

DEGREE THESIS

What is an effective layout for in-store posters?

Case: Accent – An accessories chain

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International Business**

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Helsinki
24.04.2010**

DEGREE THESIS	
Arcada	
Degree Programme:	International Business
Identification number:	
Author:	Pauliina Andersson
Title:	What is an effective layout for in-store posters? Case: Accent – An accessories chain
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Commissioned by:	
Abstract:	
<p>This thesis looks at how the visual designing of in-store advertisements can have an effect on customer's decisions on purchasing. There are different ways to create layouts for poster advertisements and this study is about finding the types of layouts for Accent's in-store posters that would have more emphasis on customer purchasing behavior. The research question that drives this study forward is "How should the text and picture elements be positioned in in-store posters so that the message is understood as clearly as possible?". Most of the research in this study is conducted by using an eye tracker. With the help of the eye tracker the author can follow the movements of potential customers' eyes and find out what are the places in the posters the participants are looking at. Based on this knowledge the author can make assumptions on what elements are considered as effective and what are not. It is important for Accent to identify its target market and construct their advertisements accordingly. Repetition helps in memorizing advertisements and this was proven to be true also in this study. Different age groups seem to have different perspectives on ads and Accent should identify what is the group they want to attract most. Primary research is qualitative and the results are based on interviews and results generated by the eye tracker.</p>	
Keywords:	eye tracking, in-store advertising, marketing, layouts
Number of pages:	55
Language:	english
Date of acceptance:	2

OPINNÄYTE	
Arcada	
Koulutusohjelma:	Kansainvälinen talous
Tunnistenumero:	
Tekijä:	Pauliina Andersson
Työn nimi:	What is an effective layout for in-store posters? Case: Accent – An accessories chain
Työn ohjaaja (Arcada):	Carl-Johan Rosenbröijer
Toimeksiantaja:	
<p>Tiivistelmä: Tämä opinnäytetyö tutkii kuinka visuaalinen suunnittelu myymälöiden mainosmateriaaleissa vaikuttaa asiakkaiden ostopäätöksiin. Myymälöiden julistemainoksissa käytetään eri tyyppisiä sommitteluja ja tämä tutkielma koittaa löytää mitkä ovat parhaat mahdolliset kuluttajia houkuttelevimmat asetellut Accentin myymälämateriaaleille. Tutkimus koittaa löytää vastauksen kysymykselle: ”Kuinka kuva- ja tekstielementit tulisi sommitella myymälän mainosmateriaalissa, jotta viestit niissä ymmärrettäisiin selvimmällä mahdollisella tavalla?” Tutkimuksessa käytettiin paljon eräänlaisen jäljityslaitteen apua, jonka nimi on suoraan englannista käännettynä <i>silmän jäljitin</i>. Tämän jäljittimen avulla kirjailija pystyy seuraamaan tutkittaviensa silmien liikkeitä kun he katsovat Accentin mainoksia ja tehdä päätelmiä mitkä elementit niissä ovat houkuttelevia ja mitkä eivät. Accentin kannalta on tärkeää, että se tunnistaa oman kohderyhmänsä ja on tietoinen siitä minkälaisesta perspektiivistä se näkee maailman. Toistaminen mainoksissa helpottaa muistamaan niitä ja niin todettiin myös tässä tutkielmassa. Eri ikäryhmillä on erilaiset näkemykset ja Accentin tulisi ottaa selvää mitä ikäryhmää se haluaa miellyttää eniten. Pääasiallinen tutkimus on kvalitatiivista ja lopputulokset on tehty haastattelumateriaalin ja jäljittimen perusteella.</p>	
Avainsanat:	silmien jäljitin, myymälän mainosmateriaali, markkinointi, sommittelu
Sivumäärä:	55
Kieli:	englanti
Hyväksymispäivämäärä:	

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FOREWORD

The author would like to thank all of the participants involved in the test simulation. Thank you for finding time to come to Arcada and be the first group to be tested with this specific eye tracker.

Special thanks to Carl-Johan Rosenbröijer for inspiring views which helped the author in many ways in the process of writing. The author is pleased to have written her thesis on a subject that she found close to her own interests and she thought would be a perfect closing for an era in her life.

The author would like to express her gratitude to Sveinn Eldon for his marketing classes. The subject that the writer found most interesting ended up as the subject she wrote her thesis about.

Thank You

Helsinki, April 2010

Pauliina Andersson

1. INTRODUCTION

When writing her thesis the author studied in Arcada University of Applied Sciences in Helsinki, Finland.

The author is a student of international business and started her studies in August 2005. From all the subjects studied in school marketing was the one that she thought as the most interesting subject and she wishes to be working in that area of business in the future. It is a subject mixed together with creativity and business.

What separates marketing from other conducts of business is that it is attuned to the times in every moment. It lives by the ongoing trends and constantly changes its appearance. In a way marketing can also be thought as customer service since the purpose of it is to meet customer needs in a profitable manner.

Marketing doesn't have boundaries when it comes to creativity. It is what interests the author and that is partly why she chose this subject to begin with. The author finds it interesting to look into the past and see the evolution of marketing and how different techniques have risen. It seems to be a field what continues to grow and keeps on surprising. Everyone is exposed to it whether they want it or not.

At the time when this study was written the author had worked for Accent for nearly nine years. Customer service is a huge part of the author's work. Customer service can be thought of as service where the sales person and the customer are in contact face to face or it can be the visual side of the shop where everything is built and made to meet the customer's needs and to create positive feelings towards purchasing something. It can be the decorations and positioning of products or the billboards and posters located around the shop. It was only natural that the author had observed did the campaigns succeed or not. The author created this study on base of the knowledge she had concerning this issue and with the help of books, articles and internet pages related to this topic.

This thesis looks at how the visual designing of in-store advertisements can have an effect on customer's decisions on purchasing. There are different ways to create layouts for

advertisements and the motivation for this study is to find out what kinds of advertisements have more emphasis on customer purchasing behavior.

Companies advertise to get noticed and it usually leads to getting customers, that is why they should understand how the human mind works and in what ways they can improve the usefulness of the advertisements. Customers don't always notice good deals and they might walk pass them just because the billboard has failed to attract attention. By careful thinking on how to create those advertisements it is possible to raise the attention of more customers than before.

This study concentrates only on advertising seen on the streets such as billboards and material that shops use to inform customers about their on-going campaigns.

1.1. PROBLEM DISCUSSION

For this study the author chose a Swedish bag- and accessories chain Accent. Accent has stores located in Nordic countries (Sweden, Norway and Finland). They have weekly changing marketing material and also campaigns which change on a regular basis.

Accent is focused in selling accessories such as bags, jewelry and wallets. They also sell suitcases, which is a matter that many consumers put a lot of thought into before buying. This means that consumers compare prices between shops and are always looking for special price-campaigns.

Throughout this research it is essential to keep in mind that at the moment we live in times when many businesses are not doing well and competition grows. With the recession in the world economy the companies have to fight for customers and stay innovative in order to keep the old ones. This can be noticed by the increased amount of offers and sales among retailers. Companies are pushed into more rivalry between each other and consequently advertising becomes even more important. Eye-catching layouts are therefore essential in

companies' billboards. The billboard is the one attracting customers into stores after which it becomes the personnel's job to finish the sale. The ad has to create positive feelings and raise interest in the consumer.

However, consumers might get used to the fact that sales are happening all the time and therefore they might start to seek and wait for the offers to get even better. Consumers might become blind in a way that they do not recognize certain aspects of the ads. For example messages in in-store posters have to be presented in such a way that none of the customers have difficulties in interpreting them. Or at least companies should try to minimize that issue. This matter will be more thoroughly discussed later in this study.

Retailers build up campaigns inside their shops for many different purposes. With in-store campaigns the author is referring to posters or perhaps billboards displayed inside the store. The campaign material is usually hanging from the ceiling, it can be taped onto windows, placed on top of shelves or it can be standing on the ground.

Posters, as mentioned above, increase visibility of the shop and the products they are selling. Their purpose is to get attention and notify of a possible sale, about a special-price product or just to show what is the new, must-have-product. The poster should be able to bring out feelings in the consumer and thus make the shop to stay in mind for at least a short period of time.

Inside the shop the poster's duty is to lead the customer to certain places. The poster should inform the customer where are the products that he/she is looking for, for example the discounted products or the new arrivals. The posters also try to create impulse buys by showing the product in action, so to speak. They might have a picture of a lady, with the spring's latest handbag model, walking along and smiling.

