Preview of Coming Attractions: Studies of DTC TV Ads

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Outline

- Animation
- Hearing and Aging
- Superimposed text size
  - Background and research questions
  - Methods
  - Timeline

Introduction

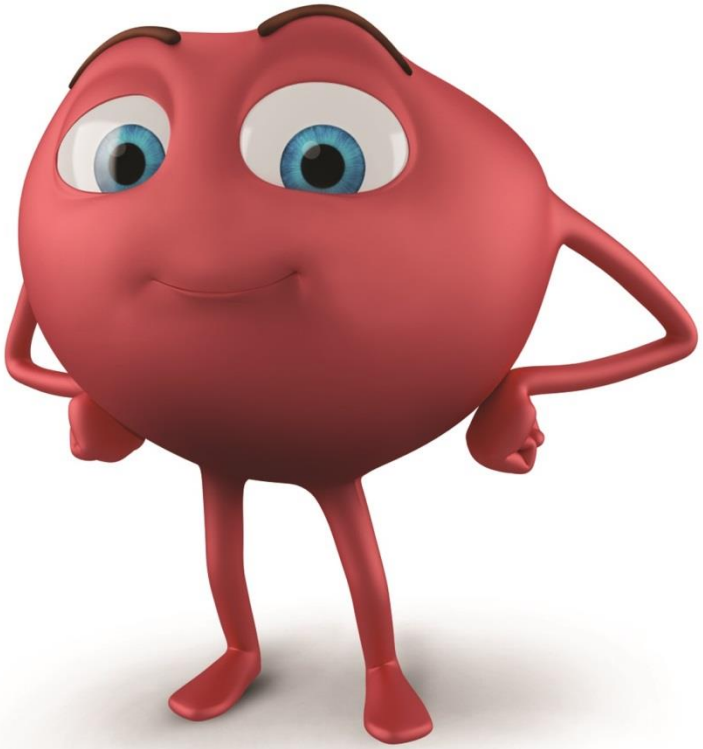
All three studies:

- Involve some aspect of direct-to-consumer television ads
- Target consumers as sample of interest
- Have OMB approval
- Are in some form of data collection/analysis

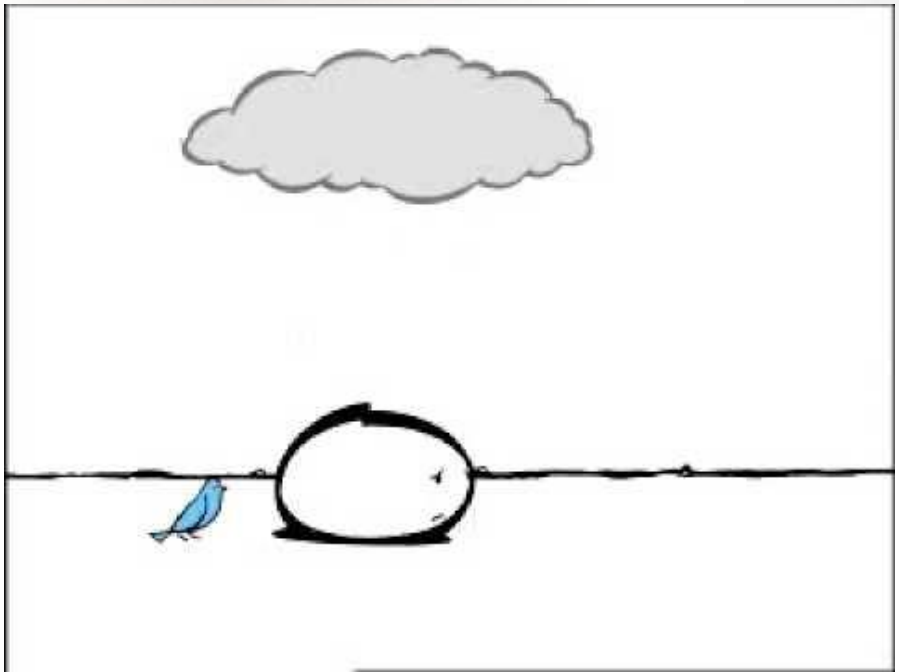
Animation

Animation

- Animated spokescharacters used in variety of product categories to:
  - Grab attention
  - Increase ad memorability
  - Enhance persuasion
- Have been used in DTC for many years




ABILIFY is not approved for depression in children under 18.



