

Static or Dynamic? Which type of advertising is the most effective for new vs. mature brands?



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Abstract

Football is one of the biggest businesses in all the countries in the world, which nowadays it is becoming more and more important, as the money invested in that sport overcome the rest. During our thesis, we decided to study which type of advertising billboards, static and dynamic, are the most effective for new and more mature brands in a football stadium. Through our literature, we assessed that the static advertising billboards are linked to the informative advertising and the dynamic advertising billboards to the persuasive or more engaging advertising. Moreover, I hypothesised that the static advertising billboards will be more effective for new brands and as soon as the life cycle of the brand is moving on to more mature stages, the most effective advertising billboards are the dynamic ones. Contrary to what was expected, the test results showed that for unfamiliar brands, the most effective advertising type is dynamic instead of static as we hypothesized. These findings have important implications for the literature of brand recognition/recall as we as brand managers or marketing specialists in order to implement and apply the different advertising billboards within a football stadium.

Keywords: static, dynamic, advertising billboards, familiar, unfamiliar, informative, persuasive.

Acknowledgment

During this thesis, I experience an interesting challenge completely new for me. It not only helped me to increase and improve my knowledge's over the advertising world within a football stadium, but also made me acquire self-discipline and self-motivation.

I would like to thanks to Nuno Camacho, who as a supervisor gave me the best insights and guidelines to provide the best of me and Muhammad Asim who will be the co-reader, showing his entire disposition taking part of it since the first moment. Moreover, last but not least, I would like to thanks to my family, especially my brother, parents and girlfriend for the support in the most struggling moments as well as all the survey respondents that offer me some time helping me to conduct this research.

1. Introduction

Nowadays, football is the most popular sport in the world, which is linked to being one of the passions of a lot of people moving a considerable amount of money all around the world. It is well known that football is not anymore just one sport more, it has to turn into one of the most important businesses that generate and move more money in the world. Not only for the spectacle itself but also for all the business reason behind such as the publicity, business box, television contract, etcetera.

As a marketing student, I always consider that the advertising within a football stadium is becoming one of the most important aspects. Every time is more common to see how historical teams like Bayern Munich changed the name of his new stadium Allianz Arena or the one of Arsenal to Emirates Stadium. In addition to that and my passion onto sport, being football my favourite one, I was wondering how and why companies decide to use different types of advertisements in the football stadium.

Taking as references previous research I have decided to narrow down the topic study to whether there is a difference in brand recognition in static or dynamic advertising billboards in a football stadium, due to the familiarity of the brand within the football stadium. When we speak about static advertising billboards, we refer to the informative advertising and when we mention dynamic advertising billboards, we refer to the persuasive or engage advertising.

The relevance of this study is added through the brand familiarity (moderator), as no one else before proved it or test it. We consider that it is extremely important to distinguish between brands as not all of them have the same target. In our study, we focus on familiar or well-known brands and unfamiliar or less well-known brands. There is no study in this

section and we consider extremely useful for brands that they will be able to select directly the type of advertising that they can use in their daily lives based on our study, helping to save time and money to the company.

Hence, in order to answer this question, we came up with the idea of making an experiment where we could test in our respondents the level of brand recognition/recall, which will become the dependent variable depending on the type of advertising used, which is the independent variable.

Therefore, throughout this study, we analysed the perceptions of some citizens with the objective of knowing the influence of several aspects associated with advertising in our study sample. From a quantitative approach, the proposal involves using a questionnaire developed and adapted specifically for this study context, which the results will provide a clearer picture of this research problem. After collecting a significant sample, we have run a paired t-test in order to evaluate our hypotheses and check if the data match with the theory.

During this research, there are some goals that we want to achieve. Firstly we will check the behaviour of people in a football stadium, especially in regards with the advertisement offered. Next, we will study how the advertisers advertise in a football stadium, by using static and dynamic advertising billboards. Then we will prove which variables affect more significantly and which one influence less. Finally, along with this study, we will provide the solutions to all the questions agreed with the help of an experiment tailored for this thesis. We will conclude offering the most relevant results and the conclusions that every Brand Manager can use for their daily work.

In order to sum up, and clarify which is the purpose of this dissertation, we came up with the research question that will fill in all the lack of information along the thesis: "Which

type of advertising is the most effective and recommendable to use for the different brands in a football stadium?”

2. Conceptual Background

The marketing and economics literatures agree that advertising plays different roles (e.g., informative versus persuasive roles of advertising) depending on the maturity of a brand and, consequently, on the familiarity that consumers have accumulated about a brand. In this thesis, I argue that different kinds of advertising (e.g. static versus dynamic ads) will play a different role (e.g., more informative or more persuasive) and, therefore, have a different impact on consumer attitudes and behaviours, depending on the type of brand (new vs. mature). Different brands need different ways of advertising adjusted to their own maturity and the needs of their target audience to obtain the highest benefits from it. In this research, I will examine whether the level of familiarity of the brand advertised moderates the effectiveness of different types of advertising billboards to use in a football stadium. The types of banners that will be studied in this dissertation are static and dynamic. This section will be used to define various important concepts and address important/significant theories that relate to this dissertation. For instance, we will discuss the difference between informative and persuasive advertising, their relation to static and dynamic advertising billboards, respectively, and their relation to the changing life cycles of brands and role of brand recognition. Lastly, we will use the theory to form our hypotheses for our research.

2.1 Definition of advertising

Advertising has been defined by Bovee (1992) as any “non-personal communication of information usually paid and persuasive in nature about products, services or ideas by

identified sponsors through the various media” (p. 7). A more recent explanation, which includes a bigger variety of media, is mentioned in the American Heritage Dictionary (2000): "The activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media."

However, in this research and based in a more recent paper by Richards, J. I., & Curran, C. M. (2002), we will define the term advertising as “any kind of paid non-personal communication from any identified brand (better well-known or less well-known), which have taken the mass media as a channel to persuade or influence an audience”. We consider this definition as the most accurate for our research due to the comparable situation in a football stadium.

In the marketing and economics literatures on this topic (see e.g. Akerberg, 2003; Erdem & Keane, 1996), it becomes clear that advertising influences consumers’ behaviour through two different routes: (i) informative role – advertising changes consumers’ information set and thus enables the creation of different (quality) perceptions about the brand and (ii) persuasive role – advertising increases the attractiveness of the brand in the consumers’ mind through emotional appeal and reminder effects. This means that there are different types of reactions depending on the different types of advertising approach is used. Most types of advertising stimuli (e.g. an ad in TV, a banner in a stadium, etc.) can be classified as either more informative or more persuasive, depending on the level of information they contain and the level of persuasive elements they make use of. Specifically, in this research, we will focus on ‘informative advertising’ and ‘persuasive advertising’ in a football stadium, which will be defined in section 2.2.

2.2 Informative and persuasive advertising

Informative advertising

As mentioned in the previous section, advertising can be either informative or persuasive. Informative advertising entails any rational brand information was given, which covers the pre-existing lack of knowledge about a specific product or brand (Nelson, 1974). This means that informative advertising is a way of advertising that relies on educating the consumer of the qualities of a particular product.

In previous research (e.g. Nelson, 1974; Schmalensee, 1978; Klein & Leffler, 1981; Milgrom & Roberts, 1986; Bawell & Ramey, 1994) it is hypothesized and concluded that informative advertising relies on consumers' lack of information, which is resolved by providing knowledge in order to better understand what is offered. Moreover, exposure to advertisements increases consumers' tendency to purchase the promoted product, because the informative content of advertising resolves some of the uncertainty about the quality of a brand, reducing the risk of buying that brand, as perceived by consumers who process such informative ads. When comparing static with dynamic banners, I expect static banners to be more informative than dynamic banners, as their sole focus is on presenting brand related information such as a price of any product or the different characteristics of a product (Darbi & Karni 1973).

