



Disclosing brand placement to young children

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BP to young children: an issue?

- **EU prohibition** to BP in children's programs
- However:
 - Free of charge
 - All ages
 - Co-viewing
 - Outside EU



Concerns

- Children: low **advertising literacy**

Brand placement: 'advertainment'

- Cognitively immature + lack experience
- Recognize + understand
 - → Critical processing
 - → Unconscious persuasion



- Regulations: **disclosures**

- Studies: inconclusive
 - Advertising effects: - / +
 - Advertising literacy – skeptical attitudes

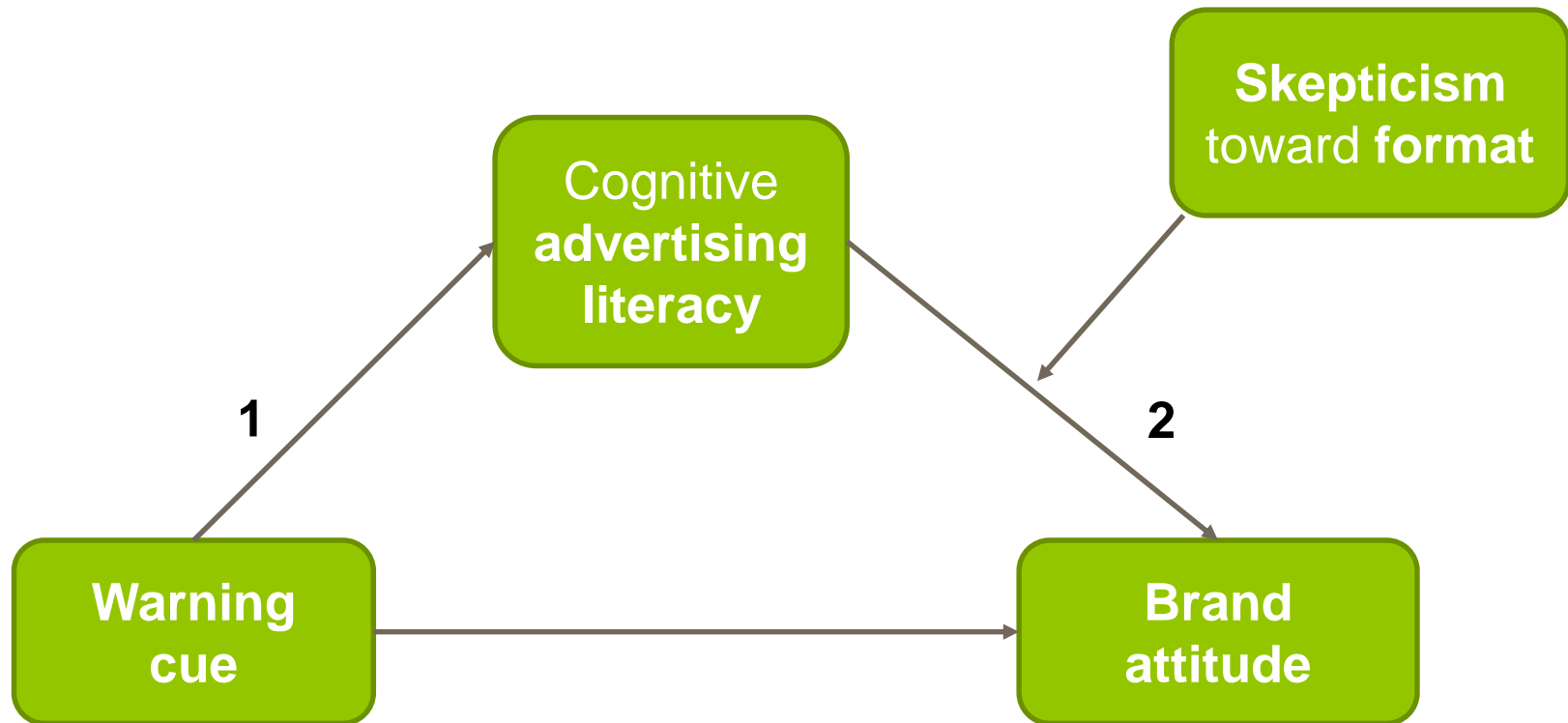


The present study

- Young **children** (7-9yo)
- Warning **cue** for TV **brand placement**
 - → Advertising **literacy**
 - → Advertising **effects**
 - **Skeptical attitude**