1.2. CENTRAL AIMS

With this study the author wants to give companies ideas and tips on how to promote their products with in-store posters in the most profitable way. By this the author is talking about how the text and pictures in poster ads should be used in order to reach more customers and to attract them into buying something. There are some products that might need extra attention to get noticed and especially for these incidents it is necessary to know how to promote them in a correct way. Accent sells suitcases and it is a major part of their company's image. They also have an assortment of supplemental products affiliating with travelling. Selling supplemental products are an advisable way of building up income and that is why they should be efficiently advertised. The ads might be positioned around in the shop and the author wants to give Accent advises on what part of their existing poster layouts are considered by the participants to be effective and what are not.

The central aim of this thesis is to answer the following research question: "How should the text- and picture elements be positioned in in-store posters so that the message is understood as clearly as possible?"

This study tries to find out what can be considered as good or bad in the existing poster layouts that Accent uses. The author is interested in finding out what are the opinions of Accent's potential customers and how they feel when they see an Accent poster. It is good to know how the ad should be constructed. Should the text be up above a picture or underneath? How big should the text be in order for it to be easily recognized and read? When the ad includes both pictures and text it is difficult to know what attracts the eye first. Also issues like color and font are important to take into consideration but unfortunately this study will only do research on the placement of the picture and text elements.

A part of this study is to find out how people react when they see a billboard. In the author's opinion first impression should be felt as positive in the customer so that the message beneath it would gain interest. The message in the material is an important factor

and the author assumes that it should not be too long. The shorter it is the more effect it has. Of course in in-store campaigns it is assumed that the marketing messages are not too complex. It is also important to think about how much material the ad should consist. The author suspects that too much material such as text and/or pictures can result into "blindness" towards it and too little is just not vivid enough. For the company it is advisable to find out what are the optimal compositions in order to create effective marketing campaigns.

The author strives to generate an understanding that possibly could be used later on by Accent to elevate profits.

Advertising increases the visibility of the company and hopefully lifts up the sales. To maximize the benefits of having campaigns it is advisable to utilize the human mind.

With appropriate advertising it is possible to sell more products to a person or even a group of people. Advertising is also a way of creating certain images in the consumer's mind and through this persuading them into buying something that they normally would not even have thought about. The billboard should create needs in those consumers who would not normally think of buying the products advertised in them.

Consumers can be persuaded into doing purchases that they actually do not need. How the images and content of the campaigns should be presented to maximize their potential? What irritates people and what gains their interest? This study tries to find answers to all of these questions.

2. REVIEW OF LITERATURE

2.1. Campaign Utilization

Ever since mass media became mass media, companies have naturally used this means of communications to let a large number of people know about their products. This has made it possible for innovative ideas and concepts to be shared with others. The sophistication of advertising methods and techniques has advanced and lead to creating needs where there has not been before and turning luxuries into necessities (Shah, 2008).

In order for the advertising campaigns to be successful the companies have to properly identify who their customers are. Anup Shah has added to his article Mr. Noam Chomsky's quotation on this subject (What Makes Mainstream Media Mainstream, Z Magazine, June 1997):" The New York Times is a corporation and sells a product. The product is audiences. They don't make money when you buy the newspaper. They are happy to put it on the worldwide web for free. They actually lose money when you buy the newspaper. But the audience is the product. ... You have to sell a product to a market, and the market is, of course, advertisers (that is, other businesses). Whether it is television or newspapers, or whatever, they are selling audiences. Corporations sell audiences to other corporations."

Companies and marketers have to understand who the audience is in order to maximize the use of their campaigns. The more they are in touch with the customers the better they are in attracting them. It does not matter whether we are talking about a big company or a small shop. The scales are different but the same idea applies for both types.

Accent has to identify their target market and understand their needs and how *they* see the world. The campaign material should reflect audience's preferences for example when thinking about the color of the background or font of the text. This way the audience identifies themselves in the ads and perhaps unconsciously likes the products displayed in them.

It is said that integrated direct marketing is a way of making campaigns more efficient. “Integrated direct marketing campaigns use multiple vehicles and multiple stages to improve response rates and profits (Kotler, 2005).” The author believes that this could be adjusted in campaigns held in shops. The more the campaigns are integrated and together the better results they will have concerning sales. When shops have campaigns then the in-store material should look similar to each other rather than having many different looking posters positioned all around it.

The author also assumes that a few posters should stand out from the rest in order to bring out offers that either might interest the consumers or to give more visibility to products that the store has plenty in stock.

The latest research from direct communications specialist GI Direct reveals that over 70% of UK adults say they are between five and ten times more likely to respond to properly personalised marketing offers, compared to standardized or superficially personalized communications (Headley, 2009).

This is something that companies should carefully look into when designing campaign material for stores. The mentioned outcome of the study above can be interpreted so that the campaign material should reflect the target consumers to bring out feelings in them. These feelings should have a positive effect on the customers what would then be reflected into the products.

“The fact remains that the majority of organizations are not using more than superficial levels of personalization in their direct marketing. Marketers in the current economic period therefore need to examine the level of personalization generally applied in their direct marketing campaigns, in order to ensure - at the least - they are matching competitor standards, and - at best - exceeding the market norm in order to improve campaign responsiveness and subsequent sales (Headley, 2009).”

Cisco (NSDQ: [CSCO](#)) general manager Thomas Wyatt said in a recent interview: “Consumers make 75% of all of their spending decisions in stores, but stores account for only 7.5% of marketing dollars (Jones, 2007).”

To that he added, “We're seeing more and more stores differentiate themselves by providing much more compelling in-store content (Jones, 2007).”

An article was written by Jim Brennan (a principal in McKinsey's New Jersey office) and Scott Liles (an associate principal in the Washington, DC, office) about using technology to improve in-store marketing. There was mentioned that “As channel proliferation and changing consumer behavior reduce the effectiveness of traditional marketing efforts, consumer goods companies increasingly try to drive sales by using in-store marketing tactics, such as expanded shelf displays that tempt shoppers as they decide among competing products (Brennan, Liles, 2007).”

This article was written about consumer goods manufacturers that use simulation technology to test in-store marketing ideas more quickly. The manufacturer wanted to test a significant number of marketing techniques and tactics in order to understand the range of opportunities for influencing a variety of consumer segments. The manufacturer developed an online interactive-shopping simulation to analyze the individual and collective impact of various in-store marketing tactics. Real-life participants browsed through a virtual store aisle, examined products, and “spent” a set amount of money.

This type of a simulation can give some idea on how consumers see the shops and what are the parts that get their attention but the results cannot be directly connected with real life situations. There are so many different looking stores that by one simulation it is difficult to generalize the results.

Marketers are sometimes accused of deceptive practices that lead consumers into believing they will get more value than they actually do. Promotion is one category that falls into deceptive practices. This includes overstating the product's features or performance, luring the customer to the store for a bargain that is out of stock, or running rigged contests. These

incidents have led to legislation and other consumer-protection actions. Thus companies must be careful when they run campaigns to make sure they will have the products in stock and that the advertisements are not misleading (Kotler, 2005). Consumers have learned to protect themselves from these deceptive practices and do not always believe true product claims.

2.2. Perception

Perception is a process what all marketers have to be familiar with. It is a process by which people select, organize and interpret information to form a meaningful picture of the world (Kotler, 2005). People can form different perceptions of the same stimulus because of three perceptual processes: selective attention, selective distortion and selective retention.

Selective attention means that people have a tendency to filter out much of the information presented in ads. Most of the information is not internalized. This means that marketers have to work hard to attract consumers' attention.

Selective distortion is the tendency of people to adapt information to personal meanings. People tend to retrieve information in a way that suits them at the moment. If they have negative thoughts towards certain products it will be harder to sell the products. To marketers this means that they will have to understand their target group's mind-sets and project this into the interpretation of their advertisements.

Through selective retention people are more likely to remember good things about a product, because they "rehearse" those thoughts more when they are choosing their purchases. Consumers retain only part of the information what makes most marketers worry if their campaigns will be remembered at all. Because of these facts mentioned above it is understandable why marketers use so much drama and repetition in sending messages to their market (Kotler, 2004).

2.3. Message content

There are three types of appeals: *rational, emotional and moral*.

Rational appeals relate to the audience's self-interest. They attempt to show that the product will create desired benefits. For example messages showing a product's quality, economy, value or performance. As an example Mercedes Benz stresses in their ads engineering design, performance and safety through slogans such as "engineered like no other car in the world".