Persuasive advertising

The essential difference between informative and persuasive advertising is that the latter is always related to the consumers' emotional area of the brain, trying to engage the consumer with the brand, who have experienced it before (Byzalov, Dmitri & Shachar 2003). There are three main theories that ground persuasive advertising: the evidence-based model, the

reasoned action model, and the persuasion knowledge model. Below, these models will be described and used to determine our own definition of 'persuasive advertising'

The first theory, as explained by Armstrong (2010), shows that although the content of an advertisement influences customers' behaviour, they are mostly influenced by the memory this advertisement invokes. This means that if people see an ad for a product people are already familiar with, how they act mostly depends on the feelings that they connote to either the ad or the product in general. The second theory complements Armstrong's argument, by trying to explain the connection between attitudes and behaviours from humans. From this point of view, the way of acting from people will be spontaneous and consistent from the different association created in the memory, which will lead to the resultant behaviour. It is known that the best prognosticator is the intention, which is defined by the author like: "the cognitive representation of a person's readiness to perform a given behaviour, and it is considered to be the immediate antecedent of behaviour". This theory is appealing to marketers as it gives the option to target specific audiences (Fishbein & Ajzen, 1975). In the third and last theory, Friestad & Wright (1995) suggests that "[advertising] is focused on how people use their knowledge of persuasion motives and tactics to interpret, evaluate and respond to influence attempts from marketers and others" (p. 305). Thus, people will interpret advertisements differently depending on their past experiences.

When comparing static with dynamic banners, I expect dynamic banners to be more persuasive than dynamic banners, because they have fewer informative features but, in contrast, more persuasive elements namely the moving and animation elements that create such dynamics. These dynamic elements are then responsible increase positive emotions and customer enthusiasm for a product or brand (Aaker, 2004).

Considering the above, in this dissertation, I expect '*informative advertising*' in a football stadium to be achieved through static banners that always show the same information which is intended to inform spectators and fulfil their lack of knowledge. In contrast, I expect '*persuasive advertising*' in a football stadium to be achieved through dynamics advertising billboards that are intended to create an emotional appeal and convince spectators to make use of the product or service being publicized.

2.3 Changes over life cycle

It has been studied that advertising, which normally informs consumers about a brand or a product, has the biggest impact on inexperienced consumers, in other words, people that did not encounter this brand a priori. However, the prestige and/or image effects of advertising should affect all kind of consumers equally (Tellis, 1998; Deighton Henderson; Neslin 1994). We perceived that both theories, informative and persuasive are right, and they have their own target, the only thing is that they are considering different phases of a product or brand within the life cycle. As a consequence, both types of advertising could be combined.

Based on the research by Narayanan, Manchanda and Chintagunta (2002), and due to the fact that the advertising has an important role within communication, it has been established that the type of the advertisement could change depending on the life cycle of the brand where the product or brand is being faced. According to those authors, it is most effective to apply informative advertising, when the brand is in the first phases of the life cycle and consumers do not know it well, as they have not experienced it yet. Nevertheless, when these early stages are over because the product or brand is already known, it is most

effective to use persuasive advertisements. This is because when consumers; already possess prior information, as occurs in the later phases of brands' life cycles, they create a new association with this product or brand. In such cases, persuasive advertisements can be used to exploit the created associations, where feelings and emotions are foregrounded. Both types of advertising have different purposes, the first one is to cover all the lack of information suffered by the consumer and the second one is to persuade and keep the relation between the brand and consumer. Below (See Figure1) we offer a schema of the life cycle, which can help to understand visually.

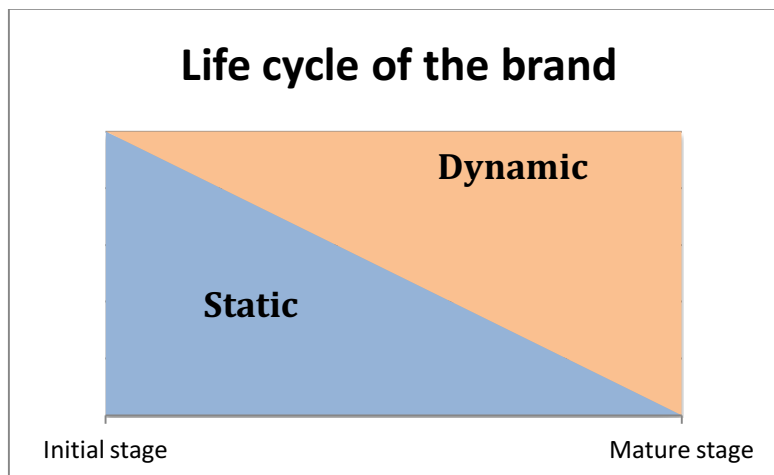


Figure 1: prediction for the effectiveness of static vs. dynamic ads over the life cycle of a brand

2.4 The consumer's decision-making process

In order to understand the effectiveness of informative and persuasive advertising, it is important to understand how consumers make the decision to buy something. One of the simplest models that explain this process is written by Vicary (1962). A scheme of this model can be found in Figure 2. James defines attention as follows: "It is the taking possession by the mind in clear and vivid form, of one out of what seem several simultaneously possible

objects or trains of thought...It implies withdrawal from some things in order to deal effectively with others, and is a condition which has a real opposite in the confused, dazed, scatter-brained state." (p. 403). According to Vicary (1962), customers first need to pay attention to the advertisement in order to catch the essence of the published message by the company in order to be able to be influenced by it. In the informative advertising, people require more attention to be able to get the essence of the message, as they have a lack of information regarding the advertised product or brand. As Keller (2001) proved, it is more difficult to retain this message when the brand advertised is non-familiar, due to the fact that the exposure time needs to be higher.

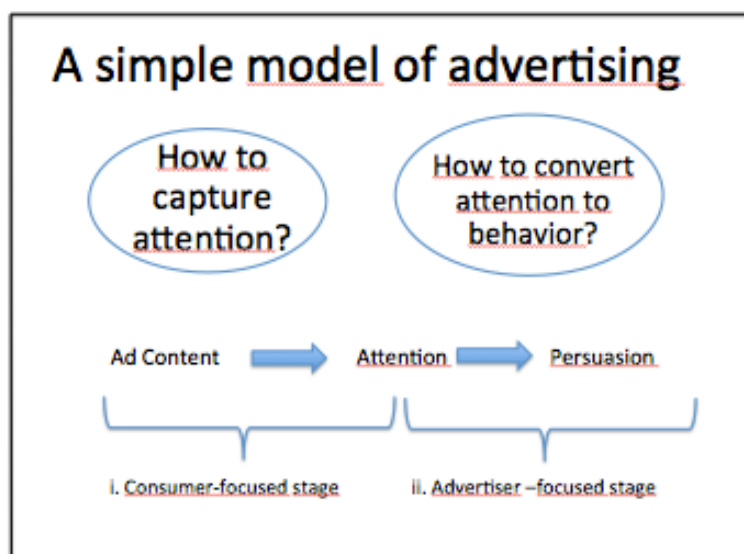


Figure 2: A simple model of Advertising (Teixeira, 2014 p.2)

Contrary, the persuasive message is orientated to people that have experienced this brand before and as a consequence, the product or brand can be recognized faster, meaning the attention time is shorter in such situations (Dennis, Mueller & Thomas Stratmann, 2003). In this case, companies need a different advertising approach in order to make effective the message and catch the attention of the public effectively

Hence, there are two different types or approaches of advertising inside a football stadium where any brand could catch the attention of the audience in order to deliver the message of the ad itself. The first type of advertising is that the advertisers buy or rent a space within the publicity area in the stadium and the second one is by purchasing media time. Regarding the first type of advertising, it is the one that normally is executed by using the static billboards where companies or brand obtain different spots within the stadium to advertise after paying for it. The second one, focus on dynamic banners where the companies or brands buy media time and depending on the contract signed, the publicity will show up every certain time, playing around for a while. The contracts define all those peculiarities regarding the time and location, as of course there are psychological reasons behind which make more expensive depending on their location and the time when the ad will be played (Anand, Bharat & Ron Shachar, 2011; Bagwell, 2007).

2.5 The role of attention in Brand Recognition

The consumers' reaction is affected by the *brand knowledge* they possess (Keller, 2001). This *brand knowledge* can be divided into the *brand image* and the *brand awareness*, but for the purpose of this study, we will only focus on the latter. Here, the consumer shows the ability to recognize a brand in different circumstances, *brand recognition* (Rossier and Percy 1987), and the different associations that can be created in the memory of the customer, *brand recall* (Kotler 1991).