Research question



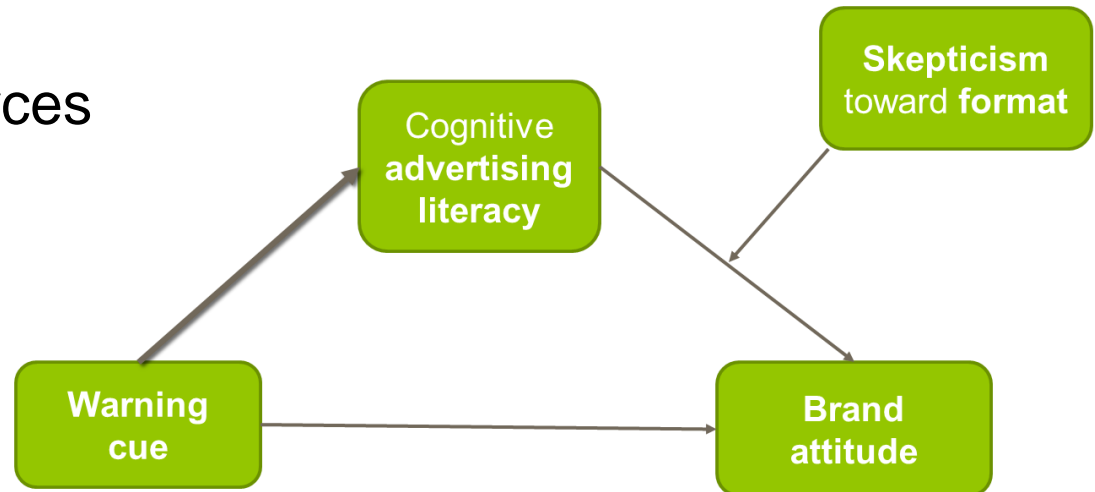
1. Cue → advertising literacy

- Effective: recognizing & understanding

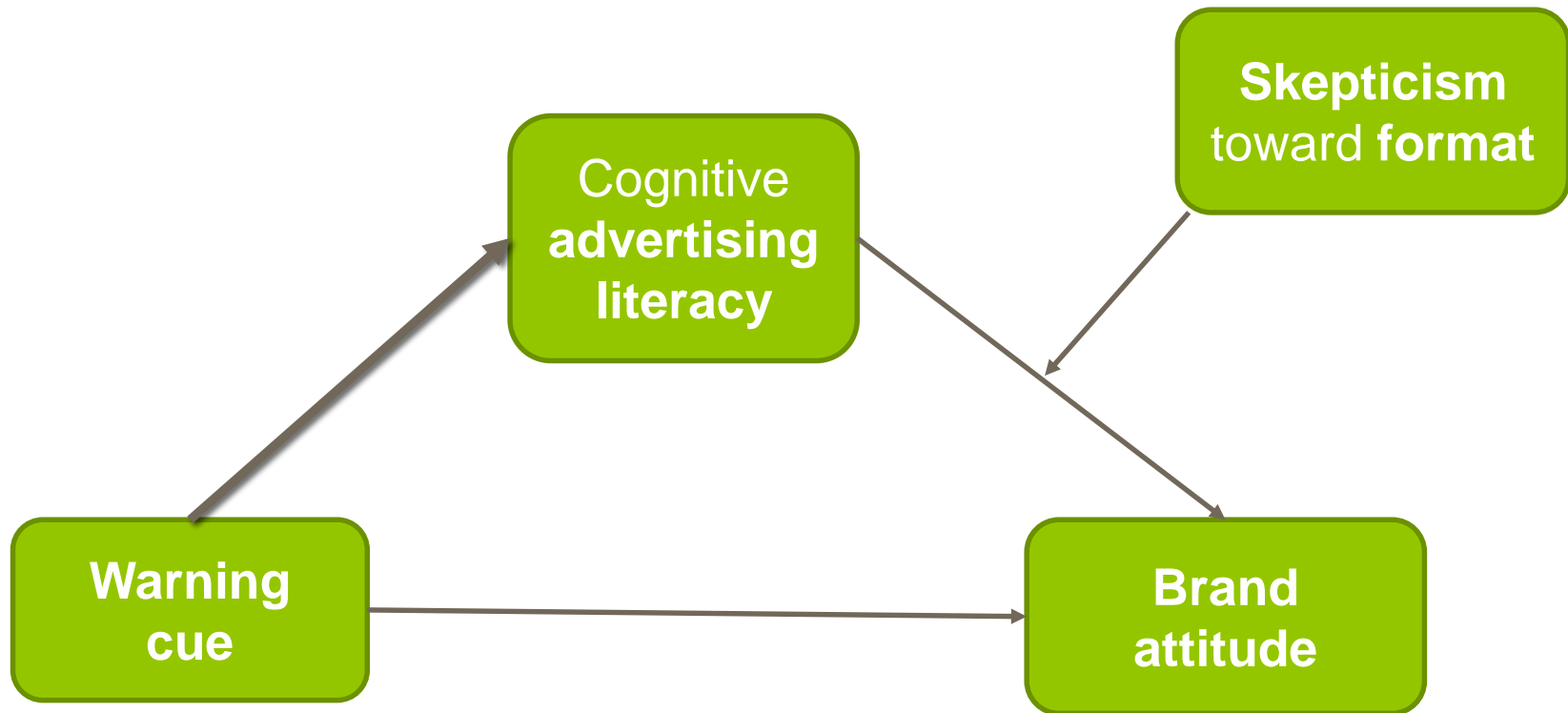
- **Children?**

- Non-traditional advertising:

- Overstimulating
 - → Cognitive resources
- Entertaining
 - → Motivation

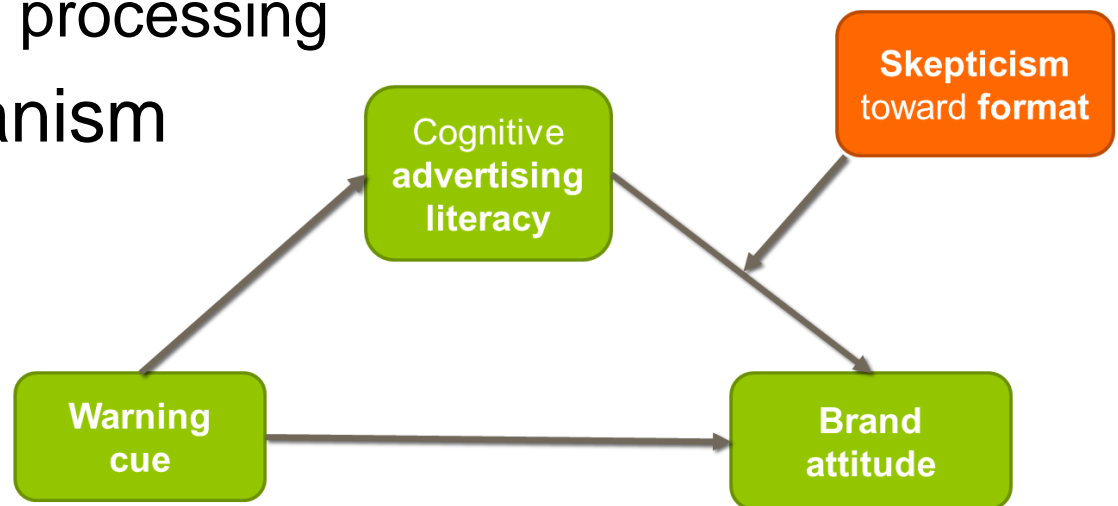


H1: cues → advertising literacy

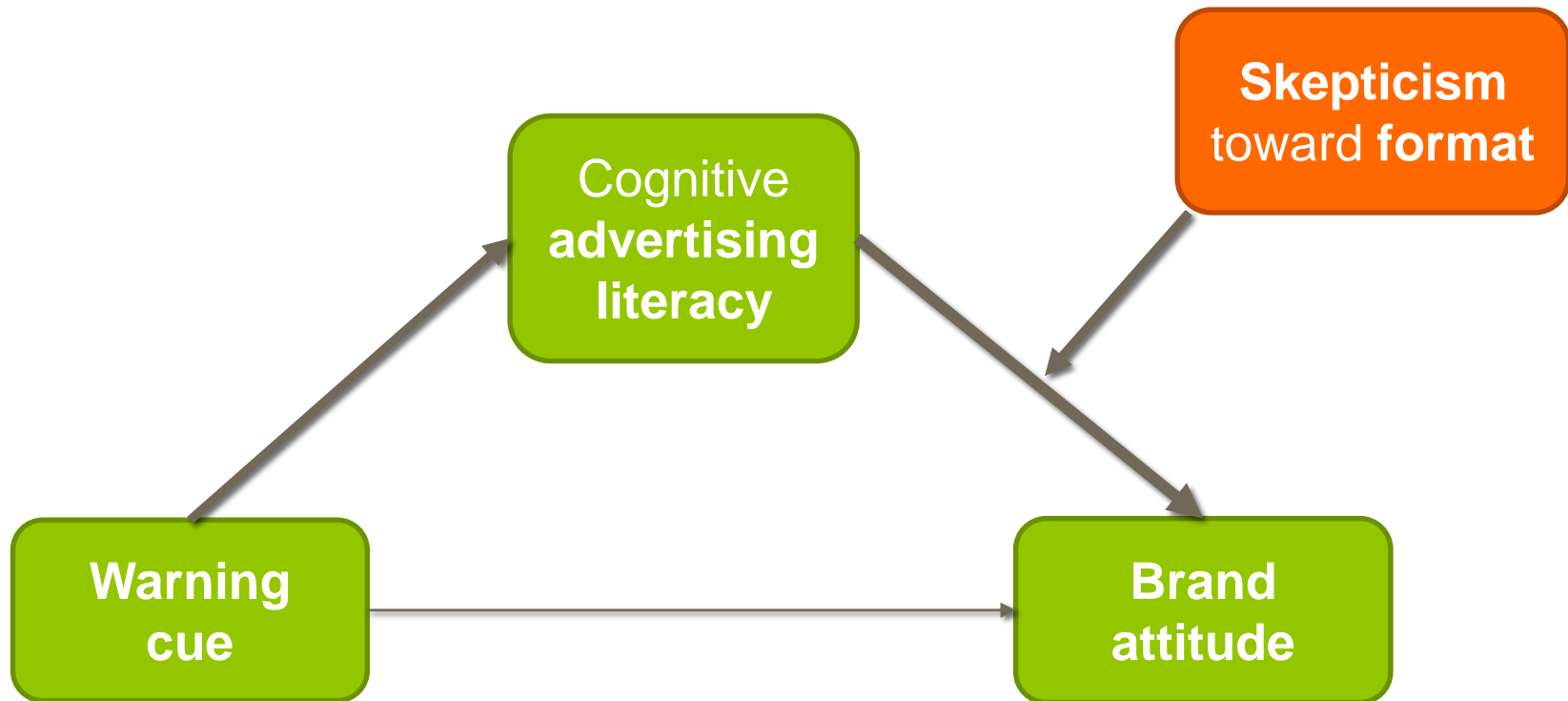


2. Advertising literacy → effects

- **Cognitive defense:** (-) ad effects
- **Children's advertising:**
 - Cognitively demanding + affect-based
 - → ability + motivation
 - → elaborate critical processing
- **Attitudinal mechanism**
 - Less conscious effort
 - Adult studies



