

**AN EXPERIMENTAL STUDY ON THE EFFECTS OF AGE ON BRAND PLACEMENT  
EFFECTIVENESS: THE MODERATING IMPACT OF PARENTAL  
MEDIATION**

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**ABSTRACT**

Using a 2x2 between subjects design, this paper tests the influence of parental mediation (active vs. restrictive parenting strategies) on the effectiveness of brand placements in movies among (seven to eight vs ten to eleven year old) children. The goal of this study is to investigate whether parental mediation may be an effective strategy in learning children to cope with embedded advertising, making them less persuasive. Previous research on parental influences has shown that actively discussing media content with children, rather than restricting media use, will help them understanding this content and trigger critical reflections, which in turn may temper possible negative effects. However, the effects of active vs. restrictive mediation strategies on the effects of brand placements remains unexplored. Hence, this study investigates whether parental mediation can attenuate children's vulnerability toward brand placement effects.

The results show that not only restrictive but also active mediation appears to increase (instead of decrease) brand attitudes for the younger children, while it has no significant effect on the attitudes of older children. Advertising literacy does not mediate the results of neither restrictive nor active parental mediation.

*Key words:* parental mediation, brand placements, embedded advertising