Emotional appeals tempt to have an effect on either consumer's negative or positive feelings and thus motivating purchase. Positive appeals are for example love, pride, joy and humor. Actually humor is claimed to attract more attention and create more liking and belief towards the sponsor. RoperASW conducted a survey where Americans picked humor as their favorite ad approach. So much as 85% preferred ads with humorous themes (Kotler, 2004). In the era post-September 11, 2001 the next best favorite emotional themes included reassuring ones as "safety and security" (77 percent), "family closeness" (76 percent), "giving to others" (74 percent), "patriotism" (74 percent) and "optimism" (64 percent). Here is proven that marketing has to modify itself to the happenings of the world around it in order to create successful ads.

When used in a correct manner humor can capture attention, make people feel good and give a brand personality. On the other hand when humor is used poorly it can create irritation in consumers, detract from comprehension, wear out its welcome fast and even overshadow the product.

Feelings created through advertising do not always have to be positive in order for them to work and be successful for the company. Negative emotional appeals, such as fear, guilt and shame are ways of making people to do things they should such as brush their teeth or buy new tires. Or they can make people stop doing things such as smoking, heavy drinking or eating fatty foods.

Moral appeals attempt to appeal on the consumer senses of what is considered as "right" or "proper". Moral appeals are usually urging people to support social causes such as a cleaner environment, race issues and relations, women's rights and aid to the disadvantaged.

2.4. Message structure

There are three message-structure issues that communicators have to consider when creating messages in their ads. The first one is whether to draw a conclusion or leave it to the audience. Research that had been done earlier showed that it is usually more efficient to draw a conclusion but more recent studies showed that it is better for advertisers to ask questions and let the audience come to a conclusion themselves.

The second message structure issue is concerned about whether to present one-sided arguments, which only inform about the product's strengths, or two-sided arguments which show the product's strengths but also admit to its shortcomings. One-sided arguments tend to be more efficient in sales presentations-except when the audience is highly educated or likely to hear opposing claims or when the communicator has a negative association to overcome. To give an example of a two-sided argument Heinz had a message in their campaign stating "Heinz Ketchup is slow good" (Kotler, 2004).

This creates an image of the ketchup running slowly out of the bottle but at the same time people think about how good things come slowly and are worth waiting for. Two-sided arguments can be efficient as long as communicators are aware of their target audience and create witty advertisements that leave the consumer with a positive feeling.

Third message-structure issue is about whether to present the strongest argument first or last. On one hand it is good to present the strongest argument first since it grasps the attention and creates an immediate positive feeling but on the other hand it lifts the feeling up and then brings it down, leaving the consumer in an anticlimactic ending.

2.5. Message format

A marketer needs a strong format for the message. Understanding of formatting tools is essential for a marketer to create effective layouts and messages. In printed ads the communicator has to decide on the headline, copy, illustration, and color. In order to attract attention, advertisers use techniques such as novelty and contrast; eye-catching pictures and headlines; distinctive formats; message size and position; and color, shape, and movement.

When creating poster ads it is important to consider about the demographics and to which colors they response in the most positive way. Also fonts can differ in taste between certain age groups. The author suspects that the text should not be too childish in order to attract older customers but if the company is selling products to a younger generation (say less than 40 years old) it should not be too old fashioned. For example Accent targets its' products mainly for ages between 20-40 so the posters should reflect the values and interests of people who fall into that age category.

2.6. AIDA Hierarchy of effects model (attention, interest, desire, action)

An approach to understanding how advertising and selling supposedly work. The assumption is that the consumer passes through several steps in the influence process. First, attention must be developed after that comes interest, desire, and finally action. This is the action process that marketers try to achieve through poster advertising or by any kind of advertising.

Billboards and posters are a form of advertising that is usually more challenging to designers than for example television ads. When television commercials start the audience is ready in front of the television and comfortably sitting and processing everything that is shown to them. When people walk by posters they might be in a hurry or busy thinking about other things and that is why the attention is more difficult to gain. These situations happen for example in shopping centers or subway- and train stations. Although sometimes poster advertising is seen inside the metro wagons where people actually have time to

concentrate on them. More often though outdoor posters are placed in hectic areas where people are passing by all the time.

2.7. Elaboration Likelihood Model (ELM)

Petty and Cacioppo (1986a, 1986b) state that there are two routes to persuasion: central and peripheral. The central route to persuasion consists of thoughtful consideration of the arguments (ideas and content) of the message. A person has to be an active participant in this type of process. Central processing happens only if the participant has motivation and ability to think about the message and its topic.

The peripheral route occurs when the when the observer is unable or unwilling to engage in much thought on the message. The person judges the ad by the positive or negative feelings that they perceive from the poster as a whole. Receivers engaged in peripheral processing are more passive than those doing central processing.

It is fundamental to understand both of these processes because both persuasion processes occur in receivers. Petty and Cacioppo explain that “Attitude changes that result mostly from processing issue-relevant arguments (central route) will show greater temporal persistence, greater prediction of behavior, and greater resistance to counter persuasion than attitude changes that result mostly from peripheral cues” (Petty & Cacioppo, 1986a, p. 21).

An advertiser needs to understand that strong elaboration (central route) will create stronger feelings. When strong feelings are created the message and the brand will stay in mind for a longer period of time. This is not always easy to pursue, since the time and place might not be optimal for every encounter.

2.8. Layouts

There are some unwritten rules for creating poster ads which advertising and graphic designers follow.

1. Simplicity – nothing elaborate, ornate or complicated in the design or the verbal message.
2. One dominant image – though in expert hands this can be a collision or fusion of two images. Indeed many posters communicate two thoughts by means of a verbal and/or visual pun.
3. Boldness – the hoarding is no place for the half-gesture or subtle tone.
4. Clean, legible type – the poster is not a computer screen. Light or delicate lettering, closely spaced type or type superimposed upon a complicated background does not work at 50 meters.
5. Few words – six or seven – for immediate impact. If there are more (and there are interesting examples) the sentences need to be short.
6. Big enough type – it has to be large enough to be read from the specific distance for the particular site.
7. Contrasting colors – (preferably primary). Again, it is not the place for subtle nuances.
8. Brand (verb) – ensure not simply that the logo is big enough but that the whole design belongs to the brand (noun). (Bernstein, p.73)

Some tips for creating a good advertisement layout:

1. Put your attention getting message in the second quarter down the page. This is consistently the place where people look first.
2. If you are going to use a picture, place it in the top quarter of the page, above the headline.
3. Typefaces: The use of a Serif typeface in your advertisement stresses the horizontal

direction, which helps people to read more easily.

4. Typefaces: The use of a Sans Serif typeface exhibits a strong, clean-cut appearance in an advertisement, suitable for short text elements.
5. Stick to one Serif and one Sans Serif typeface per document. Sans Serif for headlines and Serif for the main text. Using a Sans Serif typeface for main text can reduce readability by up to 50%.
6. Do not use italics for a large text block. Difficult to read and again will reduce readability by up to 50%.
7. Do not use italics for emphasis in your advertisement. Use bold. Italics are OK for short individual phrases.
8. Use of pictures can increase the response of a promotion by 50%. Make sure they are relevant. Use a photo of the product in action. (Paul Curran, 2005)

Bernstein (p.76) talks about how the poster should have colors that reflect the company brand and suit well with the message attached. For example colors such as yellow, orange and red convey heat, excitement, fire and sun. Or should the colors be more receding like green, blue and violet which give a feel of serenity, distance, the sky and water. Colors help the consumers to form an idea of the company's goals and views.

Examples of brand colors:

Red: Coca-Cola, Marlboro, KitKat

Blue: Nivea

Green: Benetton

Yellow: Kodak

“The poster – the quintessential form of advertising – has the toughest set of demands of any advertising medium. (Bernstein, p. 68)

According to David Bernstein there are a few basic rules in choosing colors that designers should remember, the higher the contrast the better. For example blue and green does not work well since it is a low combination of colors. Yellow out of red is better (or the reverse). At the high end of the visibility spectrum is black out of yellow or white (Bernstein, p.74)

People tend to understand messages in many ways. Often messages in advertisements are understood through personal relevance and mood which makes it hard for marketers to try and get their messages through. Emotional appeals play a big role in getting messages through to consumers. Using positive appeals in ads such as “safety and security”, “family and closeness” and “optimism” and moral appeals for example on “doing the right thing” have good results in creating successful ads. Layouts should be kept as simple and clear with few effective words. High contrasts in colors such as black text on a yellow base are good in attracting attention.

