



APPLICATION OF EYE TRACKING IN ADVERTISING PERFORMANCE: A CASE ANALYSIS ON P & G'S TIDE PLUS

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ABSTRACT

Knowing what consumers see is a vital first-step to ensuring marketing effectiveness. Eye tracking offers a unique method to objectively measure consumers' attention and spontaneous responses to advertising. Instead of asking people to recall their reactions or describe their cognitive engagement, eye tracking lets you see it, in real time. It minimizes recall errors and the social desirability effect, and reveals information conventional research methods normally miss. Eye tracking gives essential benefits in all areas of advertising; online, print, TV, and out-of-home media. The study highlights the factors that a respondent sees, notices and considers when looking at the ad. The case here though considered of a print ad, it can and is for motion ads also with some detailed aspects taken into consideration. However, since this research is of minuscule proportion we have considered only print ads. This study is a way to introduce people to eye tracking and technology in general for the role it plays bringing fantastic insights into research, information and knowledge.

KEYWORDS : Eye Tracking, Advertising appeal, Ad Recall, Impressions

In modern day, advertisements *do* have an increasingly powerful impact on individual consumers and the way they think. However, consumers are constantly allowing advertisements to affect their decisions and thought processes. This brings up the idea that it is both the responsibility of marketers *and* consumers to understand the amount of power that consumers are giving images. After their initial reaction to an ad, the consumer must realize what they are doing and step back from allowing themselves to be vulnerable. Also, advertisers need to be conscious of the possibility that images could have a large effect they have on a consumer's viewpoint.

Knowing what consumers see is a vital first-step to ensuring marketing effectiveness. Eye tracking offers a unique method to objectively measure consumers' attention and spontaneous responses to advertising.

Instead of asking people to recall their reactions or describe their cognitive engagement, eye tracking lets you see it, in real time. It minimizes recall errors and the social desirability effect, and reveals information conventional research methods normally miss. Eye tracking gives essential benefits in all areas of advertising; online, print, TV, and out-of-home media.

Used in copy-testing print advertisements during the creative process, eye tracking can guide researchers regarding which alternative to develop further and how to optimize it.

Purpose of Research:

The study highlights the factors that a respondent sees, notices and considers when looking at the ad. The case here though considered of a print ad, it can and is for motion ads also with some detailed aspects taken into consideration. However, since this is project of minuscule proportion we have considered only print ads. This study is a way to introduce people to eye tracking and technology in general for the role it plays bringing fantastic insights into research, information and knowledge.

Thus it becomes imperative to study to what extent are key elements such as the brand and product seen? How much attention does an ad get relative to competing brands and editorial content in a magazine context?

Objective of the research:

To study the performance of P&G's Tide Plus print ad with the help of eye tracking.

Methodology:

The nature of research in this study is descriptive in nature. Data

Collection method used has been in the form of a questionnaire which is a primary data source.

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The eye tracking is also used as a primary source of information used for the research.

The research tries to find what the population perceives from the ad that we have made. This will help us understand better what the audience likes, relates to, with the help of which we can improve the ad performance which will lead to improvement in persuading the consumer to buy the product.

The questionnaire designed for the project focuses to gain information on the following Aspects: Appeal of the Ad, Branding, Usership: Users, Non-Users, Trailists, Non Trailists, Top of the mind awareness of the respondents, Perception about the brand (Tide Plus), Emotional connect with the ad, Celebrity Endorsement, Main Message communication.

As a case analysis, 'Tide Plus' advertisement is taken into consideration. Tide Plus is one of the highest penetration brands in P & G portfolio therefore faces a challenge of reaching out to Non TV consumers. Print forms an important reach Building media vehicle in States like UP. Tide Plus has been consistently been advertising in Print in the states of UP, Maharashtra amongst others.

The objective is to study the effectiveness of our new proposition communication through print. The objective of the communication is to strengthen the cleaning credentials of Tide Plus. Tide Plus hopes to improve the Clean credentials of Tide Plus by associating Fragrance with Cleanliness.

Tide Plus wants to communicate to the women who themselves manage their household budget and are very penny-wise. She is currently buying mass brands like Wheel/ Tide Plus/ Ghadi for her daily laundry and spends Rs. 40-50 a month on detergent. That Tide Plus delivers best clean and the proof of that is in the fragrance of Clothes. Tide Plus Provides Cleanliness which leaves my clothes Fragrant

Target Group (TG): Housewives, 25-45 years who are the decision makers for the brand of detergent to be purchased at home, are hand-washers and self-washers, washing Clothes at least thrice a week

Users mass market powder (at least 1kg a month): Tide Plus, Nirma, Ghari, Fena, Wheel, Sasa.

The type sampling method used to achieve the above sample plan is systematic random sampling.

Data Analysis:

1.1. Summary of Performance – Tide Plus Print Ads

Overall, the Tide Plus ad meets most of the action standards set for the ad, with the ad not meeting the AS on engagement and main message deliver

Table: 1

	Mumbai
Base	(250)
Interesting Mean Score	4.23
Involvement Mean Score	1.45
Parent Branding Mean Score	3.75
Persuasion Mean Score	2.96
Brand Really Different Mean Score	4.58
New Information Mean Score	4.16
Believability Mean Score	3.23
Relevance Mean Score	4.84
Appeal Mean Score	3.99
Main Point (%)	54

1.2 Stopping Power

{If you were to see that advert in a Newspaper/Magazine, do you think you would stop and look at it, or would you turn the page?}

The print ad has a strong potential to grab consumers' attention to stop and take a look at the ad

Table: 2

Stop and Look	97 %
Turn the Page	3%

1.3 Engagement

{Which one of these words applies most to the advert?}

The ad is perceived to be gentle, soothing, pleasant likely due to the flowers, tonality of both the actors smiling and the white/ light colours of clothes. Even though the ad is low on engagement...