Animation

- One previous study examined animation in DTC print ads – cartoon or not?
  - More favorable attitudes toward human spokesperson!
- No studies have looked at animation strategies—is the animated character the sufferer, the disease, or the benefit?

Research Question

- How does animation in consumer TV ads affect consumers' recall and recognition of risk information?

Research Design

- Study 1: Three types of ads
  - Live-action
  - Rotoscoped
  - Animated

- How do consumers process information in DTC ads differently depending on what level of animation is used?

Research Design

- Study 2: Three protagonists
  - Sufferer
  - Disease
  - Benefit

- Do consumers process information in DTC ads differently depending on who the animated protagonist is?


Xeravast

Consumer Processing Variables

- Recall of risk
- Recognition of risk
- Attitude toward ads, characters, products
- Risk perceptions

Unique Contributions

- Previous study in DTC examined print ads; these were DTC television ads

- No previous work has examined the role of the animation

Preliminary Pretest Results

- People recognized the most risks in the rotoscoped ad

- People thought risk magnitude was highest in the animated ads

Timeline

- Adjusting measurement tools based on pretest
- Launching main study data collection imminently
- Submission to journal summer 2018

Hearing, Aging, and DTC TV Ads

Hearing, Aging, and DTC TV Ads

- Older adults use more prescription drugs than those of other age groups
- Older adults watch more TV than those of other age groups
- Age-related changes in hearing are common

The Good News

- Older adults better at *prosody* of language
  - Context
  - Intonation of words
  - Which words are stressed
  - Where pauses occur
  - How words lengthen before pauses
- Older adult recall of sentences is still relatively high (~80%)

Research Questions

- How do age-related changes in hearing and cognition affect the viewing of DTC prescription drug television ads?

- Looking across 4 age groups, will hearing and cognitive declines predominate or will linguistic skills save the day?

Regulatory Background

- DTC television ads are required to disclose the product's major risks (the "major statement")
- Regulations require this information to be in the audio or audio and visual portions of the ad

Major Statement Differences Tested

- Frequency threshold
- Speed
- Complexity

Primary Outcomes

- Verbatim memory
- Gist memory
- Confidence in memory

Design

Age	Speed	Voiceover Frequency				Total
		Male (Low Frequency)		Female (High Frequency)		
		Organization of Major Statement		Organization of Major Statement		
		Simple	Complex	Simple	Complex	
Young adults (YA; 18-25)	Low Speed	33	33	33	33	132
	High Speed	33	33	33	33	132
Middle-aged (MA; 40-50)	Low Speed	33	33	33	33	132
	High Speed	33	33	33	33	132
Young-older (YO; 60-74)	Low Speed	33	33	33	33	132
	High Speed	33	33	33	33	132
Old-older (OO; 75+)	Low Speed	33	33	33	33	132
	High Speed	33	33	33	33	132
Total		**264**	**264**	**264**	**264**	**1,056**

Unique Contributions

- Hearing measured by audiologists from UNC
- Very little research has experimentally examined
  - DTC viewing across the lifespan
  - effects of age-related changes on processing of DTC
- Systematic examination of three specific manipulations of risk information (the major statement) at several adult ages

Timeline

- Data collection completed recently
- Currently analyzing results
- Submission to journal by spring 2018