3. EYE TRACKING TECHNOLOGY

Eye tracking is a research method used to determine what part of an advertisement consumers look at, by tracking the pattern of their eye movements. Eye tracking adds important information to observational studies. Eye movements reflect emotions and cognitive processes, which add extra value when doing research for example in advertising. In general, there are two types of eye movement monitoring techniques: those that measure the position of the eye relative to the head, and those that measure the orientation of the eye in space, or “point of regard” (Duchowski, 2007).

This study is concerned with measuring the orientation of the eye.

Rosenbergen et al. conducted a study in 1990 on consumer’s visual attention over print advertisements. An eye tracker was used to gain insight into attentive processes when print advertisements were shown repeatedly. The authors found out that repeatedly shown advertisements had diminishing attentional devotion (Duchowski p. 264). The consumers’ visual attention was measured to these key print elements: headline, pictorial, bodytext, and

packshot (a close up photograph of a product). They also created a statistical model for three key measures of visual attention to specific elements of the advertisement: attention onset, attention duration, and inter- and intraelement saccade frequencies. *Saccade* is a term used in eye-tracking technology. *Saccades* are quick simultaneous movements of both eyes and they range in duration from 10ms to 100ms. They happen when the *fovea* is repositioned to a new location in the visual environment. *Fovea* is a part of the eye that is responsible for sharp central vision, which is necessary in humans for reading, watching television, driving or any activity where visual detail is of primary importance.

The studies also showed that even though attention duration decreases and attention onset accelerates after repeated shows of the advertisement, the attention path seems to remain as constant. This adds to the fact that in many cases humans are run by their instincts and this case is no different.

Other important findings were:

Attention durations differed significantly across ad elements. It was revealed that attention duration is longest for the text, followed by the headline, and shortest for the pictorial and the packshot. Attentional process accelerates after repeated exposures. The subjects attended first to the headline followed by the pictorial, the text, and finally the packshot.

Through analysis and modeling of a printed ad the scan path can be described by a reversible, stationary, first-order Markov process:

1. The amount of attention paid to the text is about three times as high as the amount paid to the pictorial.
2. The amount of attention that is paid to an ad decreases by 50% from exposure 1 to exposure 3.
3. The majority of saccades (about 75%) occur within ad elements, in particular the bodytext.
4. Most saccades start from and end at the packshot.
5. The expected transition matrices are quasi-symmetric.
6. The conditional transition probabilities remain constant across exposures.

On most cases subjects attended first on the headline and after that on the pictorial. These elements together received on average one-sixth of the attention as a whole. Half of the attention is focused on the bodytext, but only after the pictorial and the headline had received some first. Finally subjects attend to the packshot and this is usually the part where most intraelement saccades start and end.

Eye movements recorded on advertisements are particularly informative because the scanpaths reveal whether the intended text or object was fixated (or at least scanned over). A pair of senior undergraduate students (one was from computer science and the other one was from marketing) tested this topic. The images from the resulted scanpaths on their advertisements were fairly typical. It showed that attention was drawn to fairly conspicuous ad elements such as faces, textual information, and objects set apart by virtue of being presented in homogeneous color regions (Duchowski p.267).

Eye tracking marketing studies are widely used for gathering data. For example copy testing, print advertising, and ad placement are suitable potential experiments that may be used to improve the impact of advertising materials. It is fairly safe to say that eye tracking technology is well known by marketing researchers and with improvements in technology eye tracking will continue to be a valuable tool in their field of work.

Unfortunately, evidence for eye tracking in market research is difficult to find. Most likely advertising companies do not wish to give the impression that these methods of testing are being used. It can be perceived by the public as being somehow devious.

3.1. Visual Attention and Eye Movements

Beneath is briefly explained how the eyes react when given a picture. This is called the bottom-up model or concept of visual attention.

1. Given a stimulus such as an image of some kind, the entire scene is first seen mostly in parallel through peripheral vision and thus mostly at low resolution. At this stage

interesting features "pop out" and the vision is directed to those parts for further inspection.

2. Attention turns off and the eyes quickly reposition to the part that was first found interesting.
3. Once the eyes have completed their movement the attention is turned on again and the fovea is now directed to the point of interest and it can be inspected in high resolution.

3.2. Eye Tracking Study

In 1999, the Outdoor Advertising Association of America, Inc. commissioned Perception Research Services to conduct a series of studies to measure how consumers observe and react to outdoor advertising. They wanted to find out what are the levels of attention given to outdoor media. Special ShopperVision™ eyeglasses were used to document the "actual" seeing experience from a passenger's perspective. The tests took place in three different areas. In 1999 they used New York and Los Angeles metro stations and in 2000 the tests happened in the Minneapolis metro area. Several hundred passengers were examined for this study.

Few main findings of this study:

- 70% of boards within the passengers' field of vision were examined. Of this group, 63% of boards are likely to be read. Young riders (18-34) were more likely to pay attention to the outdoor visuals than adults 35-49 concentrated more on the copy.
- 26% responded that outdoor advertising observed would have an influence on their purchasing decisions. Women were more likely to read and note the outdoor than men. However men were more likely to be influenced into purchasing the product.
- Certain qualities improve the attractiveness and memorability of the ad. The primary reasons for remembering a board:

Bright/cheerful colors (30%), Uniqueness (movement, extensions) (26%), The color “yellow” (18%), Catchy/clever/cute/humorous (14%), Personal relevance (14%), Familiarity / repeat exposure (12%), and Product illustration (12%).

4. DESCRIPTION OF METHOD

The primary research of this study is qualitative and the data was collected through interviews and by examining the results from the eye tracker. The test group will consist of potential customers that fit into the target market of the company. Only females will participate in the test. The age distribution is between 20-55 years. Altogether 9 individuals took part in this experiment. The eye tracker was located in an office on the 5th floor in section B in Arcada.

The test group was asked to look at pictures of Accent’s campaign material.

A simulator called the eye tracker was used to help in detecting the glances of the tested individuals. The eye tracker works in such a way that it registers the point at which a person looks at. It follows all eye movements and it also registers the length of how long a person is looking at a certain point. This simulator was bought by Arcada.

4.1. Posters

For this study the author has selected a few examples from Accent’s in-store campaign material. They are size 50x70cm posters. These posters are a fusion of picture and text. Also the company logo can be seen in the bottom right corner. There is always a price and the corresponding product or products on display. On some of the pictures there might be a percentage for example –25% referring to the products in the pictures that are on sale. In some posters there are also pictures of a female or females around the age of 25-30. The pictures are in color and in fact most of them are considered to be quite colorful. In the author’s opinion the posters are graphically simple so that each section in the poster is easily recognizable. This should help in finding the different elements in the poster for

example the price and the object itself. Each poster displays different types of campaigns, for example "Christmas Offer" or "Special Offer. The offers adapt to season changes.

Altogether there was seven posters used for this experiment.

The order in which they were shown was such:



Figure 1: The studied posters 1-4



Figure 2: The studied posters 5-7

4.2. Research and eye tracking

The interviews and tests were done individually. Subjects were asked to sit in front of the eye tracker, which in fact is a monitor similar to a computer monitor. First the author had to do a calibration with the eye tracker, which means that the person sitting in front of the eye tracker has to follow a red dot that moves about on the screen. This way the eye tracker makes sure that it catches the glances of the tested individual correctly. After this the author links the tested individual to an age group (20-29, 30-39, 40-49 or 50-59) and the test is ready to start. The author sits next to her own computer and guides the running of the experiment from there. The author informs the tested when the pictures will start running and tells them to only look at them as they come along.

The data is collected in *two rounds*. On the *first round* the author tries to simulate situations when a person walks for example in a shopping mall and just passes a shop and only gets to have a glance at the poster material hanging on the windows. In this part of the test a picture is shown only for 2,5 seconds and then switched to the second picture. On the *second round* the author tries to simulate a situation that might happen when a customer walks into a shop and searches for special offers or just has a chance to look at the material for a longer period of time. In this part of the test the customer has more time to analyze the information in the posters. In this second stage the posters will be shown for six seconds.

After the *first round* the author asks a few questions. Through these questions the author tries to find out how the test group perceived those pictures and what do they remember from them. The reason for this is that the author tries to relate this into a real life situation and find out how much people remember of the outdoor advertising when they are just *passing by*. Through this it is possible to analyze whether or not the posters attract in such a way that the customer will walk into the shop and possibly purchase something. Also it is important to know what they remember from them. If they remember prices or percentages they might come back when they have more time because they remember that the shop was having sales.

