Aspect that Affect the Attractiveness of Advertisement

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Abstract. Almost all businesses in the market providing goods or services need to make advertisements. With the development of technology, different forms and types of advertising were appearing in our life. Business wants to gain the most effect from the money they paid. Therefore, marketers would investigate the different advertisements and try to maximize the effectiveness and attractiveness of their ads. This passage investigates the different aspects that affect an advertisement's effectiveness and attractiveness: color, position, location, content, creativity, music, endorsement, length, and preceding and succeeding. These include both positive and negative factors that affect the effectiveness of the ad. This review paper is based on existing research papers in the related area.

Keywords: Advertising effectiveness · Advertisement · business · Attractiveness of advertisement

1 Introduction

In the process of development and marketing, almost all companies require to face the problem of sending out advertisements for promotion. An advertisement is a notification or announcement in a public medium, promoting a product, service, or event or publicizing a job vacancy. Some companies send out advertisements online while others send them offline. Advertisements are very important in the process of product promotion and determine whether a company is going to succeed or not. Therefore, a lot of companies put a large amount of effort into creating their advertisements to make them more effective and attractive to the customers, wishing that the customers would see them and would be attracted. However, there are a lot of different aspects that would affect the attractiveness of the advertisement. When creating an ad, the designers and the manager require to consider factors like the location, the color used, positions, etc., and find the best way to use them in order to achieve the goal of gaining potential customers. This essay will be divided into 3 parts, including an introduction, a main part explaining all the aspect that would affect the effectiveness of an advertisement, and a conclusion. In the introduction, the research methodology and the objective of the essay will be discussed. In the last section, the conclusion and the strength and limitations will be pointed out.

1.1 Research Methodology

This review paper is based on secondary sources that could be found online like previous essays, articles, data, experiments, and journals. Most of the essays are found on Google Scholar. All of the aspects included in the essay are based on the works of the authors and my understanding of the works.

1.2 Objective

There are a lot of different ways to make an advertisement more effective for the viewers, some of the elements promote the viewers to become potential customers, while some just waste money. This essay will discuss different aspects that affect the attractiveness of making advertisements, trying to provide transparent information about how to make a successful advertisement that would be able to attract customers.

2 Aspect that Affects Advertisement

2.1 Color

As color could attract attention or enhance product appearance, it is use in advertisements is very important. When the advertisement was shown offline to the public, customers would tend to be affected by their initial consideration of a product to decide whether they would buy it or not. It was found that with brighter colors in the ads, the products were more likely to be considered [1]. Similar research has been done in the area of ads in newspapers. An experiment was done by providing one-color, single-exposure newspaper ads, instead of otherwise identical black-and-white ads, for price-reduced items. With color, sales increased by 41%, proving the importance of color in advertising [2]. However, the overusing of color would be harmful to the effectiveness of an ad as well. Too much color or indiscriminate use of color, especially when the ad is in a magazine, would sacrifice contrast, which would affect the viewers to see the most important information ins the ad. This means that it would reduce legibility and readability and would in turn decrease the effectiveness of the ad while overuse of color happens [3].

2.2 Position

The position of elements that were placed in the ads would affect the attractiveness of the ad to the viewers as well. Due to implicit and explicit memory, some of the positions are more noticeable than others. An experiment was done, in which the participants were shown slides consisting of a website with one ad on each website, in one of four different positions. Participants were instructed to read the ads on the slides. Their memories of the ads were then tested afterward. It was found that the top position of ads was most effective, and the right position was least effective in terms of explicit memory, but there is no significant difference between the implicit memory of the different positions [4]. Also, experiments also found that there is no difference between the recognition of text that was being placed in the top right corner or the bottom right corner. They found that the text below the illustration in an ad is better recognized than other texts [5]. Therefore, choosing the right place is important in making an advertisement more effective, while wrong ones would have a negative effect on attractiveness.

2.3 Location

The location of the ads is not only important for offline ads, but it is also important for ads that are posted online. When the ads are put in the right place, they help to trigger the needs or wants of the customers. Researchers did an experiment on some ads sent out in different websites. They found that the effectiveness of an ad is affected by the relativism of the website's information to the content of the ads and the website's reputation. When the ads on a website, especially the ones that have high-involvement of products, are closely related to the information that the website provided, the customers would be more likely to view the advertisement, and the reputation of the website will enhance the rate the customer views the ads. However, for the cases of low-involvement products, when the site's reputation is well established, relevance does not matter. But if the website is not, the promotion for the product will not be very effective [6]. For offline advertising, location also matters in the effectiveness of the ads. The correct geographic position creates greater relevance for the ads for the product. In this experiment, coupons were sent out in 3930 different stores to 399913 random participants. The result shows that the most effective interference is based on a distance-based ranking. Also, the distance from the customer to the shop would affect the effectiveness of the ads as well [7].

2.4 Content

The elements that an ad contains are another factor that would affect the attractiveness of an ad. There are text elements and images. Although more and more advertisements are combined with animations as animation is becoming famous, animations on ads were still rare. However, animation would increase the level of attention people put into the ad, which is better than statistical ads. Also, animation would increase the length of time the viewers remember the ad. As it is easier for people to remember the ad, they would store the ad in long-term memory, which fulfills the aim of promoting the ad. What's more, animation ads have a 40% higher click-through rate than normal ads and the attitude of viewers toward the ad and the brand would be better with the use of animation [8]. The placement of the text on an ad is essential as well. Ads that were placed on the left top of the ad banner would be the easiest to notice, while on the right is the hardest. It is also found that text put under the animations or images would be more likely to be noticed than other texts in the ad [5]. This means the element and design of the ads are important in order to attract more people.