Superimposed Text Size

Superimposed Text Size

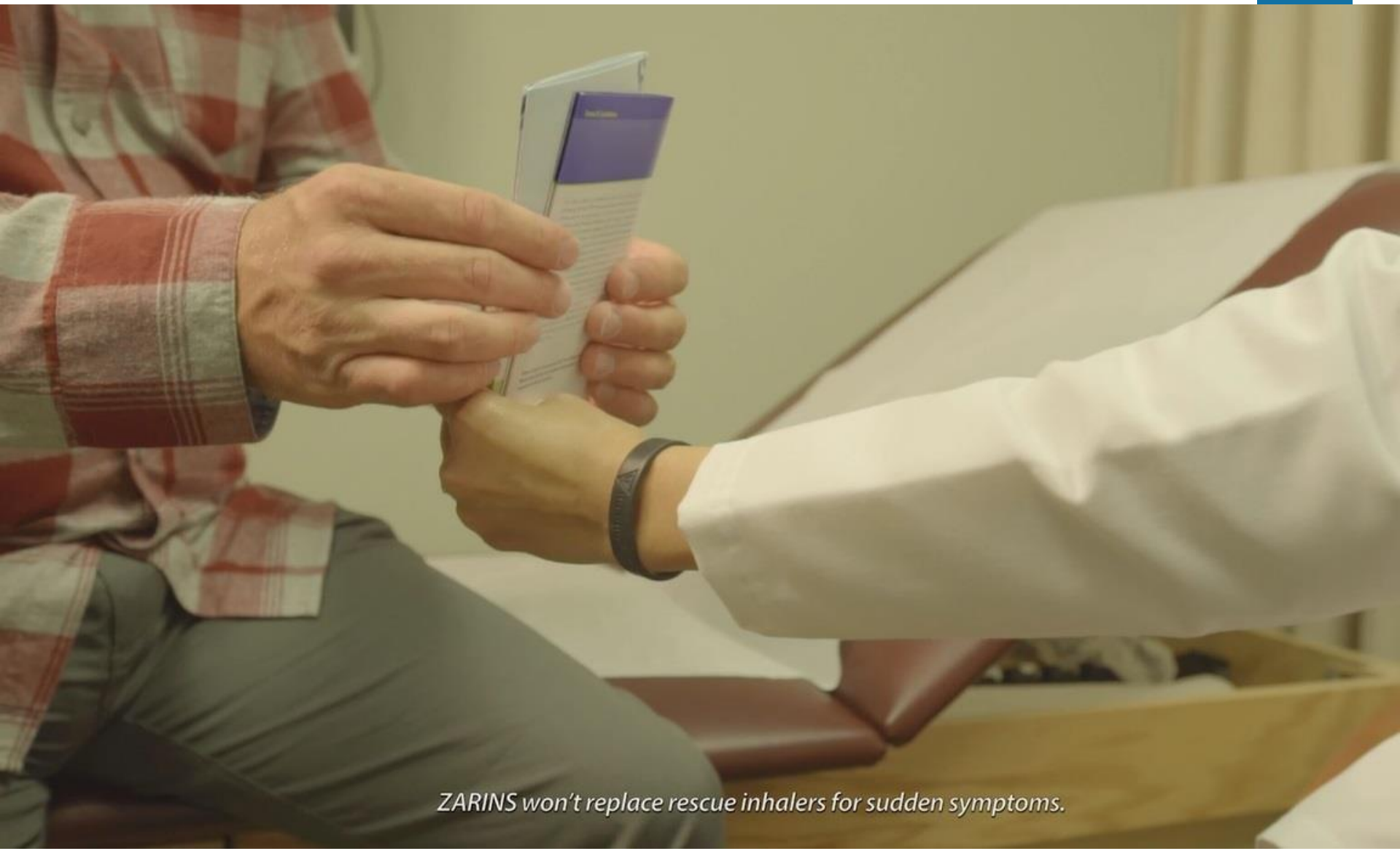
- Size matters: older research in other product categories showed expected results:
  - Larger text increases comprehension
  - Smaller text decreases comprehension
- What about other variables, such as contrast?
- What about new technologies?

Super Research Questions

- Does the super **size**, super **contrast**, or **device** affect the:
  - Noticeability, recall, or perception of importance of the super information?
  - Recall of and attitudes toward the promoted drug?
- Interactions?

Super Design

- Independent variables:
  - Text size (3) – small, medium, large
  - Contrast (2) – high, low
  - Device (2) – 46 inch TV, tablet


ZARINS won't replace rescue inhalers for sudden symptoms.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ZARINS won't replace rescue inhalers for sudden symptoms.

Unique Contributions

- Sample of non-students: real world distribution
- Systematic study of DTC Television supers
- Examining interaction with background contrast
- Examining size using current television sizes and new viewing habits

Timeline

- Pretesting complete
- Main study data collection underway
- Submission to journal in summer 2018

Contact Information

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