Questions after the "Passing By" simulation were:

1. Do you remember what was advertised? What?
2. Do you remember numbers or digits? If so, what were they?
3. What matters got your attention best?
4. Do you remember the company logo? What was it like?
5. How did you perceive the size of the text in relation to the whole poster? How about the picture?
6. Would you be tempted into buying something from this company after seeing these posters? Why?
7. Do you recall any names of the ongoing campaigns?

Questions after the "More Attention" simulation were:

1. What is your overall feeling after seeing these posters? Positive? Negative? Why?
2. Do you feel that they should be improved in some way? Was there something that irritated you?
3. Do you feel that you are the correct target group? Why yes or no?
(If the subject didn't remember any campaigns, digits or the company logo in the previous round then the author would ask about them again.)
4. Do you recall the campaigns and the company logo now? What about any numbers?

The author is interested in finding out how people react to a poster when it is shown to them. She wants to know the exact places consumers look at when they first see one. Through this it is easier to determine what are the most intriguing parts of the poster and thus what are the elements that might need possible reconstruction. By data collected through this study companies know better on which elements to put more effort on.

4.3. Comments concerning results and analysis

The author has chosen to show only the following pictures because there was too much material that were similar to each other and the author decided that it was not necessary to present all of them. The following material presents what was found by the analysis.

5. RESULTS

5.1. Interview Results for “Passing By” simulation:

Beneath are the results from the interview questions on the memorability of different elements after the *passing by situation*:

5.1.1. Products

Here is a list of how many remembered what items had been advertised:

Products:	How many remembered:	%
Bags	9/9	100
Slippers	6/9	66,67
Gloves	4/9	44,44
Discounts	3/9	33,33
Jewelry	2/9	22,22
Clothes	1/9	11,11
Beanies	1/9	11,11
Scarves	1/9	11,11
Wallets	1/9	11,11

Bags were mostly remembered as they were shown on 5 pictures. The author finds it interesting that 6/9 said they remembered the slippers, but only 2/9 said that they liked the slippers and that they would probably like to buy some of them. The slipper ad (5th picture) itself was very simple as it did not show any other products. It stood on its own and seemed

to have had a lot of memorability. So even though consumers might not like certain products they might still remember the ads if they are advertised in the right way.

5.1.2. Percentages and Numbers

Percentages were altogether something that many remembered seeing; 6/9 remembered – 25%. This is most probably due to repetition, since –25% was shown in four different pictures. Because the pictures were shown so quickly the subjects did not remember many different numbers, but 2/9 remembered seeing the figure 9,90€. This was shown in the 3rd picture where the ongoing campaign was "Christmas Offer" and on display was mostly wallets and gloves but also a pair of earrings.

5.1.3. Company Logo and Campaigns

From all of the participants 7/9 said that they remember seeing the company logo. Repetition is an important factor here since the logo is always in the same place. This way the probability of seeing it grows. By placing the logo in the bottom it tries not to distract attention from the products. It has visibility but does not take too much attention. Campaign names were an element which only 2/9 could say that they remembered seeing. In both cases the subjects mentioned seeing Christmas offer. This text is shown on two ads, numbers three and five. On both ads the text is placed in the upper corner.

5.2. Interview Results: "More Attention"

The interview questions for this section were aimed into getting an overall idea on how the subjects interpreted the ads.

All of the subjects answered that they were left with positive feelings and did not find anything annoying or something left to improve with them. Especially the models and colors in the posters received positive feedback. Few of the subjects mentioned that the models were smiling and created an overall positive feeling. The colors were considered to be bright in a delightful way. The subjects felt that they had more time to understand the

messages better and to truly see what the ads were trying to sell. Only two participants from age groups 30-49 said that they felt the ads were trying to sell fashion for teenagers but still thought of themselves as being the correct target market.

Some of the subjects in the first round did not remember seeing any names of campaigns, so they were asked again in the second round if they could recall some of them now.

The results were that the subjects identified better the changes in the seasons, such as winter campaigns and spring campaigns. Names and digits that they recalled were:

Christmas Offer, Safari, -25%, Don Donna and Urban. All the campaigns received at least some amount of attention and memorability except the Special Offer campaign (number 6).

5.3. Research Analysis

Overall analyzation of the interview results as well as the results given by the eye tracker.

In this section the author will also explain the meanings and results of cluster- and gazeplot images.

5.3.1. Comparing Cluster Images

Cluster images show what elements in the posters subjects have looked at. It does not show for how long each section has been looked at, but it shows the amount of participants in percentages.

Here are the cluster images of the 2nd picture after both rounds:

”Passing By”



”More Attention”



Figure 3

The ”Passing By” picture was only shown for 2,5 seconds which corresponds to the time that consumers look at a picture when they are just walking by a shop for example. As it shows the company logo had not been looked at all. Perhaps it is because the location is in the bottom right corner and as it is just standing alone there it has not been thought of as an important element so it did not get any proper attention. When asked did the subjects see the company logo 7/9 answered yes. But in fact throughout all the ”Passing By” pictures the eye tracker showed glances on top of the logo in cluster images only in three different pictures. Those pictures were numbers: 3 (22% of participants), 4 (67% of participants) and 6 (67% of participants). (Note, that in gazeplot images there are registered

glances in all of the "Passing By" images on top of the company logo, but the percentual amounts are so low (1-2%) that it does not show on the cluster images.)

It is difficult to determine why only in these pictures the logo has been noticed so much. It could be that the subjects have not found the products as interesting in these ads so they have had more time to look around the whole picture. It seems that consumers do unconsciously detect the company in question. The place is correct for the logo because most of the subjects did notice it but still the products got the most attention.

It seems that in the previous pictures the upper part had got the most attention. When asked about the campaign names only 2/9 remembered seeing some. But no one remembered seeing "Modern Dreamer". The face and the ongoing campaign are in the place where probably the percentage should be. The message was probably not considered as important so they did not remember it.

If a poster had a picture of a woman 4/9 subjects told that they would get distracted by the woman and would first look at the face. In the passing by situation the time that is spent on looking at the picture is short and it seems that if there is a woman included in the picture the customers might get distracted by it and the product that is being advertised gets even less attention.

All participants in the second round looked at the discount and the campaign. Surprisingly the percentual amount of looks stayed the same (89%) on the facial part in both pictures. The logo got much more attention on the second round, so much as 89% had a look at it.

”Passing By”



”More Attention”

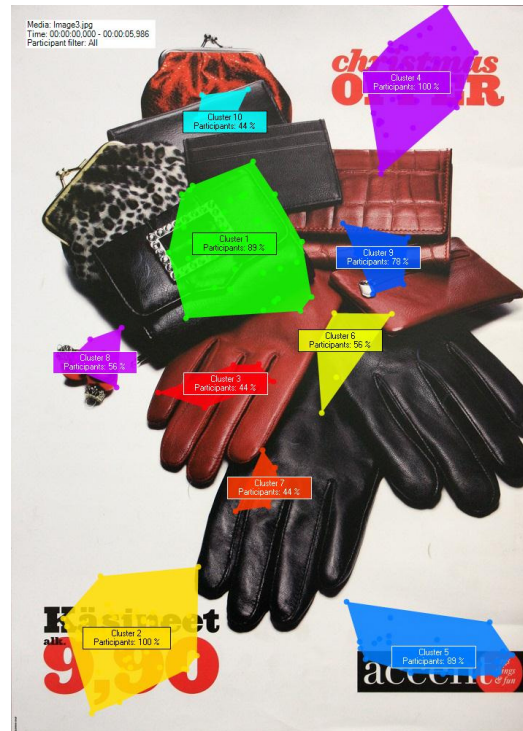


Figure 4

In both images the level of percentages for elements Christmas Offer and 9,90€ stayed the same (”Passing By”: 67% and ”More Attention”: 100%). The central area of the picture is of main focus after Christmas Offer and 9,90€. This is understandable since the whole picture is concentrated in the middle area. Few participants mentioned that they remembered the color red and thought that it grabbed their attention well. The color red was used only in the picture above (number 3) and in the picture advertising slippers (number 5). Christmas Offer, 9,90€ and 25% were written in red color with a white base underneath. It is safe to say that this contrast of color might be a factor helping in memorising. The author suspects that numbers and text should be placed next to a picture and not on top of it in order for them to be recalled better.

5.3.2. Comparing Gazeplot Images

Gazeplot patterns show the movements of the eye and numbers the places in order in which they are looked at.