Brand Recognition with Brand recall together forms Brand awareness. The former relies on the capacity of the consumers to correctly invoke knowledge about the brand when triggered by either a sound or image that they relate to it (Keller 1998). However, brand

recall requires consumers to come up with the brand from memory (Bettman 1979; Rossiter and Percy 1987). Furthermore, Brand awareness influences consumers decision during the consideration set (McKinsey & Company, 2011), which starts at the moment that any brand triggers the customer in any buyer's decision.

3. Hypotheses Development: The Moderating Role of Brand Familiarity

After all the information gathered and exposed/described before, and taking in consideration the two variables of our research - type of advertising and brand recall - we can see that there are two effects that, at a first sight, contradict each other. On the one hand, the informative effect of advertising suggests that static ads are better able to alter consumer behaviour than dynamic ads. The informative effect of advertising argues that advertisements should inform the consumer in order to reduce consumer uncertainty and shape their perceptions and behaviour. Its downside is that requires a longer time and more cognitive processing to create the association with the product or brand.

On the other hand, the persuasive effect is apparently contradictory to this one and suggests that dynamic ads are more effective than static ones in order to make the consumers recall the product or brand easier. According to the persuasive effect, the best way of making advertising impactful is giving more relevance to the emotions and creating different experiences with customers instead of just information (as suggested by the informative effect). Those emotions and experiences are better created by dynamic ads (Kraus, 2014). The main goal here is to engage consumers with the different brands through the sensations and experiences created.

In this thesis, due to the fact that there are these two contradictory effects of advertising, informative (through static ads) versus persuasive (through dynamic ads), I introduce another variable that can act as a moderator between the type of ad and the recall action. I define this new variable as familiarity of the brand where brands can be either (i) well-known or familiar brands and (ii) not well-known or unfamiliar brands. We will base our hypotheses in the research of Narayanan, Manchanda and Chintagunta (2004), where they studied that the advertising evolution depends on the life cycle phase where the product or brand is, making possible a combination between static and dynamic ads. The type of ads can be adjustable to the different stages within the life cycle.

In our research, we have settled two different scenarios. Both scenarios will be hypothesized depending on which moment the products or brands are facing. The first scenario (new and unfamiliar brand), in the earlier stages, statics ads are the most convenient to use, as consumers need to get information and create the association with it. Normally, takes time, as it is something unfamiliar to recognize. In our scenario, we determine that in a football stadium, in order to increase the cognitive knowledge, especially during early stages of the brand, statics ads need to be used.

However, the second scenario when a brand is facing a mature stage (e.g., a well-known brand like Nike or Audi), the static ads do not work anymore as well as before because the consumers already have covered the uncertainty and know about it. As a consequence, using this kind of statics ads could create a negative effect such as boredom, which can carry a negative association as well. In order to prevent this situation, and for all the products or brand in their late stages, the dynamic ads will work better. The intention behind of this kind of advertising is to try to engage the consumer and create new experiences as they already have knowledge's enough about the brand. What a brand in this

life stage tries to look for is to persuade the market audience and try to play an important role in regard to emotion and experiences.

In sum, I expect static ads in a football stadium to work better for unfamiliar brands than familiar brands. The time to assimilate and process new brands in order to recall is higher. After analysing previous studies, the idea of using static ads is to provide information about something that it is new or unfamiliar for the consumer. Hence, I hypothesize that:

H1: For unfamiliar brands, static ads are more effective than dynamic ads in stimulating brand recognition/recall.

In contrast, I expect the dynamic ads in a football stadium to work better for more familiar brands than for unfamiliar brands. Due to the fact that images are constantly moving and changing, consumers just need a quick look at the ad to recall the brand as customers' knowledge about the brand is already well developed. In that way, the message will arrive easily to the target audience. Hence, I hypothesize that:

H2: For familiar brands, dynamics ads are more effective than statics ads in stimulating brand recognition/recall.

4. Research Methodology

4.1. Experiment Design

Regardless the design that we have carried out during the research, we decided to make a quantitative analysis, more specifically within and between-subject design, where we have implemented 2 experiment surveys tailored specifically to measure the topic studied in this investigation. Our dependent variable, brand recognition/recall, which has been measured

exactly the same in both surveys, has been exposed to different conditions, first between static versus dynamic and then familiar versus unfamiliar brands.

Stimuli

Four videos with four possible situations within a football stadium were replicated in order to let us evaluate the different responses to them regardless the brand recognition. Each video has its own function. Two videos showed advertising billboards of familiar brands (one static and one dynamic) and other two videos shown advertising billboards for unfamiliar brands. The first video (See video1), static advertising billboards within familiar brands, wanted to test the level of recognition of the brand Audi, which was exposed next to other advertising billboards during the match was going on. The second video (See video2), with the same target as the previous one, test the brand recall of Audi ad but this time we exposed the respondents to dynamic advertising billboards. In that case, the advertising billboards are showing different angles of the new Audi A4. Hence, in the other survey experiment the videos displayed, we made similar with the target to measure the brand recall in unfamiliar brands, specifically the brand Pelayo. The third video (see video 3) and the fourth one (see video 4), they were made exactly the same as the previous two explained with the only peculiarity that this time the intention was to test the respondent with unfamiliar brands. In other words, the video 3 shows the static advertising billboards of Pelayo are exposed to other brands and the video 4, displays the name of the brand (Pelayo) moving and making it different designs (disappear, making the letters move, bigger and smaller).

In order to assess our dependent variable, the level of brand recognition/recall, the intention for both experiments was the same. Firstly, we create a static video where the

image differs at less as possible from the dynamic video. Then for the static, we selected and located different brands around the focus brands in order to make it more factual. Finally, the intention we wanted to carry out to the respondents was that in both scenarios we offered them, they could think that they were sitting in the same position of the stadium and simply watching the match. The effect produced by the advertising billboards will be shown in the next chapter.



Video1: Static Familiar Brand



Video2: Dynamic Familiar Brand



Video3: Static Unfamiliar Brand



Video4: Dynamic Unfamiliar Brand

In the analysis, we have used different dimensions in order to study and evaluate the perception of the audience with the ads while are watching a football match. We have decided that the way we structure the experiment survey, could help us to get all the insights needed to measure the level of brand recall, especially after making a pilot and test

it. We believe that this final experiment was the best way to bring the reality as close as possible with the tools we had, as we tried to simulate the situation of someone watching a football match in the most realistic way.

Experimental Procedure and Task

The experiment will be conducted in such a way that every participant has to fill in a questionnaire after being exposed to two videos randomly allocated, (one static and one dynamic). After showing the video where we made that the respondents could put in the shoes of a real football spectator, we integrate a distraction task in order to evaluate them avoiding bias. In a football match can happen that after checking the banners, the person next to you asked: "Who is the number 14 from the other team? Or can you check how the results in the other matches are?" In that way, we avoid that people immediately respond the correct answer as they just saw the video and they still remember.

