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
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?

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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?
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

<table>
<thead>
<tr>
<th>Age</th>
<th>Speed</th>
<th>Male (Low Frequency)</th>
<th>Female (High Frequency)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Simple</td>
<td>Complex</td>
</tr>
<tr>
<td>Young adults (YA; 18-25)</td>
<td>Low Speed</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td>High Speed</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td>Middle-aged (MA; 40-50)</td>
<td>Low Speed</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td>High Speed</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td>Young-older (YO; 60-74)</td>
<td>Low Speed</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td>High Speed</td>
<td>33</td>
<td>33</td>
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<tr>
<td>Old-older (OO; 75+)</td>
<td>Low Speed</td>
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<tr>
<td></td>
<td>High Speed</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>264</strong></td>
<td><strong>264</strong></td>
</tr>
</tbody>
</table>
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.
ZARINS won’t replace rescue inhalers for sudden symptoms.
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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