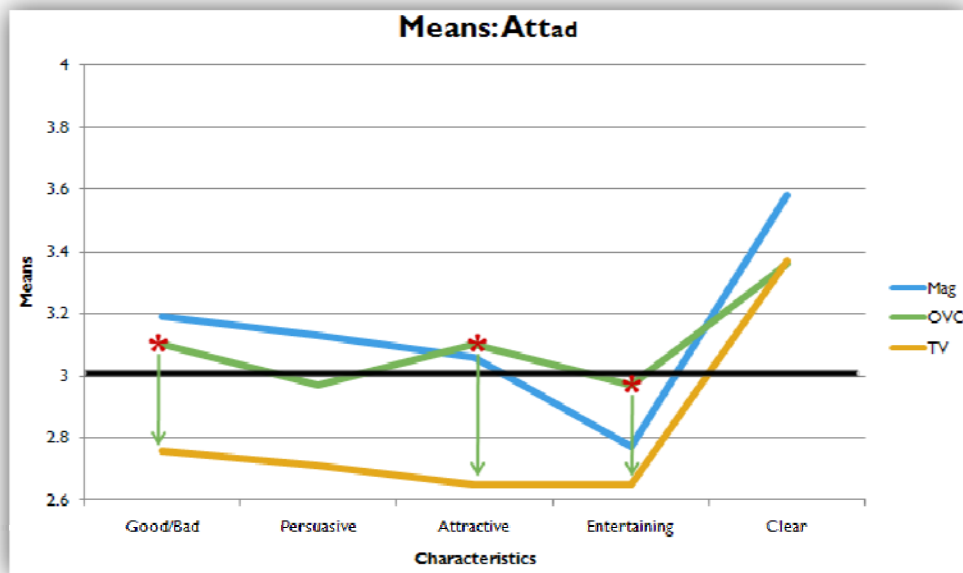
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Graph 3 – Hypothesis 3



Graph 4 – Hypothesis 4



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