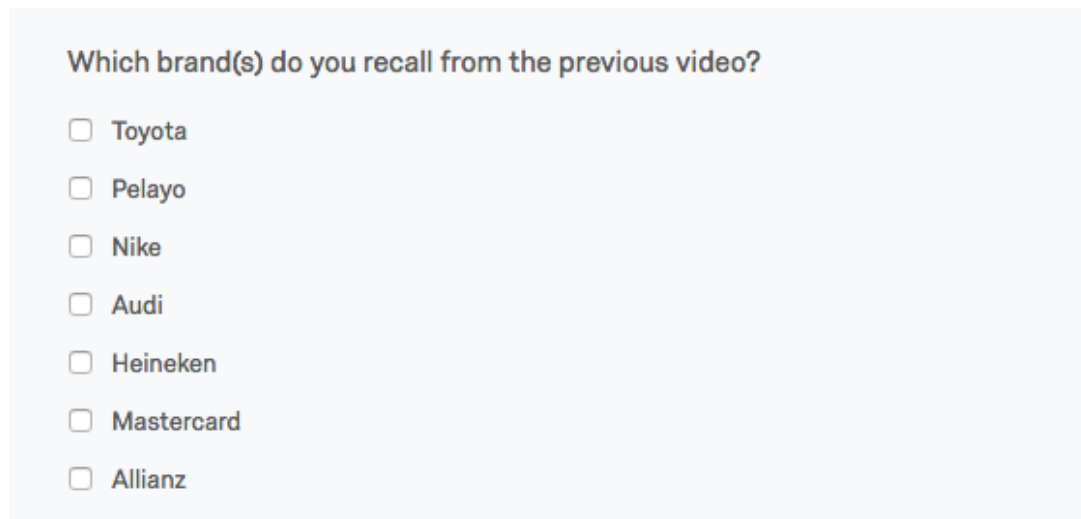
4.2 Model and Analyses

In this section, I discuss my key independent and dependent variables (measurement and operationalization), each in turn. In terms of analyses, given the between subjects experimental approach I run paired t-tests to compare the dependent variables across different conditions (e.g., for static vs. dynamic ads for familiar vs. unfamiliar brands). In other words, we have measured the level of brand recall (Audi and Pelayo) of our respondents after being exposed to two videos, one showing static advertising billboards and the other dynamic. Then we have compared the result between both experiments. We have thought that this analysis will be the correct one, as we wanted to compare in both

experiments the brand recall for familiar and unfamiliar brands. The results will be shown in the next chapter. The results will be processed using IBM SPSS.

4.2.1 Dependent variables

Regardless the dependent variable, we have considered the Brand recognition/recall. During our experiment, we have tried to observe and confirm our two hypotheses formulated in the previous chapter. We wanted to measure the level of brand recognition for the different brands within the different types of advertising. In order to measure, we have created two gifs or videos for each experiment survey, which means that we made two videos to measure the static advertising billboards, and other two for the dynamic advertising billboards (one for familiar and other for the unfamiliar brand). I considered that the best way to measure the brand recall was by asking the respondent which brand they remembered. The question was after a distraction task where people spend some time and the result of the measurement was more accurate. After each video, the question formulated was: “Which brand(s) do you remember from the previous video?” We offered a list with 7 different brands and we focused on the brand Audi for the familiar survey and Pelayo for the unfamiliar one. We decided to use those brands as our focus brands and make that these answers become the expected ones and the only correct answer by the respondents. In both surveys, the placement of the correct answer was the same. In Figure 3 is shown how the question looks like.



Which brand(s) do you recall from the previous video?

- ☐ Toyota
- ☐ Pelayo
- ☐ Nike
- ☐ Audi
- ☐ Heineken
- ☐ Mastercard
- ☐ Allianz

Figure 3: Question survey that measure brand recall

4.2.2 Independent variables

In our dissertation and based on previous researches described in our literature review, the independent variable is the type of advertising, static and dynamic or informative and persuasive. We created for each experiment, two videos one with static advertising billboards and other with dynamic. During our experiments, we have exposed each respondent to two videos and different questions, using them with the aim of measure the brand recall, which is the dependent variable. Depending on the results, we could define which type of advertising would be the most successful and effective for the different brands studied.

4.2.3 Moderators

Based on the theory and guided especially by the research of Narayanan, Manchanda and Chintagunta (2002), we have included the brand familiarity as moderator, in order to determine which type of advertising is more effective for the different brands. This is the

reason why we have decided to make two different survey experiments, depending on the brand familiarity; one for familiar brands and another for unfamiliar ones.

As an important key of our dissertation, this variable has a crucial role within the surveys.

We have decided to test the level of attention required in the videos for familiar and unfamiliar brands, measured by subjective quality evaluation on a 5-point Likert scale.

Respondents were asked: "Please indicate your agreement or disagreement in the following statements: 1) Ads in the video took a lot of effort for me to process it, 2) Ads in the video required a lot of attention for me". People answered with Strongly agree, Somewhat agree, Neither agree nor disagree, Somewhat disagree, Strongly disagree.

The target of this question was to check if the level of attention required for unfamiliar brand is higher than for familiar brand as we have explained in our theory and confirm the hypothesis 1 where the static ads work better for unfamiliar brands due to the fact that they required more attention as there is no association created yet for this specific brand. In addition, we tested as well with the moderator effect our hypothesis 2 where the dynamics ads work better for familiar brands in later phases of the life cycle. To assess this we formulated the questions: " Please indicate your agreement or disagreement in the following statements: 1) Ads in the stadium were boring, 2) Ads in the stadium did not catch my attention". The intention of this question was to prove that public find boring static advertisements for familiar brands and that dynamic ads do not catch the attention in the audience for unfamiliar brands. It was measured by subjective quality evaluation on a 5-point Likert scale. People answered with Strongly agree, somewhat agree, neither agree nor disagree, Somewhat disagree, Strongly disagree. In Figure 4 is shown how looks like.

Please indicate your agreement or disagreement in the following statements:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Ads in the video took a lot of effort for me to process it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ads in the video required a lot attention for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate your agreement or disagreement in the following statements:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Ads in the stadium were boring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ads in the stadium did not catch my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 4: Moderator survey questions

4.2.4 Additional Measurements

Additionally, we decided to incorporate to our experiment other questions that could help us to understand the result better. We decided to test whether respondents prefer the informative advertising or persuasive. I thought that this question could be used as a reinforcement of our hypotheses during the analysis. For that reason, respondents were asked in both experiment surveys "Please indicate your agreement or disagreement in the following statements: I prefer informative advertising and I prefer engage or persuasive advertising" It was measured by subjective quality evaluation on a 5-point Likert scale. People answered with strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, strongly disagree. Figure 5 below, shows how the questions look like.

Please indicate your agreement or disagreement in the following statements:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I prefer informative advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer engage or persuasive advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 5: Additional measurement questions.

4.3. Data Collection

4.3.1 Population, data collection and sample

The research has been conducted via an online experiment survey. I used a convenience sampling approach, distributing the survey among different contacts via e-mail, WhatsApp and Facebook. We have tried to put in practice the snowball effect, and pass the survey to our closest contacts, which they distributed among their own network, helping to reach the sufficient amount of respondents needed for a representative cohort.

In order to be more accurate with the result of the experiment, respondents were asked to fill one of the two experiment surveys that we created and manipulated in order to test the brand recall depending on the brand familiarity within the two different types of advertising approaches, static and dynamic. The first survey focused on familiar brands in static and dynamic ads and the second one oriented to unfamiliar brands in static and dynamic ads as well. Both surveys were exactly the same except the videos since we manipulated them in order to test the brand recall in both scenarios. During those experiment surveys, respondents were exposed to two different videos, one with static ads and the other with dynamic ones. Both with the same recall questions afterward. We used some distraction task to avoid some bias and being able to measure the level of brand recall in the different scenarios more precise and of course in a more realistic way.

In total, we have received 287 online surveys filled, 137 from the survey1 (See appendix 1) or familiar brands and 150 from the survey2 (See appendix 2) unfamiliar brands. Each respondent was exposed to watch two videos with different advertising intentions, one with static ads and one with dynamic ads and after that, we assessed them for the brand recall in each situation. To be more fair, we have decided to randomize the questions in order to be the most impartial as possible, which means that some people will watch the video with the static banner first and then the dynamic and other people will do it in the other way around, first watch the video with dynamic banners and then the one with the static ones. The correct answers on both surveys have been placed in the same spot and order. Everyone who sent all the answers has been considered that complete the experiment, which means that the final number of respondents have been 95 for the first survey or familiar and 99 for the unfamiliar or second survey. We did not take into account all the surveys unfinished.

