

HOW ADVERTISING LITERATE ARE CHILDREN?



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Highlights



Children better **recognize** the commercial content of traditional advertising formats compared to embedded advertising formats.



Children better **understand the persuasive intent** of advertising for TV commercials and online banners than for advergames and native ads.



Children have a **positive stance** towards both traditional and embedded advertising formats.

Children label both traditional and embedded advertising formats as a **fair practice**.

Research aim

This study examined and compared children's responses to **TV commercials**, **advergames**, **online banners** and **native advertisements** via their cognitive, affective and moral advertising literacy.

Research Question 1: What is the effect of advertising format on advertising literacy?

Research Question 2: What is the effect of advertising format on advertising effectiveness?

Method

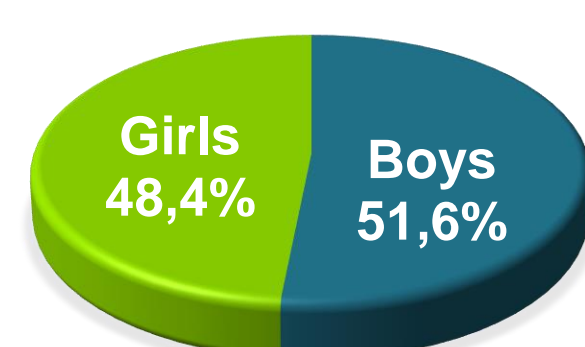
Design

4 - level between-subjects experimental study

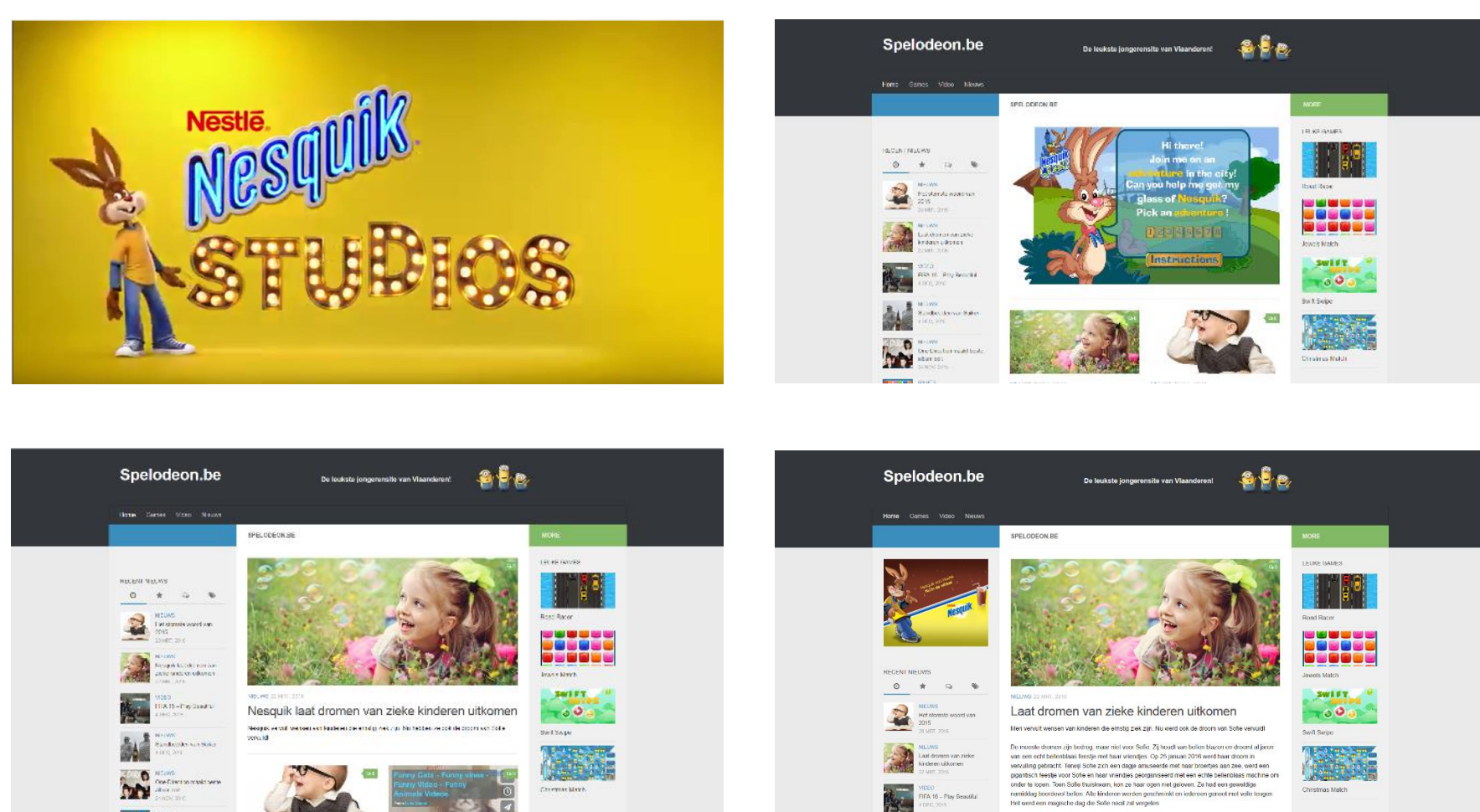
- TV commercial
- Advergame
- Online banner
- Native advertisement