H2: advertising literacy → effects



Methods

- N = 63 students, **7-9 yo**
 - (M = 8.5, SD = 0.64)
- **7 min. video clip**
 - ‘sausage rolls’ (Ketnet)
 - BP for ‘Heinz Ketchup’
- **2 conditions:**
 - 1) warning cue (6 sec.) (N=33)
 - 2) control (N=30)



- Questionnaire

- **Cognitive advertising literacy**

- ‘Did you see a brand in the program?’
 - ‘Who placed Heinz Ketchup in the program?’
 - ‘Why is Heinz Ketchup shown in the program?’
 - ‘Does this program wants you to eat Heinz Ketchup?’
 - (Mallinckrodt & Mizerski, 2007)

- **Skepticism twd the advertising format:**

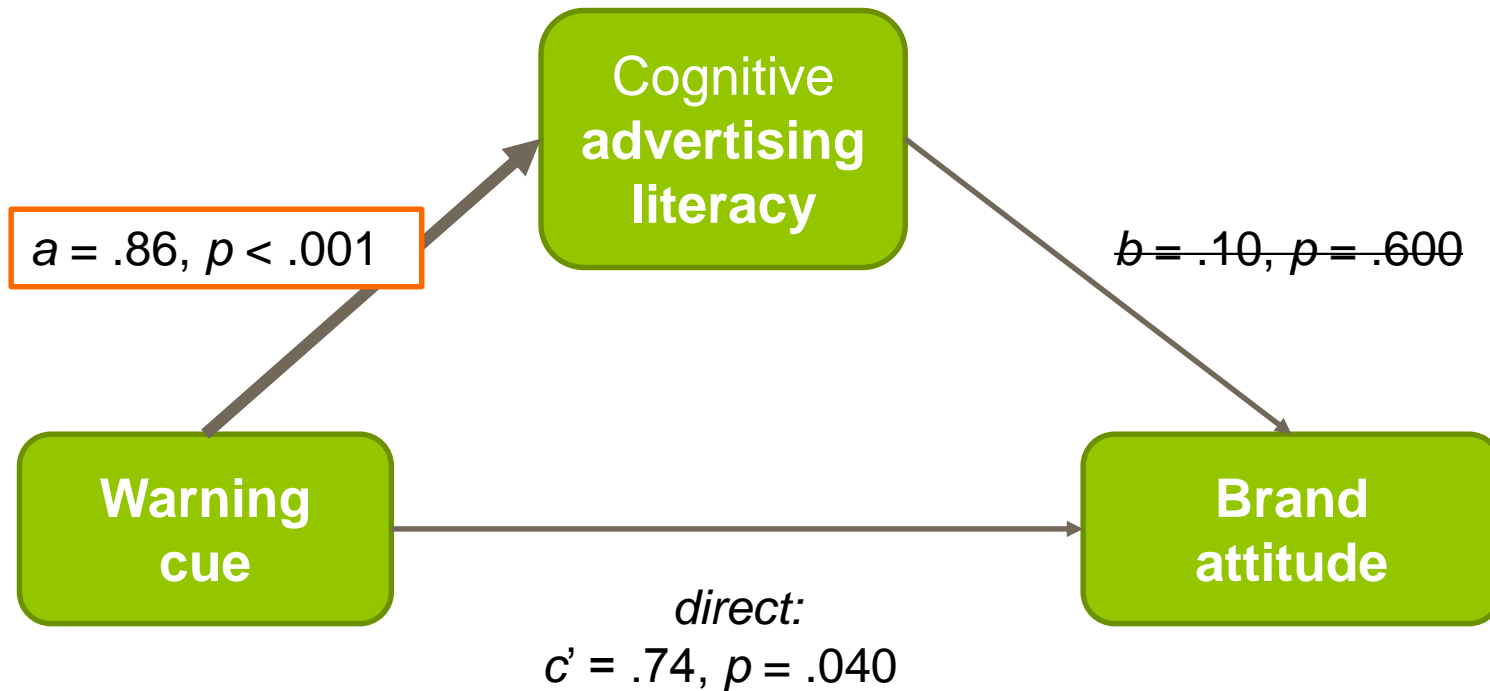
- ‘How much do you like brands being hidden in programs?’
 - (Rozendaal et al., 2008, 2009, 2010)

- **Brand attitude** ($\alpha = 0.92$)

- ‘How much do you like HK?’
 - ‘How much stars would you give HK?’
 - ‘How good do you think HK is?’