Following, we present the table 1, with the most interesting and remarkable characteristics of our respondents:

Table 1: Baseline Characteristics

CHARACTERISTICS	FAMILIAR BRANDS SURVEY n=95	UNFAMILIAR BRAND SURVEY n=99
AGE (between 19-30)	(89,5%)	(74,7%)
Female	58(61.1%)	53 (53,5%)
Male	37 (38.9%)	46 (46,5%)
Practise football	29 (30.5%)	29 (29,30%)
How often do you go to a football stadium?		
Every week	2 (2.1%)	3 (3%)
Often	2 (2.1%)	4 (4,1%)
Sometimes	42 (44,2%)	43 (43,40%)
Never	49 (51,6%)	49 (49,50%)

4.3.2 Tools

We have used the program Qualtrics with the license of the Erasmus University to carry on the surveys. Qualtrics has allowed us to reproduce the main matrix where we have processed all the data collected from the respondents, which will be analysed and explained in the next chapter. Previously we have created and manipulate four videos with the program iMovie from Apple. We decided to include in every survey one distraction task after each video, in order to make people do not answer the question about brand recall

straightforward and make the situation more reliable. We decided to ask some extra questions that are not related to the brand recall but in the conclusion could offer more interesting and richer conclusions. As soon as we got a significant amount of respondents, which could be representative, we have analysed the results using IBM SPSS.

5. Results

5.1 Hypotheses Testing

During this research, our main questions were summarized into our two hypotheses, in other words, we have hypothesized that static advertising will be more effective for unfamiliar brands and dynamic advertising will work better for familiar brands. After all, the results gathered in the experiment surveys, we have run a paired t-test for both scenarios, where we identified the level of brand recognition/recall in both surveys, familiar and unfamiliar brands. The result is shown as follows in table 2,3,4 and 5:

UNFAMILIAR BRANDS

	Mean	N	Std. Deviation	Std. Error Mean
Recall the brand after static ads	0.39	99	0.49	0.05
Recall the brand after dynamic ads	0.58	99	0.50	0.05

Table 2: Paired Samples Statistics

UNFAMILIAR BRANDS	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Recall the brand after static ads vs. recall the brand after dynamic ads	-0.18	0.69	0.07	-0.32	-0.04	-2.62	98	0.01

Table 3: Paired Samples Test

On the one hand, for unfamiliar brands, we obtained an interesting result. In contrast to our first hypothesis, we find that consumers are better able to recall unfamiliar brands when they are advertised with dynamic ads ($\mu_{\text{Fam.Dyn}}=.58$) than when they are advertised with static ads ($\mu_{\text{Fam.Stat}} = .39$), a difference that is significant at 1% level ($\Delta_{\text{Sta-Dyn}} = -.18$; $p = .01$). In other words, people will recall better an unfamiliar brand when dynamic advertising is used. In our research, the resolution of the t-test shows the contrary results to what we hypothesized before. This will be discussed in the next chapter, as people prefer dynamic advertisement for unfamiliar brands.

$\mu_{\text{Unfam St}}=.39$; $\mu_{\text{Unfam Dyn}}=.58$; $\Delta_{\text{st-Dyn}}=-.182$; $P=.01$

FAMILIAR BRANDS

	Mean	N	Std. Deviation	Std. Error Mean
Recall the brand after static ads	0.62	95	0.49	0.05
Recall the brand after dynamic ads	0.55	95	0.50	0.05

Table 4: Paired Samples Statistics

FAMILIAR BRANDS	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Recall the brand after static ads vs. recall the brand after dynamic ads	0.07	0.78	0.08	-0.08	0.23	.93	94	0.36

Table 5: Paired Samples Test

However, on the other hand, we can see that for familiar brands the difference between static and dynamic ads are statistically insignificant at 1% level ($\Delta_{\text{Sta-Dyn}} = .07$; $p = .36$), which means that people will have the same level of brand recall in both scenarios and

it does not matter which kind of advertisement you exposed the consumer that the result will be the same.

$\mu_{\text{Unfam St}} = .62$; $\mu_{\text{Unfam Dyn}} = .55$; $\Delta_{\text{st-Dyn}} = .07$; $P = .36$

In order to make the contrast more clear between the results, I will now depict the results graphically. Figure 2 below, illustrates the comparison between familiar and unfamiliar brands within both types of ads, static and dynamic. Overall the result for the survey of familiar brand says that people recall the brand (Audi) better though static ads (0.62) than dynamic (0.39). Therefore for unfamiliar brands, people recall the brand (Pelayo) slightly more thanks to dynamic ads (0.58) than static (0.55). The following graph (See Figure 6) represents the numbers just explained.

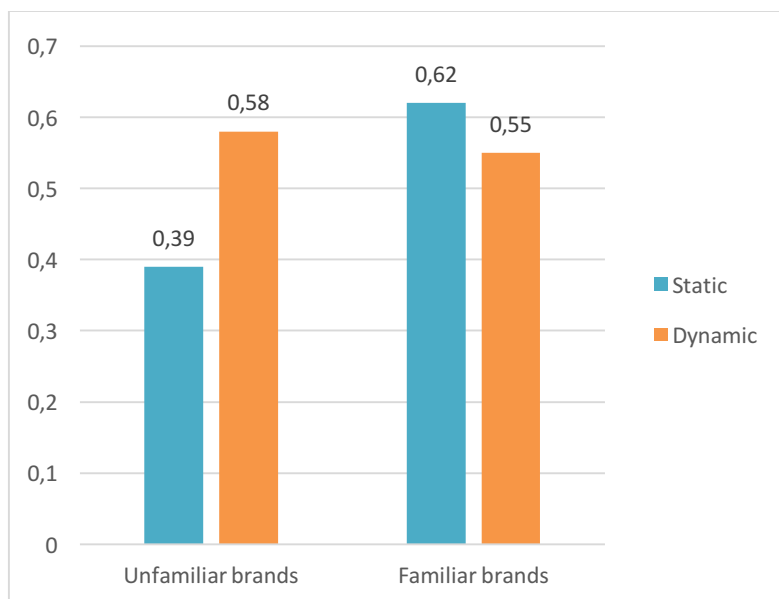


Figure 6: Comparison between familiar and unfamiliar brands within static and dynamic ads

5.2 Insights into the Mechanisms through which Static vs. Dynamic Ads influence behaviour

During the preparation of the experiment survey, we decided to ask some other questions that could provide us some extra relevant information afterward. Due to the fact that the

first hypothesis has been contrary to our theory, we have decided to evaluate other aspects that could explain the reason why we obtained this result. Thus, we decided to make four independent t test to those four aspects: boringness, if ads were able to catch the attention, if participants needed a lot of effort and the attention required. We analysed each aspect for all the pooled answered, which means that we analysed all the aspect in a combination of familiar and unfamiliar brands. The result has been shown in the following table 6:

Possible aspects influence the brand recall	Significance level
Boringness	(0.373)
If ads catch the attention	(0.689)
Ads took a lot of effort	(0.396)
Attention required	(0.587)

Table 6: Independent t-test in possible aspects that influence the brand recall

As a result, all the aspects studied are statistically insignificant, which means that none of these aspects have an impact in our hypothesis.

5.3 Type of advertising that people prefer

We obtained a very interesting insight from the respondents. One of those insights is the type of advertising that consumers prefer, informative or persuasive. They had the chance to share with us this information and we have analysed it. As follows we show in Figure 7 a pie chart where the results can be seen easily.

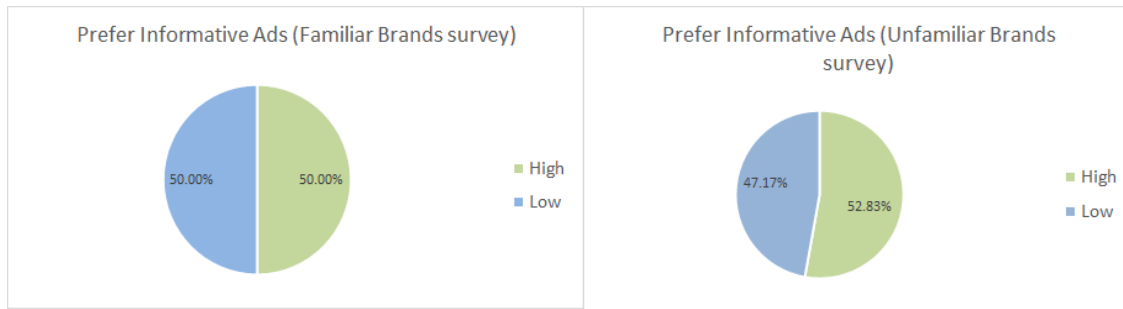


Figure 7: Result of respondents who prefer informative ads in familiar and unfamiliar experiments

Regarding the question if people prefer Informative ads we can appreciate that for familiar brands is exactly half of the people who prefer highly than low. However, in unfamiliar brands, the percentage of people who prefer highly informative ads is bigger with 52,83% respect to the 47,13% from those who prefer low.