Participants

510 children (7-12 years)
($M_{age} = 9.29$, $SD = 1.64$)



Stimulus material



4 different brands to control for brand effects

Procedure

- watch a television program (TV commercial condition)
- surf on the website and play a game (advergame condition)
- surf on the website (online banner condition)
- read the article on the website (native ad condition)

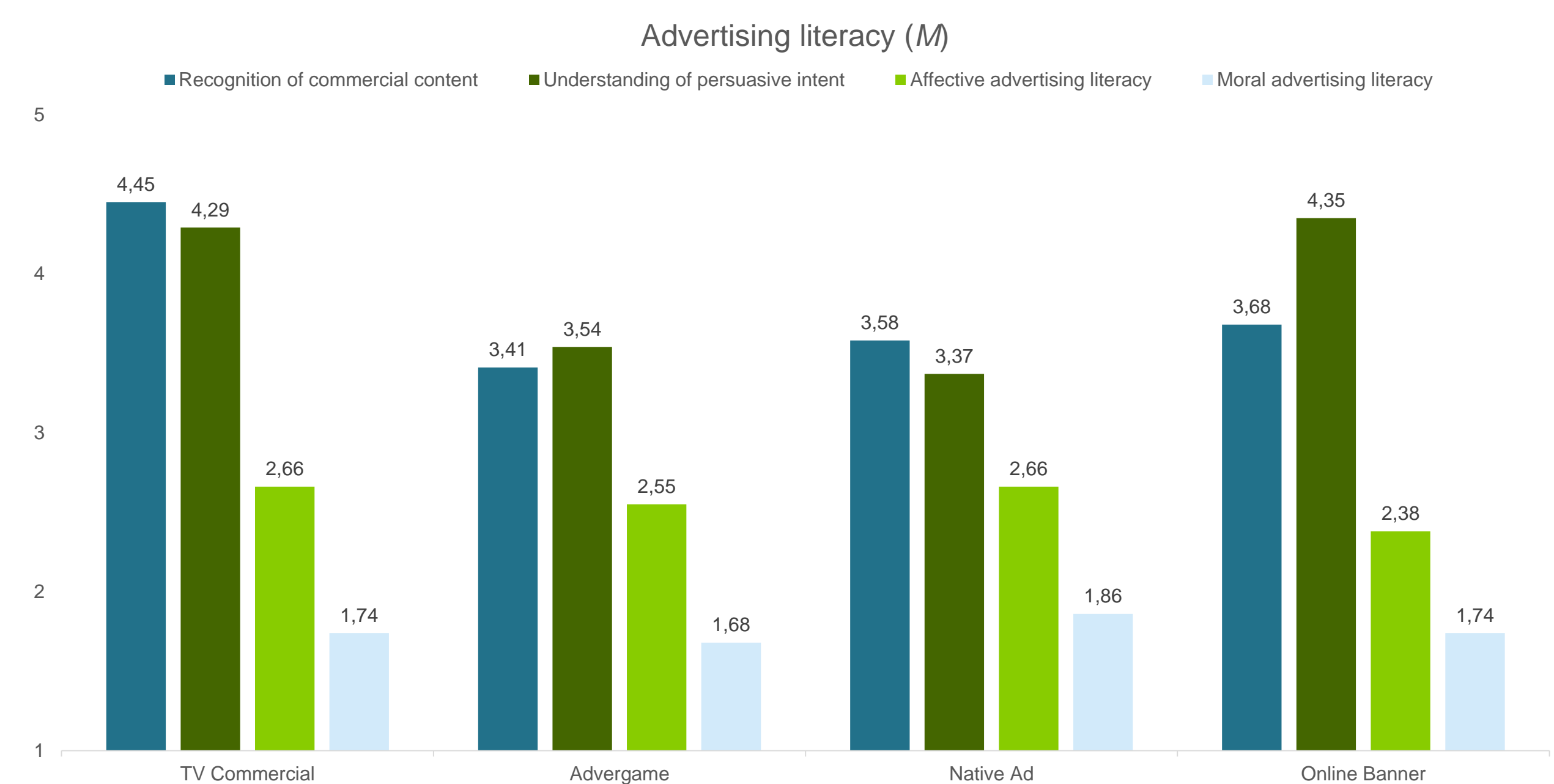


Exposure time: **2 min. 15 sec.**

Results and discussion

Advertising literacy (RQ1)

- Children better **recognized the commercial content** when exposed to TV commercials compared to the three embedded advertising formats.
- Children had a better **understanding of the persuasive intent** of advertising for TV commercials and online banners than for advergames and native advertisements.
- The level of **affective advertising literacy** was low for all advertising formats, which indicates that children have a rather positive stance towards both the traditional and embedded advertising formats.
- Children had a very low level of **moral advertising literacy** for both the traditional and non-traditional advertising formats, which means that children label traditional and embedded advertising formats as fair.



Advertising effects (RQ2)

- Only 17% of the children recalled the brand after exposure to an online banner, which was significantly lower than **brand recall** for the other advertising formats. Brand recall was highest after exposure to a television commercial.
- There were no significant differences in **brand attitude** for the different advertising formats.
- Children intended to request the product most when exposed to an advergame. **Pester power** was lowest after exposure to a native advertisement.