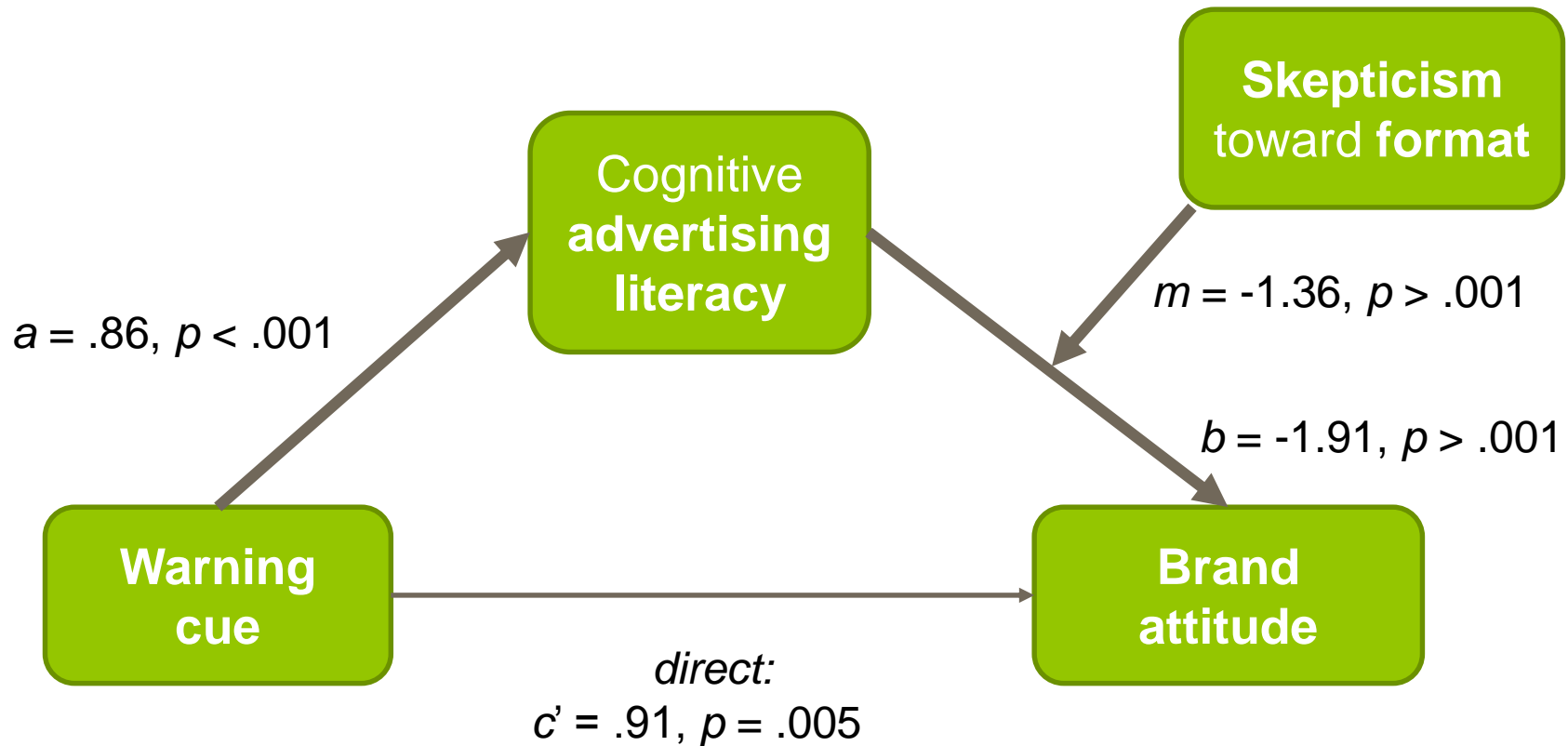


Results H1: mediation

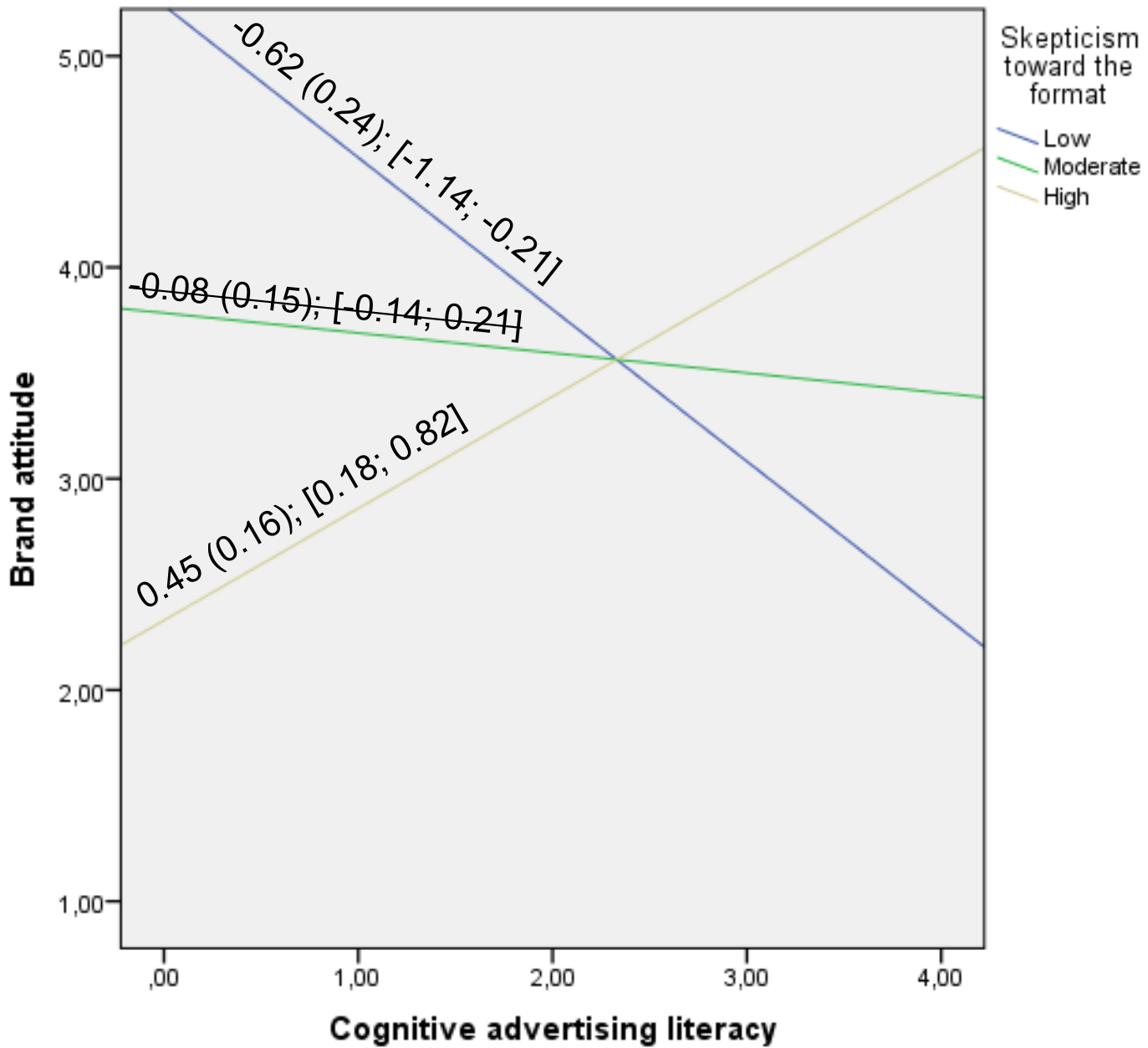


~~Indirect: $a*b = .09, SE = .20; [-.31; .50]$~~

Results H2: moderated mediation

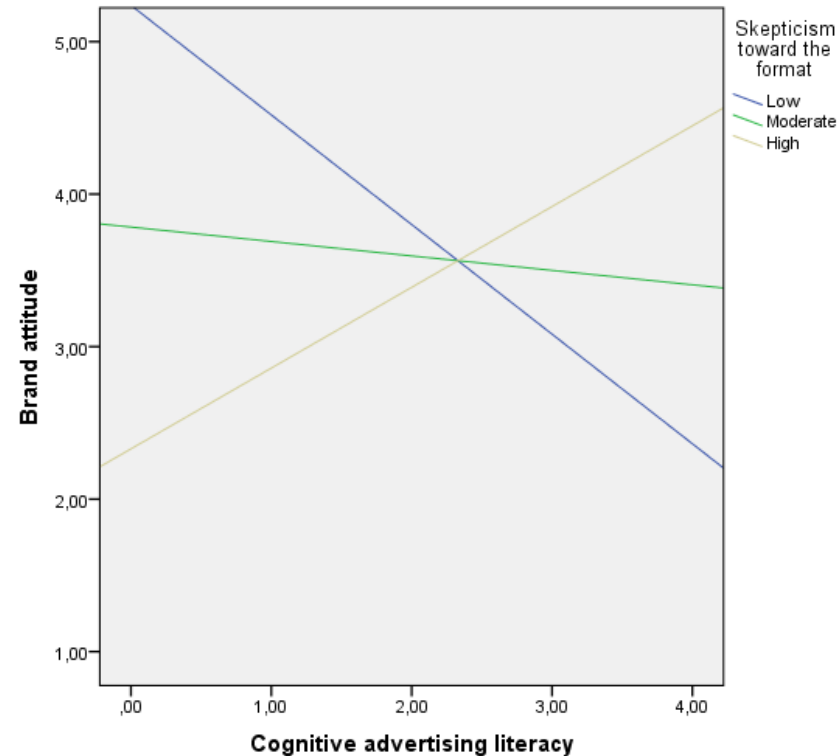


MM index = 0.50, SE = 0.13; [0.26; 0.77]