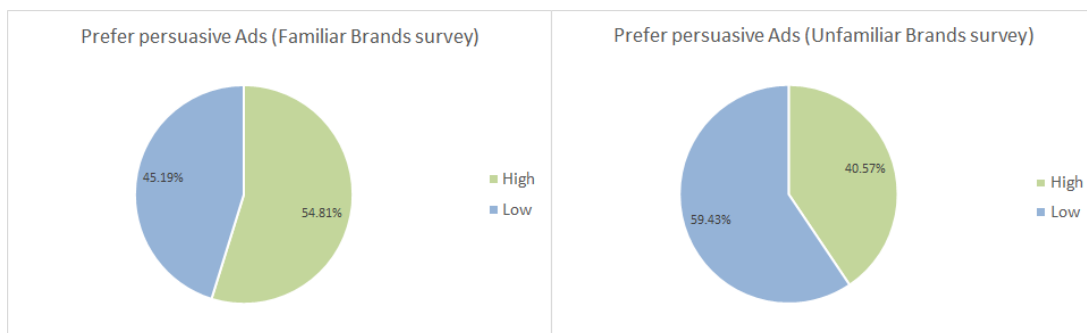


Figure 8: Result of respondents who prefer persuasive ads in familiar and unfamiliar experiments

Following the previous question, we decided to ask if people prefer persuasive or engage advertisement, in order to be able to compare with the previous question. The results illustrate us that for familiar brand people prefer this kind of advertisement with 54,81%. Nevertheless, for the unfamiliar brand is the other way around, people do not feel very attracted to this kind of ads, showing with a 59,43%. In Figure 8, both pie charts are agreeing with our hypotheses and confirm both of them.

5.4 How often people go to the football stadium

Another interesting result obtained is the frequency that people visit a football stadium to watch a match. The results, which will be discussed in the limitation chapter, will add very valuable information, which can be correlated with the results of the surveys, as there is a carry-out effect on that. Basically, less than 10% in both scenarios, familiar and unfamiliar brands are assiduous in a football stadium. As follows, a Figure 9 will show the result more visible.

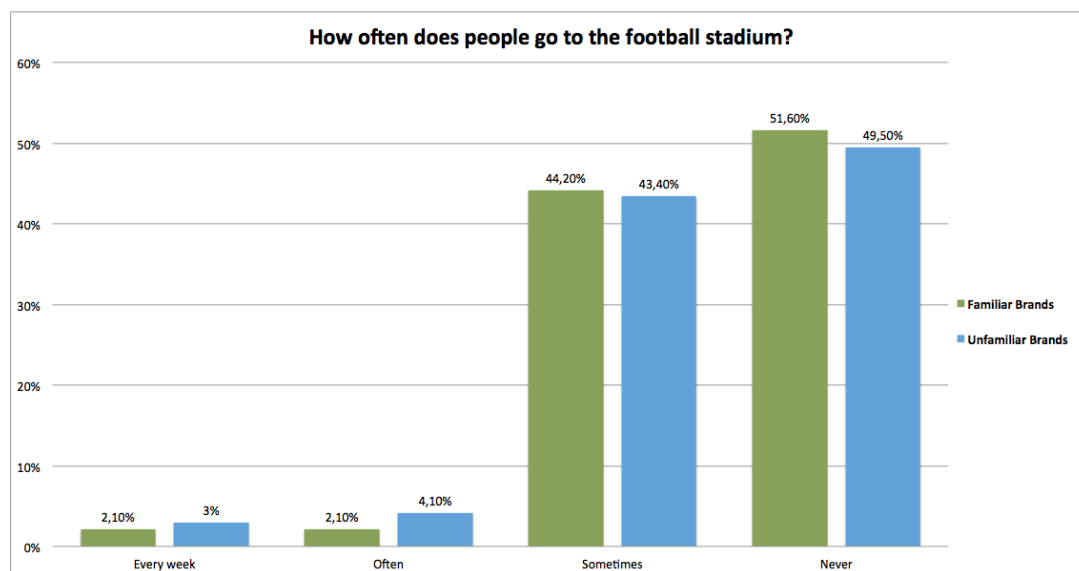


Figure 9: How often does people go to the football stadium

6. Possible future testing hypotheses

In this chapter, as we did not obtain the results that we were waiting for with our hypotheses, we have decided to have a look to other theories that can apply to this paradox.

First of all and following the paper from Bass (1995), where he explained, that marketing as well as other sciences, in order to based and build a theory, there should be

some observations of the same phenomenon previously, which allows the theory to predict what is going to happen with this phenomenon. However, this author confirms that there is also the possibility that a phenomenon leads to writing a new theory. The author has some examples including his own model, Bass model, which predicted “the existence of the diffusion empirical generalization”.

In addition, reviewing other theories, deserve special mention the “TET” (theory-empirically-revision of theory), where theory can have other relevant empirical implications beyond the generic ones (Ehrenberg, 1994). I think that it is the case of this study, and maybe the theory should be revised once again and updated it as the result of our experiment are showing something that differs from the theory described in the first chapters.

There is always a possibility to extend or modify the theory, keeping the essential assumptions and determine other connotations that can be determinant for the phenomenon (Norton, Bass and Ehrenberg, 1987, 1992, 1994). In our case, it could be the starting point of a new theory or new extension of the previous one, which has developed in the last decades. We consider that the results analysed could provide some insights to extend the previous theories. However, it would be necessary to test it again few times to conclude that the phenomenon changed to respect the previous one. Thus, our dissertation is maybe showing that the technological advances have arrived at the advertising world as well and the previous theories described in previous chapters have been outdated.

In our research, both hypotheses have been rejected and the first one has shown a reverse result, which can we extract is that there is no room anymore for static ads in a football stadium, neither familiar nor unfamiliar brands. The technological advances are way forward than previous researches, which mean that it can be influenced as well the results.

Although, after this one, made in June 2017, I think that everyone who made the experiment has Facebook and a smartphone, which means that the way to visualize ads and perceive the meaning has been modified and adjusted to this new technological approach.

In regard to the first hypothesis, the result has been completely contrary to what we defined with our theory, showing that people recall better an unfamiliar brand with dynamic advertisements than with static ones. The result, as we mentioned before it has a lot to do with the advanced world of technology of nowadays where the percentage of people having a smartphone and being connected to the network is extremely high, and still increasing. There is a study from eMarketer, which shows that in 2015 more than one-quarter of the consumer worldwide use a smartphone and by the next year 2018, more than half of the entire phone user will own a smartphone. In appendix 3, a graph illustrates this phenomenon (EMarketer, 2014).

However, respecting the second hypothesis can be that when a brand is very well known and has such a strong association, it does not matter the type of advertisement used, as the consumer will react equally to both types, static and dynamic. Can be that within the psychology aspect, the brain does not distinguish anymore between different kind of advertisings, as the association with the brand is very strong and everything will work (Aaker, 1990).

I have reviewed four aspects in my research, in order to detect if there was any correlation with the results obtained. I have checked and evaluated them: boringness, if ads were able to catch the attention, if participants needed a lot of effort and the attention required. I made a different independent t-test for each one. All of them came out with the same result, statistically insignificant, which means that all the assumptions I could make were not true.

I have assessed all the data gathered during the different experiment surveys and I am of the opinion that the world where we live today has a lot to do with these results. Today, almost everyone has Facebook, where people are exposed to tons of videos making publicity of different brands. I think it is not a casualty but all the young people have Facebook, Instagram, twitter, where the advertising most of case comes in a video (dynamic format). The advertising companies know that those videos cannot be long, so most of the cases they create these small videos, kind of similar to the ones implemented in our experiment. Experts have proven that the maximum time to attract the attention to the consumer is 3 seconds (Galera, 2017), which makes that people are more used to that kind of advertising.