Gazeplot images from "More Attention" simulation:

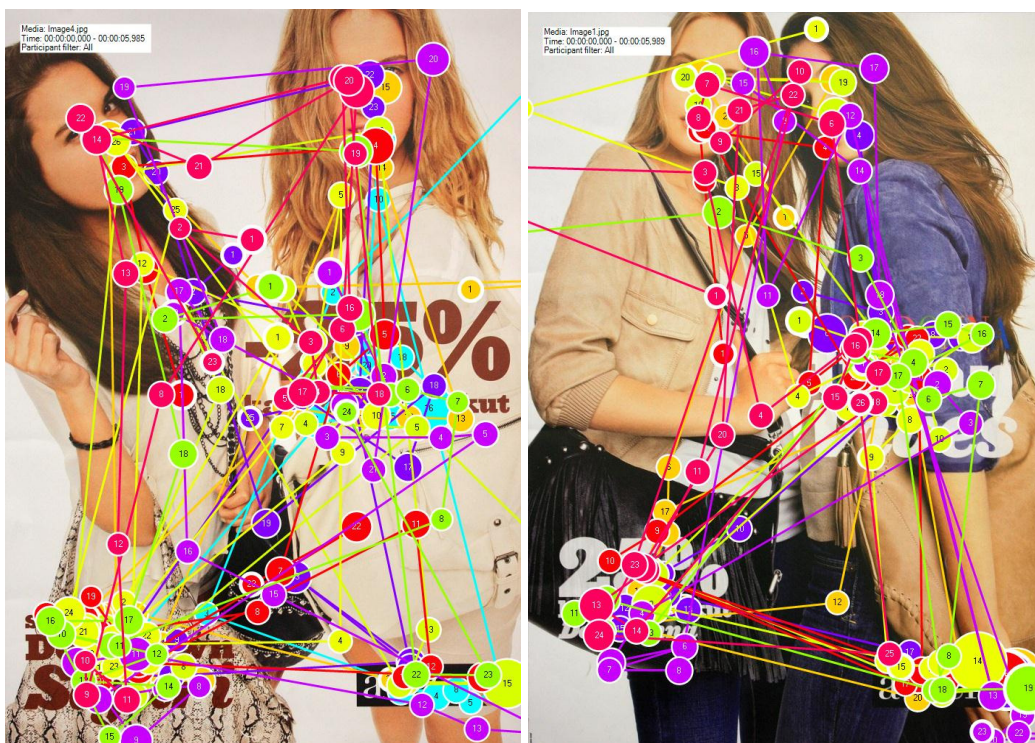


Figure 5

As it can be seen from these images the text and faces are where the main focus is. It is understandable that the human eye travels along the whole picture, since this is a picture where there are a lot of different elements (clothes, bags, jewellery, text etc.) put together. But it seems that when the percentages are in the middle of the picture they get a lot more attention than in the bottom part of the picture. In the author's opinion it is better

to keep the most intriguing part of the picture (which on basis of interview results seems to be the percentages/numbers and not the campaign names) in the middle. A mentioned earlier the upper part was the place which received most focus, that way the eye does not have to travel such a long way down to see the "price" and thus this part stays better in the customer's memory.

The author claims that the textual part that should be considered as the "attention grabber" of the poster such as a percentage or other number representing price should be positioned in the middle or upper part of the picture. This is where the participants seemed to look at for a longer period of time.

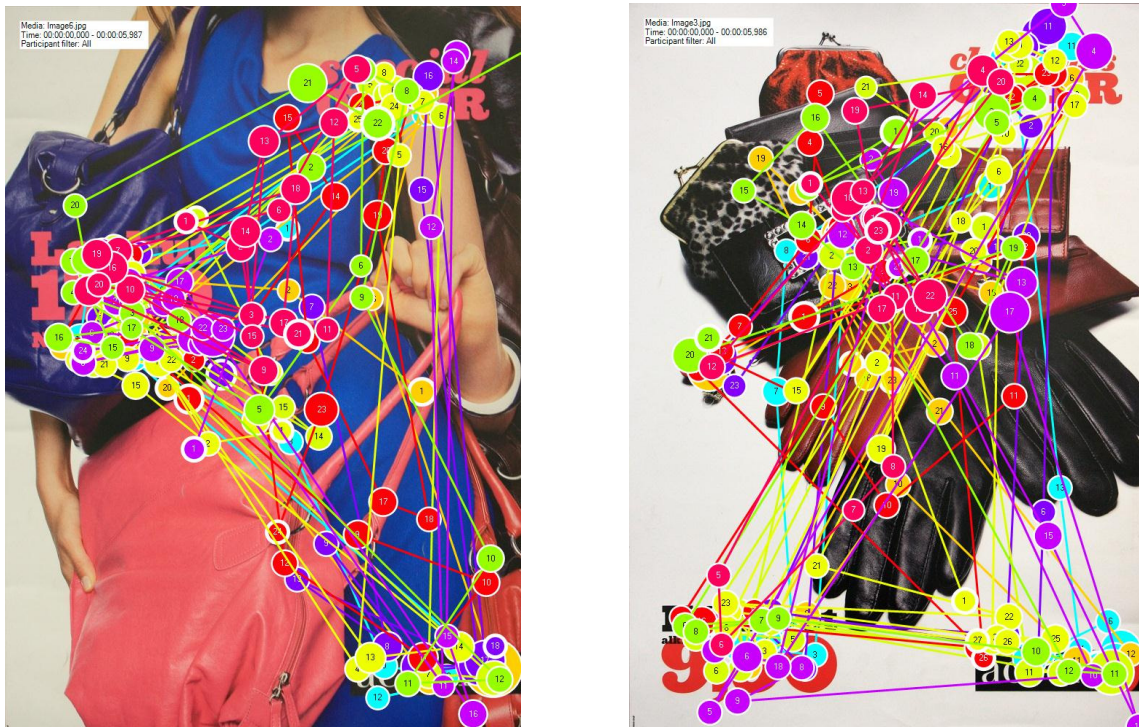


Figure 6

Above there are two different gazeplot images. It is clear that most of the attention is yet again in the middle or upper part of the picture. In the picture on the right the price is positioned too low because the eye has to travel to a different section of the picture.

In the "Passing By" simulation the results were similar. Here is an example from one of the gazeplot images. The focus on this picture is equivalent to the ones from the "More Attention".

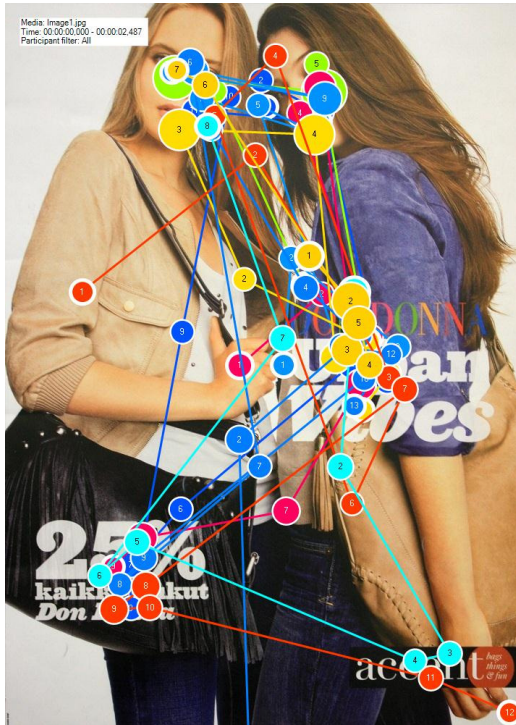


Figure 7

6. DISCUSSION AND REFERENCE TO PREVIOUS RESEARCH

ELM (Elaboration Likelihood Model):

The central route to persuasion consists of thoughtful consideration of the arguments (ideas and content) of the message.

Central processing happens only if the participant has motivation and ability to think about the message and its topic.

- ➔ The subject has to find itself as being the correct target group in order to fully understand the messages and the overall content of the posters. They have to find the products interesting enough to pay attention in a real life situation. Accent has succeeded to do this.

Layouts:

One dominant image is considered to have the best influence. Earlier in this study the author wrote about how in the posters too much material such as text and/or pictures can result into "blindness" towards it and too little might not be vivid enough.

- ➔ In the interviews few subjects mentioned that they found it distracting when there were a lot of accessories on display at the same time. They did not quite understand what the ad was for.

Do not use italics for a large text block. Difficult to read and again will reduce readability by up to 50%.

- ➔ The participants had difficulties in remembering the campaign names in other words the textual parts. This can be due to the use of italics what makes the words slightly harder to read. Possibly Accent should not use this kind of typing anymore and switch to using only normal fonts, if they want to emphasize the campaigns more.