2.5 Creativity

People usually consider creativity as an important factor in making an ad more attractive to potential customers. In the studies, different instructions were given. In-depth interviews were done to find the customer's implicit attitude to creativity in ads, scales were developed to measure the level of creativity of an ad, participants in the experiment were told to recall creative ads, and links between creativity and ads, brands, arousal, as well as product and brand recall were established. It was found that ads that are more original were better recalled. Also, creative ads were found to evoke more favorable emotions toward the ad, brand, and purchase intent, as well as higher brand recall [9]. Factors like

high originality, the flexibility of linking the product to different ideas, elaboration of unexpected details, unrelated synthesis, and artistic value would all affect the creativity of an ad. In the experiment, it was found that money invested in a highly creative ad had nearly double the sales of a non-creative ad. For a real-life example, a shampoo that uses an ad that has higher creative scores gained 4% of sales, while losing 2% when its ad is non-creative. Therefore, creativity is also very important in creating ads.

2.6 Music

Music plays an important role in video advertising; using the right music would be able to increase the advertising effect of the product. Moods in music will affect people's purchase behavior. Sad music is more effective to increase the purchase behavior of the customers as adults are more generous when they feel sad [10]. As proved above music will help to promote a product in an advertisement, different types of music will also affect the attractiveness of the ad to the viewers. The experiment tested the difference between using music that has original lyrics, altered lyrics, or instrumentals. It was found that popular songs with vocals, no matter for original or altered lyrics, are more effective stimuli of advertising effects than instrumentals or no popular music [11].

2.7 Endorsement

In past centuries, endorsements in advertisements were starting to be used to promote a product. Endorsements of celebrities are still a very important part of the promotion of a business nowadays. Study shows that when a business uses a celebrity that has higher celebrity credibility, which contains aspects of attractiveness, trustworthiness, and expertise, and creates an advertisement that has higher advertising credibility would allow the customers to have a positive impression of the product and the brand [12]. The attitude of the celebrity also has a big effect on the attractiveness of the advertisement and the product. The attractiveness of an advertisement and customers' attitudes have a positive relationship with the endorser's liking for the product and attitudes toward the endorser. It was found that if the endorser likes the product more, the customers would tend to receive this kind of emotion and have a better feeling toward the product. Also, the emotion toward the endorser is important as well as is a huge part that was going to affect the attractiveness of the advertisement [13]. In the past, companies used endorsers of celebrities to gain better effectiveness of promotion. However, in recent days, social media was starting to show its possibilities and brands start to use influencers online as endorsers. Some people believe that the envelopment of influencers online would decrease the necessity of promotions by celebrities. However, studies have proved that people create two separate, distinctive positions for influencers and celebrities and they will not affect each other. Also, it was found that until now, celebrities combined with the use of social media have better promotion and are more effective than an endorsement of influencers. If an influencer wants to get better data for the product that they are selling, they have to follow a format and the customers might not like it [14]. Therefore, the endorsement is an effective method to improve the attractiveness of an advertisement for a product.

2.8 Length

The length of an advertisement would also play a role in its effectiveness. People tend to believe that longer advertisements would be more effective. However, a study shows that advertisements that have a shorter length (for example, seven seconds) would not be less effective than an advertisement that was 60 s. This shows that the length of the advertisement has minimal effect on the attractiveness of a product [15]. However, another study shows that advertisements that are as short as 15 s would be more effective for informational ads than ads that were 30 s long, while ads that were 30 s long would be superior to conveying emotional attitudes to the customers. It would be able to convey an image of the brand name and position [16].

2.9 Preceding and Succeeding

A lot of the time, an advertisement would follow the previous advertisement and would be followed by another ad when they were played between movies or shows. This will also have an effect on the attractiveness to the customers. A study demonstrates that proactive inhibition, or the impact of a commercial that comes before, differs significantly from retroaction inhibition, or the impact of a commercial that comes after. The study also discovered that proactive interference has a stronger impact on television advertising effectiveness than retraction interference [17]. Also, ads that go first in a group of ads would have a primacy effect, which would allow the customers to remember them. This aspect is a limitation of the advertisement. With advertisements before and after, the attention of the customers and attractiveness toward the customers would largely decrease.

3   Conclusion

There are a lot of things that would affect the effectiveness of an ad in attracting people to buy products from the brand. Color, location, content, position, music, creativity, endorsement, length, and the preceding and succeeding ads were all discussed in this passage. All of them would affect the attractiveness of an ad. With all of these things considered, the advertisement would be more effective.

Limitations of this essay are that this essay is based on secondary research and there is no empirical evidence directly done to support the essay. It is a conceptual work based on research from other researchers. Also, only limiting topics were discussed, there are other aspects that would affect the attractiveness of an ad as well. This research suggests advertising agencies to further analyze the role of different aspects that were used in the advertisement to increase the attractiveness of an ad. This research also gathered a large number of different aspects of advertising. Also, a lot of these aspects are cost-effective and might be a good option for the business. With the use of these aspects of an ad, it may have a positive effect on the attractiveness toward potential customers. A lot of these aspects are cost-effective and might be a good option for the business.

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