Another reason that could drive to our results is that a football match is a very emotional or engaged situation, where people's brains are more "open" to emotional appeals and more "closed" to informative stimuli. If you are an emotional thinker and you need to process information, you are less likely to do it because you are more avoidant during cognitive processes.

Additionally to that, in a big number of cases, going to a football stadium and watch a match is generational, in other words, most of the time is your father or a relative the one who bring the children or teenagers to the stadium, creating already an emotional link, where the feelings go from parents to children (Babkes & Weiss, 1999).

As a conclusion, I want to express that people nowadays, and especially in regard to the sample used where the majority of the respondents were between 19-30 years old, are more familiar to a more dynamic and engaging type of advertisement, it does not matter the familiarity of the brand, as our results proved. Maybe we are facing a new phenomenon, which is leaving behind the old theories. As Bass said, to write a theory, sometimes, the

phenomenon needs to be repeated before. It could be considered that it is happening this. I leave open this to future researches, which will be mentioned in the next chapter.

7. Discussions

7.1 Main findings.

In this section, we will discuss the most significant findings of our dissertation, where we have tried to add extra value to the different researches made previously, especially the insights generated by the Narayanan, Manchanda and Chintagunta (2002) on the role of persuasive vs. informative advertising, an idea that has guided this study.

As we initially started this study, the topic studied has been “Which type of advertising is the most recommendable in terms of banners between static and dynamic in a football stadium for the different brands (familiar and unfamiliar)”. Based on the preceding theory we decided to incorporate an extra variable, brand familiarity, that no one else added before to his or her studies and provides an extra academic added value. As a consequence of this variable, we decided to move one step forward within this topic research. We have created two hypotheses that could help us to narrow down our research.

As it is mentioned in our literature (chapter 2), the theory explained that in previous researches, the type of advertising could develop during the life cycle of the product or brands. In other words, when the product is launched or the brand just born, the ideal type of advertisement to implement is informative. However, when the product or the brand has been consolidated in the market, an ideal type of advertising to use is the persuasive, in order to engage the consumers. In our case, we included the brand familiarity, expressed in our 2 hypotheses, named before, where we already included this variable.

After the experiment survey that we have carried out within our sample, we have known that both hypotheses have been rejected, being the best type of advertising for the both scenarios, familiar and unfamiliar brands dynamic. There is confrontation within the survey results because when we asked the people which kind of advertising they prefer, they answered consequently with our theory supporting it, however, did not work like that in the videos as people recognize better the dynamic ads in general. Following see in Figure 10, the results of the answers of the respondents, which support our theory, have been assessed in a bars chart.

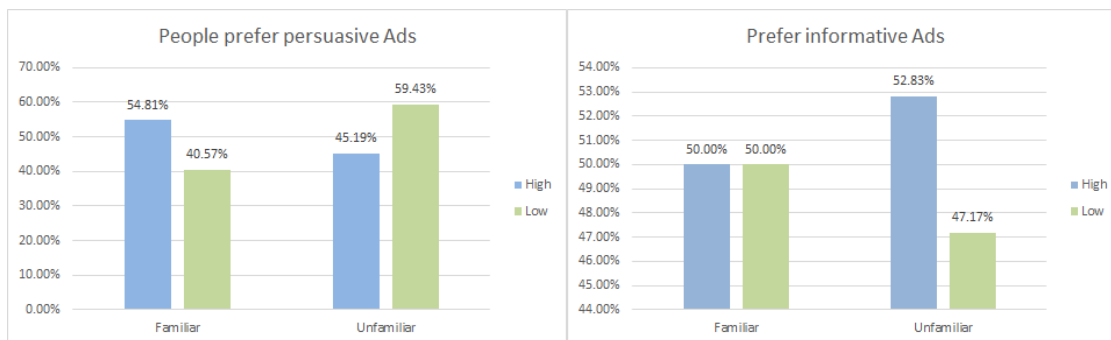


Figure 10: Preference of ads within familiar and unfamiliar brands

On the one hand, for the first hypothesis, we have obtained very interesting results. The result has been contrary to our hypothesis, which means that for unfamiliar brands the type of advertising that has a higher impact on brand recall is persuasive. As we have explained in the previous chapter, this could occur because people nowadays are used to the new technology and companies since already some time ago are working with this kind of advertising in the social media. These companies have maximum 3 seconds to catch the attention of the people. Google is one of the most crucial brands in this topic, which is helping to develop this kind of technology faster.

However, on the other hand, for the second hypothesis, we have run a paired t-test, which can be seen in chapter 5, where the results were statistically insignificant, which

means that there is no difference between the spectator to use static or dynamic ads for familiar brands. Hence, the association with the brand is of such magnitude that the public will react exactly the same.

In regard to these statements, we formulated one question in our experiment survey where we asked the people to extend their level of agreement and disagreement with two statements: 1) I prefer informative advertising; 2) I prefer engage or persuasive advertising. After analysed those results and as we illustrated in chapter 4, people who respond to the familiar brand survey, prefer slightly more the persuasive advertising and people who take part in the unfamiliar survey, they prefer the informative advertisements. These results support our hypothesis formulated and confirm the theory we have followed during all the process was on the right path.

7.2 Managerial Implications

With this dissertation, we have been able to advise to any company or brand, familiar or unfamiliar, that nowadays the best way to advertise in a football stadium is by using persuasive advertising, more specifically, dynamic banners. Apparently, the technological world is changing not only the social aspect but also the advertising one. In previous researches like such as (e.g. Nelson, 1974; Schmalensee, 1978; Klein & Leffler, 1981; Milgrom & Roberts, 1986; Bawell & Ramey, 1994), concluded that the informative advertising will be more effective to cover all kind of uncertainty by the consumer as they provide the knowledge's needed for this lack of information and of course always static due to the fact that the attention level in each person is different (Kotler 1991). We have proven that the informative advertising is getting every time more archaic giving way to the dynamic one.

We can assure that when the previous researches were made, the technology was not as developed as today which influences more in the way of attracting customers, and as this research shows, recall the brand after being a football stadium. Thanks to this research, we can advise on all the unfamiliar brands, which normally use informative advertising in the football stadium, that the best way to make that people recall the brand, and of course all that entails, is to use dynamic advertising.

A very interesting approach of this investigation is that this case can be extrapolated to other cases. Speaking with a manager of Unilever, he agreed with me that this topic could be used on different platforms, for instance, in a website, and work perfectly like in a football stadium. Of course, every market needs to be explored and adjusted to the audience, as not every target segment work in the same way. Although, we can advance through this study that the way of attracting people are following and suffering an evolution, and in this XXI century, the technology is the one who controls the whole marketing world.

Another relevant example is the music festivals, which also include engaging activities. These activities are more emotional correlated with people and less likely to demand cognitive thinking. It is clear that an example of “Heineken music stage” in a musical festival, where people need to dance in order to create music, will be more effective than a simple static advertising billboard. From this perspective, we are giving to brands the options to explore other opportunities such as Coca-Cola can create an app where consumers can order and pay the drinks and they do not need to wait for a big line, just go and pick it up.

7.3 Limitations

Given the sample with such a demographic characteristics and other facts, which will be described as following, can claim to a not very strong reliability for different reasons.

First of all, the public who has participated in the survey is mainly a young group, whose ages are between 19 and 30 years old, which in the real life is not the case, principally are older people the ones who assist to this football stadium. Moreover, the number of female as respondents is higher than the number of male respondents. This is something that every year, the differences are being reduced but still far away from the balance between both genders. In the football stadium, the public is predominantly masculine. Lastly, regarding these demographic data, around 90% of the respondents in both surveys never or sometimes go to a football stadium, which lead that people are not familiar with this kind of advertising, and even less watching at the same time when something is happening on the pitch.

Secondly, and maybe preceded by the preceding statement, people during the experiment, asked me if they could go back in the survey because they did not pay attention in the video and they could not recall the brand. As the answer was always not but as a consequence in the second video they care much more and the response was a little bit unreal as they were paying an extra attention in order to answer correctly the following question. I have randomized the survey but of course, people acted like that, which makes difficult and dubious the measurement. Next to that, the videos employed were close to the reality but not all of them were identical. Although to make this study properly, I suggest that people can watch the same video in a room and use the proper method as can be the eye tracking. In that case, we will be willing to study where the customer is pointing with their eyes and what he will remember after that. Thus, in order to obtain more reliable results, for this experiment, you need more time and sources to make it as I told before with the eye tracking. Therefore the sample size could be bigger and more representative. Initially, in our research, the sample was of 287 participants but only 194 have been

considered as completed survey experiments. It can be solved with a software, which does not allow people stop the survey or count only the surveys finishes will be very helpful.