Do not use italics for emphasis in your advertisement. Use bold. Italics are OK for short individual phrases.

- ➔ Accent uses italics in all of their posters but it seems that they use it only for emphasizing certain campaigns or season changes, such as "*Christmas offer*", "*special offer*" or "*-25% kaikki laukut Don Donna*", where *Don Donna* is the only italic part of the text. The most important parts of the posters are bolded such as prices or percentages. Thus the author's opinion is that using italics in these cases is not harmful for the posters.

AIDA:

All the factors to this abbreviation (attention, interest, desire, action) could be found in some of the subjects. Mostly them who were in the age categories 20-39 followed the AIDA pattern until the end which was buying the product. 2/3 of the subjects that were in the age categories 40-59 would not have bought the items because they considered them to be more suitable for a younger generation.

In the author's opinion first impression should be felt as positive in the customer so that the message beneath it would gain interest.

- ➔ All subjects did find that the posters left a positive feeling but this did not in all cases lead them into buying something. This can be interpreted that even though the ad is felt as a positive thing it would not automatically lead into a purchase. On the other hand it did lead into gaining interest so this would probably add memorability of the company.

Memorability:

Earlier in the study it was mentioned that certain qualities improve the attractiveness and memorability of the advertisement. Beneath is listed a few.

The primary reasons for remembering a board:

Bright/cheerful colors (30%), Uniqueness (movement, extensions) (26%),

The color "yellow" (18%), Catchy/clever/cute/humorous (14%), Personal relevance (14%),

Familiarity / repeat exposure (12%), and Product illustration (12%).

- ➔ Colors seemed to have a huge impact on the test group, but also personal relevance by which the writer means that the products were something that the subjects would want to buy or they could see themselves wearing them. Repeat exposure helped a lot in remembering different elements. In some cases subjects claimed that they did not remember noticing something on the first round even if they did have a look at

it, they would then after the second round remember it. This proves the claim that repetition helps in memorizing.

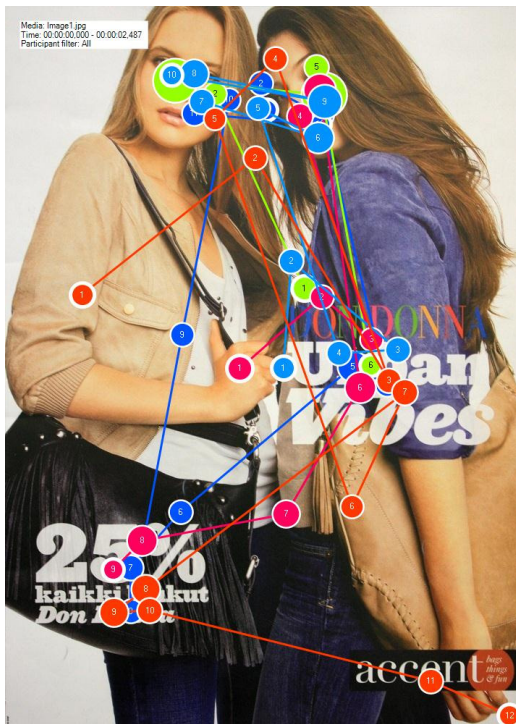
Kotler (2005) talked about a perceptual process called selective attention, which meant that people tend to filter out much of the information presented in ads. In this study it was proven to happen quite often. The test group had difficulties in remembering campaigns and numbers in the ads. The author suspects that they filtered out material that was not considered to have much importance on the picture as a whole.

In the study on outdoor advertising that was conducted in New York and Los Angeles metro stations they made a finding that,

“Young riders (18-34) were more likely to pay attention to the outdoor visuals than adults 35-49 concentrated more on the copy.”

Beneath are gazeplot images of participants age 20-29:

Passing By:



More Attention:

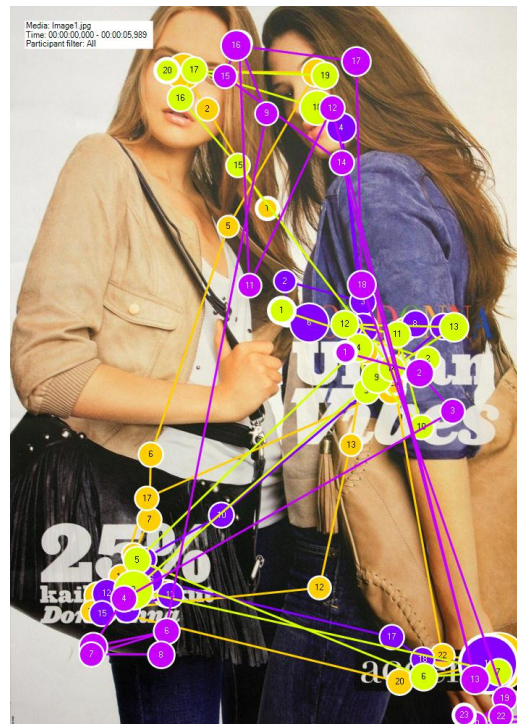
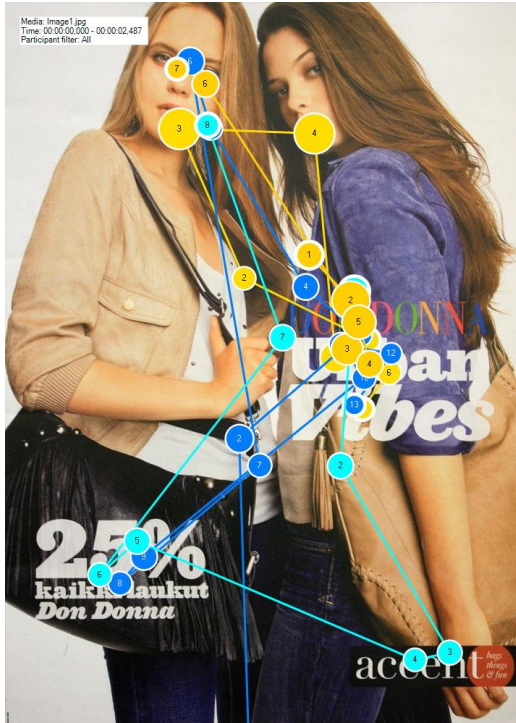


Figure 8

Beneath are gazeplot images of participants age 30-59:

Passing By:



More Attention:

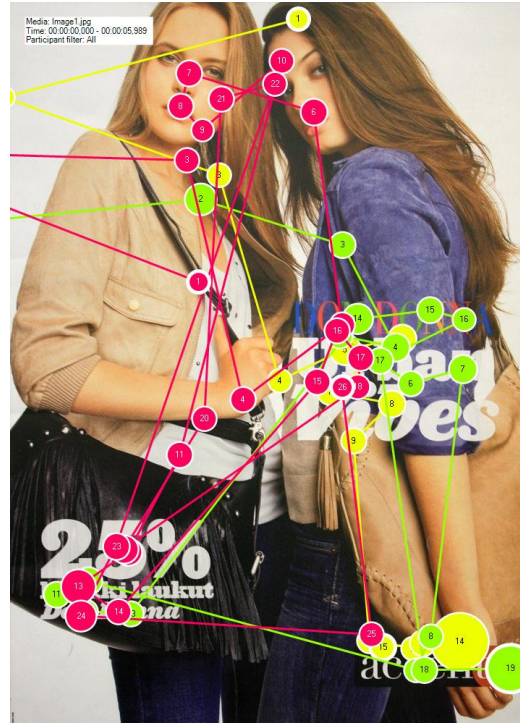


Figure 9

The passing by situation seems to have a connection to the study conducted in the metro stations. The author assumes that in the earlier study the passengers have only quickly passed by the outdoor ads as it was simulated in this study's passing by situation. It seems that participants age 20-29 paid more attention to the faces of the models and also glanced the picture more thoroughly than participants in the age group 30-59. Participants aged 30-59 seemed to have been more interested in the textual parts as the earlier study had proven. There is a slight difference also in the gazeplots of more attention. The younger group (20-29) of people seemed to have looked at the picture in more detail (gazeplots move around more). In the more attention simulation for ages 30-59 it seems that only one of the participants (red gazeplot) moves back and forth between the picture and the copy (the textual part).

As a conclusion to this paragraph the author may say that if Accent wants to attract more customers between ages 20-29 they should put more emphasis on the pictorial part

(attractive pictures) whereas if they want to reach more customers between ages 30-59 they should emphasize the discounts.