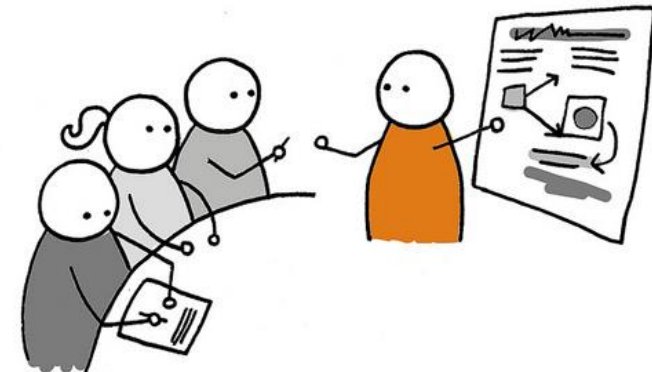
Discussion

- **(-) skept: cog adlit → (-) Ab**
 - PKM: detachment
 - Defensive
- **(+) skept: cog adlit → (+) Ab**
 - Critical thinking disposition
 - Elaborate processing
 1. Conscious/critical + evaluation
 2. Attention → persuasion



Conclusion

- Caution:
 - Young children
 - Complex processing mechanisms
- Nonetheless:
 - Warning cues → cognitive advertising literacy
 - Cognitive advertising literacy → advertising effects
 - Variation in skeptical/critical attitudes!



Thanks. Any questions?



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