Last but not least, another limitation that we have found during our dissertation is that we only have had one dependent variable, brand recall, however, when we started to plan and design the study, the idea was to incorporate the purchase intent as well, however in our case will be difficult to measure.

7.4 Further Research

It would be interesting in for future researchers to analyse the purchase intention within the football stadium taking into consideration the different brands advertised during the game. I think that with this kind of research, companies will see a very beneficial impact as they will not lose time and money checking which type of advertising they should use in every situation. As said before, I would improve on the technique of this research and I will take a video of 20 min, use the eye tracking in 200 people and then evaluate the results. I think this will produce a lot of different insight in today's football stadium business. Moreover, another further research will be to start to study the ads in the same pitch. This is the future and companies will pay for this. It is starting already slowly in some countries and I think it can be an interesting topic to continue this research, as the fast develop the technology, is taking over the entire advertising world. Do you think that dynamic ads can be played on the same pitch? Do you think that football players will complain about distraction effects? Do the spectators recall the brands better when they are in the grass? Those are some question that further researches can solve.

8. Conclusions

From the idea of how to help brands and companies to choose the correct type of advertisement in a football stadium, we started this study. We based our dissertation in previous researches where the different theories drove us to two different approaches, informative or static advertising versus persuasive or dynamic advertising. We defined both types of ads and based on the research of Narayanan, Manchanda and Chintagunta (2002), we could conclude that these two types of ads are compatibles, and the only thing to take into account was the life cycle of the product or brand. Theory confirms that by using informative banners in earlier stages as there is a lack of information in consumers at this point and use persuasive billboards in more mature and later phases of the product or brand, was the right path to follow. Therefore, we felt that the previous studies were incomplete, so we decided to include an extra variable, brand familiarity, and go farther in this research area, narrowed to the football stadium down. We decided to measure the brand recall through our hypotheses, which concluded that informative ads would work better with unfamiliar brands and persuasive ads will do the same with familiar brands.

Next to that, we decided to make two experiment survey where we manipulated 4 videos (two in each survey) in order to measure the brand recall for the familiar and unfamiliar brand using both types of advertising, static and dynamics, in each survey. We analysed the results while the second hypothesis was rejected, and shows that there is not different between both types of advertisement within familiar brands depending on the type of banner used (static or dynamic), the first hypothesis was the reverse. In other words, the results demonstrate that the dynamic advertising works better for unfamiliar brands.

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Appendix 1: Familiar Brands Survey

Q5 Dear Respondent, Thank you for agreeing to participate in this survey experiment for my dissertation at Erasmus School of Economics. I really appreciate you for taking this time to participate. Through this survey experiment we aim to explore how brands can approach consumers more efficiently, depending on the type of advertising used in a football stadium. This survey could take max. 3 minutes to be completed. Be assured that your answers will only be used for the survey purposes and will remain confidential, so please answer honestly. If you have any questions, feel free to contact me by e-mail: 454888fm@eur.nl Thank you very much for your time!

Q22



Q7 How many differences can you see?

- ☐ 5 (1)
- ☐ 7 (2)
- ☐ 9 (3)
- ☐ 6 (4)

Q8 Which brand(s) did you remember from the first video?

- ☐ Toyota (1)
- ☐ Pelayo (2)
- ☐ Nike (3)
- ☐ Audi (4)
- ☐ Heineken (5)
- ☐ Mastercard (6)
- ☐ Allianz (7)

Q9 To what extent do the answers regarding with the videos shown at the beginning

	Nothing (1)	Too little (2)	Neither too much nor too little (3)	Moderately too much (4)	Too much (5)
How do you like the brands (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How familiar are these brands for you (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you use this brand (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q29 Please indicate your agreement or disagreement in the following statements:

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
Ads in the video took a lot of effort for me to process it (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ads in the video required a lot of attention for me (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q23



Q12 How many balls can you find in the pic?

Q13 Which brand(s) do you recall from the previous video?

- ☐ Toyota (3)
- ☐ Pelayo (1)
- ☐ Nike (2)
- ☐ Audi (6)
- ☐ Heineken (4)
- ☐ Mastercard (7)
- ☐ Allianz (5)

Q26 Please indicate your agreement or disagreement in the following statements:

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
Ads in the stadium were boring (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ads in the stadium did not catch my attention (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14 Gender

- ☐ Male (1)
- ☐ Female (2)

Q15 Nationality

Q16 Age

- ☐ Under 18 (1)
- ☐ 19 - 24 (2)
- ☐ 25 - 30 (3)
- ☐ 31 - 50 (4)
- ☐ above 50 (5)

Q17 How often do you go to a football stadium

- ☐ Every week (1)
- ☐ Often (2)
- ☐ Sometimes (3)
- ☐ Never (4)

Q30 Please indicate your agreement or disagreement in the following statements:

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I prefer informative advertising (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer engage or persuasive advertising (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q18 Do you practise football?

- ☐ Yes (1)
☐ No (2)

Q19 Thank you very much for helping me out with your answers and time dedication :) Kind
 Regards,Paco

Appendix 2: Unfamiliar Brands Survey

Q3 Dear Respondent, Thank you for agreeing to participate in this survey experiment for my dissertation at Erasmus School of Economics. I really appreciate you for taking this time to participate. Through this survey experiment we aim to explore how brands can approach consumers more efficiently, depending on the type of advertising used in a football stadium. This survey could take max. 3 minutes to be completed. Be assured that your answers will only be used for the survey purposes and will remain confidential, so please answer honestly. If you have any questions, feel free to contact me by e-mail: 454888fm@eur.nl Thank you very much for your time!

Q15

Q5 How many differences can you see?

- ☐ 5 (1)
- ☐ 7 (2)
- ☐ 9 (3)
- ☐ 6 (4)

Q7 Which brand(s) did you remember from the first video?

- ☐ Toyota (1)
- ☐ Audi (2)
- ☐ Nike (3)
- ☐ Pelayo (4)
- ☐ Heineken (5)
- ☐ Mastercard (6)
- ☐ Allianz (7)

Q9 To what extend the answers regarding with the videos shown at the beginning

	Nothing (1)	Too little (2)	Neither too much nor too little (3)	Moderately too much (4)	Too much (5)
How do you like the brands (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How familiar are these brands for you (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you use this brand (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q18 Please indicate your agreement or disagreement in the following statements:

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
Ads in the video took a lot of effort for me to process it (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ads in the video required a lot attention for me (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16

Q11 How many balls can you find in the pic?

Q13 Which brand(s) do you recall from the previous video?

- ☐ Toyota (1)
- ☐ Audi (2)
- ☐ Nike (3)
- ☐ Pelayo (4)
- ☐ Heineken (5)
- ☐ Mastercard (6)
- ☐ Allianz (7)

Q17 Please indicate your agreement or disagreement in the following statements:

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
Ads in the stadium were boring (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ads in the stadium did not catch my attention (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q15 Gender

- ☐ Male (1)
- ☐ Female (2)

Q17 Nationality

Q19 Age

- ☐ Under 18 (1)
- ☐ 19 - 24 (2)
- ☐ 25 - 30 (3)
- ☐ 31 - 50 (4)
- ☐ above 50 (5)

Q21 How often do you go to a football stadium

- ☐ Every week (1)
- ☐ Often (2)
- ☐ Sometimes (3)
- ☐ Never (4)

Q19 Please indicate your agreement or disagreement in the following statements:

	Strongly agree (1)	Somewhat agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I prefer informative advertising (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer engage or persuasive advertising (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q23 Do you practise football?

- ☐ Yes (1)
- ☐ No (2)

Q25 Thank you very much for helping me out with your answers and time dedication :) Kind
Regards,Paco

Appendix 3: Smartphone Users and Penetration Worldwide