Table: 3

What is contributing to attention ?	Active+ ve	Interesting	22
		Distinctive	28
Active - ve		Involving	6
		Irritating	-
		Unpleasant	--
		Disturbing	-
Passive + ve		Pleasant	72
		Soothing	65
		Gentle	84
		Passive - ve	
Dull	-		
Weak	-		

1.4 Interest Levels

{How interesting did you find the advert?}

...it is also able to generate strong levels of interest among consumers

Table: 4

Interest Levels	Tide Plus Print Ads
Very interesting	91%
Quite interesting	9%
Not very interesting	-
Not at all interesting	-

1.5 Overall brand linkage - Parent

{Thinking about the newspaper/magazine advert you've just seen for Tide Plus, which one of these phrases applies to this advert?}

Brand Linkage for the ad is very strong.

Table: 5

Brand Linkage	Tide Plus Print Ads
I couldn't fail to remember it was for Tide Plus	83 %
It is quite good at making me remember it is for Tide Plus	17%
It is not all that good at making me remember it is for Tide Plus	-
It could have been for any brand of Detergent Powder	-
It could have been for almost anything	-

1.6 Persuasion

{Thinking about the advert you have seen For Tide Plus, how will the advert affect your use of Tide Plus?}

Performance on rational measures are strong for the ad, leading to strongly convincing consumers to try the brand

Table: 6

	Mumbai
Persuasion Mean	2.86
Brand Really Different Mean	3.77
New Information Mean	2.98
Believability Mean	4.28
Relevance Mean	3.65
Appeal Mean	4.21

1.7 Stick in mind

{Having seen this advert, what do you think will stick in your mind?}

Fragrance emerges as the key hook for the Tide Plus Print ad

Table: 7

	Tide Plus Print Ad %
Fragrance	25
Tide Plus gives fragrance	6
Clothes will be more fragrant	4
Tide Plus gives fragrance	2
It has flowers/ fragrance of flowers// gives fragrance	22
It has flowers/ fragrance of flowers// gives fragrance	18
Smell of flying flowers	4
Attractive colours	21
Flying flower of different color	23
Gives cleaning	23
It has lemon / lemon power	10
Makes clothes clean/ cleans well	7
Any mention : Tide Plus	14

1.8 Ad recall

{Q. Having seen this advert, what do you think will stick in your mind?

Q. What was your first reaction when you saw the advert?}

Fragrance also elicit strong consumer playback when consumers recall their reaction for the advertisement.

Table: 8

	Tide Plus Print Ad %
Fragrance	59
It has flowers/ fragrance of flowers// gives fragrance	47
Tide Plus gives fragrance	14
Gives cleaning	34
It has lemon / lemon power	16
Makes clothes clean/ cleans well	15
Makes clothes bright/ shiny	7
Attractive colours	27
Flying flowers of different color	26
Tide Plus has cleaning and fragrance	9
Tide Plus has cleaning and fragrance	11
Cleaning and fragrance	4
Cleaning and fragrance	6
Any mention : Tide Plus	24

1.9 Total spontaneous impressions

{Q. Having seen this advert, what do you think will stick in your mind? What was your first reaction when you saw the advert? What impressions did the advert give you about the brand? What else did it tell you about Tide Plus?}

The main message pick up of 'Tide Plus gives cleaning and fragrance' is moderate. Notably, consumers get the individual messages of 'gives cleaning' and 'gives fragrance'

Table: 9

Any mention: Tide Plus	40
Main Point: Tide Plus gives cleaning AND fragrance	62
Fragrance	85
Tide Plus gives fragrance	52
Clothes will be more fragrant	31
It has flowers/ fragrance of flowers// gives fragrance	76
It has flowers/ fragrance of flowers// gives fragrance	54
fragrance	
Gives cleaning	82
Makes clothes clean/ cleans well	59
It has lemon / lemon power	31
Makes clothes bright/ shiny	24
Remove dirt / stains	15
Makes clothes white	9

1.10 Stick in Mind

{Q. The Main point pick up is driven by the pick of ingredients – flowers & lemon...}

Table: 10

	Main Msg Pick Up	
	YES%	% NO
Fragrance	33	15
Tide Plus gives fragrance	7	4
Clothes will be more fragrant	6	2
Tide Plus gives fragrance	2	5
It has flowers/ fragrance of flowers// gives fragrance	25	11
It has flowers/ fragrance of flowers// gives fragrance	28	8
Smell of flying flowers	6	7
Attractive colours	14	32
Flying flower of different color	15	32
Gives cleaning	22	13
It has lemon / lemon power	12	5
Makes clothes clean/ cleans well	11	6
Any mention : Tide Plus	13	8

Conclusion

The Print communication performs well on most measures, generating interest among consumers and making them stop and notice the Ad. The ad is also well branded and is able to convince consumers to try the brand on account of the strong rational processing. Consumers mention 'fragrance' to be the key hook of the Ad. Moreover, fragrance is also the first reaction recalled by most consumers. The ad is able to land the main message of 'fragrance and cleaning' only moderately. Even though consumers do get the individual messages of 'fragrance' and 'clean'.

Overall, the ad performs well on generating interest, is well branded and is able to convince consumers to try the brand. However, the ad is able to land the message of 'fragrant cleaning' only moderately as consumers are able to pick up 'fragrance' and 'cleaning' as separate benefits. While the print medium may not be able to explain consumers about the intrinsic meaning of the message – which fragrance is a testimonial of clean clothes emphasizing on the message text could likely grab's consumers' eye balls.

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