In Duchowski's (2007) Eye Tracking Methodology it was mentioned that students conducted a study with an eye tracker and made such findings:

”It showed that attention was drawn to fairly conspicuous ad elements such as faces, textual information, and objects set apart by virtue of being presented in homogeneous color regions.”

- ➔ It was proven to be true in this study. Many participants mentioned that their first focus was the face if there was one. Glances for both textual and facial parts can be proven from the gazeplot images.

7. CRITIQUE

There are few factors affecting the validity of this research.

1. Because the situation when the eye tracker was used was simulated, it will not show results that would reflect 100% real life. In the test situation the participants did not have any other choice but to look at the screen. In a real life situation they have an option whether or not they want to look at the posters. This simulated situation does not tell how attractive the posters would be if the participants saw them on the street and in what way they would really interpret them. In reality the consumers can be affected by many distracting matters (mobile phones, people passing by them, cars etc.) which reduce their attention ability towards the posters.
2. The interview results and the eye tracker results from the second round (more attention) might have been lead by the questions in the first round. By this the author means that for example after the first round the participants were asked if they remember seeing a company logo. Therefore many participants might have searched for it in the second round of pictures and the results of the eye tracker could be misleading.
3. When in real life customers walk into a shop they must have some curiosity towards the company and its products. In the test situation they had to look at the pictures even though they would not want to go into the shop in reality and would not care for buying their products. This can distort their point of view about matters concerning the pictures.

8. RECOMMENDATIONS

After the tests the subjects felt that they were left with an overall positive feeling and as customers they did not find anything that they would want to change in the ads. Especially the models in the pictures received positive feedback. The author suspects that this is because the target group in this case was correct and the subjects felt they could easily relate to the ads. Colors were also an aspect that was felt as being positive.

Campaign names were something that the subjects had difficulty in remembering. The author suspects that possibly they are a feature in the ads that take visibility and room from other elements such as the prices or the products themselves. On the other hand the author found out that the subjects did notice seasonal changes which leads to this conclusion that the pictures themselves are informative enough to present different seasons without texts such as "Christmas Offer".

The place for the logo in the ads was in the author's opinion correct since all subjects remembered seeing it and this can also be proven by the gazeplot images. The bottom part of the picture is good since it does not distract attention from the products on display.

When the poster included a picture of a woman or women 4/9 subjects said that they were distracted by them and felt that this was the part where they would automatically look at first. This was proven by gazeplot and cluster images. Thus in the opinion of the author the posters would have more impact on the buying behavior of the customers if they would not use pictures of people in them, especially when they are promoting a product on sale. The women in the pictures created a happy atmosphere but in the future it would be advisable to use them only in pictures around the shop which are meant to create atmosphere and not to promote sales.

The author found that color contrasts helped in memorizing prices. The prices were memorized better if they were placed next to a picture (red on a white background) and not on top of it.

In the author's opinion it is better to keep the most intriguing part of the advertisement in the middle of the picture. When the percentages were placed in the middle they received much more attention than if they were placed in the bottom. As shown in the gazeplot and cluster images the center of the picture received most attention.

Participants from age groups 30-59 seemed to have been more interested in the textual parts of the ads whereas the younger group of 20-29 year old had more interest towards the picture as a whole.

8.1. Suggestions for further research

The author would like to suggest Accent to continue to investigate its poster materials from the point of view of colors. It is advisable for Accent to make research on what are the best color combinations in attracting customers for different campaigns.

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APPENDIX

Interview results:

Participant 1 (age group: 20-29)

Answers for the “Passing By” questions:

1. Discounts, clothes and bags.
2. -25% all bags. Pink bag was attracting. Pink shoe.
3. Colors, percentages. Bright colors. More emphasis on the picture than the text.
4. Yes. Blue. Circle, half of it is blue. Accent with white. Fades into the background.
5. Big percentages. Did not understand what is being discounted. Picture is normal proportion.
6. Yes. Discount is tempting.
7. No.

Answers for the “More Attention” questions:

1. Don Donna
2. Calm. Inspired for shopping. Positive. Colors were bright.
3. No. Everything good. Proper sizes.
4. Yes, young. I like to shop. As a student I follow discounts. Would like to buy the angel slippers.

Participant 2 (age group: 20-29)

Answers for the “Passing By” questions:

1. Bags, gloves and slippers.
2. 9,90€
3. First the faces.
4. Yes. Black box with text inside. Positioned in the right bottom of the picture.

5. Good proportions in the textual parts and in the pictures
6. I would buy. One bag looked good. Did not concentrate on the prices. Contents as a whole were good. Slipper ad was good.
7. Christmas offer. Red color stayed in my mind.

Answers for the “More Attention” questions:

1. Good feeling. Colorful. Happy people.
2. Nothing irritated and I cannot think of anything to make the ads better.
3. Yes. Interesting bags.

Participant 3 (age group: 20-29)

Answers for the “Passing By” questions:

1. Accessories, bags, gloves, hats and discounts.
2. -15% and -25%.
3. Colors, cheered up. Accessories not the models.
4. Accent. Red color. Not really recall.
5. Big text. Numbers on top of the pictures which was to an extent disturbing. Pictures were good and dominating. Products were displayed well. The picture with the wallet was good! When the pictures had models the products got less attention.
6. Pink hat. That product came out well. Very cute! Attracting! Good colors.
7. Not really.

Answers for the “More Attention” questions:

1. Better. Internalized pictures better. Figured out there were different seasons. Had time to understand. Positive.
2. Stylish pictures, nothing to make better.
3. Yes, I like to do shopping.

Participant 4 (age group: 20-29)

Answers for the “Passing By” questions:

1. Slippers, clothes, bags, discounts. Pictures attracted more, did not have time to look at the text parts. Scarves.
2. -25%
3. Noticed people in the pictures which had them. Without the people I got a better understanding of the ad. The combinations of people and products were too much.
4. No.
5. In some parts text was too small. Discounts were too small, not too big definitely. People were dominating.
6. Would I buy? Maybe not, but attracts to take a visit into the shop. Discounts attract.
7. Do not remember.

Answers for the “More Attention” questions:

1. Had more time to look. Season changes, autumn and Christmas. Positive feelings.
2. No irritation.
3. Yes. Clothes and bags alright. Slippers not. Also wallets and gloves not.

Participant 5 (age group: 40-49)

Answers for the “Passing By” questions:

1. Accessories, bags, shoes, jewelry.
2. Don't remember.
3. Colors and size in the bags. Faces. Without faces had more attention on products.
4. Yes. Text and pattern.
5. In some ok. Where there was too much elements I could not remember the text. Size of the picture ok.
6. Couple picture attracted. Bag ok!
7. Can't remember.

Answers for the “More Attention” questions:

1. Positive feeling.
2. No irritation. Millions of bags and jewelry on a model, there was too much. Could not concentrate.
3. Yes. Useful products, but more of my daughter’s age. Teenage fashion.
4. (If the participants did not remember campaigns in the previous situation they were asked about it again here) Christmas. Spring.

Participant 6 (age group: 30-39)

Answers for the “Passing By” questions:

1. Bags, accessories, slippers.
2. -25%, -50%, 9,90€.
3. Colors, numbers.
4. Yes, a black box with a white text.
5. The size was good. Prices were of good size. Discounts were good. Picture was good.
6. I would buy on the vase of some pictures. Colorful bags were attracting.
7. Cannot remember campaigns.

Answers for the “More Attention” questions:

1. Positive. Good feeling.
2. Cannot say. No irritation really.
3. I could use the products.
4. Christmas campaign, bag campaign. Spring. Safari.

Participant 7 (age group: 20-29)

Answers for the “Passing By” questions:

1. Bags, slippers and accessories.
2. -25%, 16,95€, 60.
3. Numbers, percentages, colors.
4. Yes. A black box with Accent.
5. Good proportions in text parts, clear, not taking too much space. The picture was good and big.
6. Attracting, I could maybe buy them. Happy and young.
7. Cannot remember.

Answers for the “More Attention” questions:

1. Good feeling. Positive. Interesting and attracting.
2. Cannot think of any.
3. Yes, I could buy.
4. Christmas offer. All bags -25%.

Participant 8 (age group: 30-39)

Answers for the “Passing By” questions:

1. Bags, slippers, earrings and gloves.
2. Did not notice.
3. Colorful. No men, only women.
4. No.
5. Can't remember seeing any text. Too many bags in one picture, could not concentrate. Went too fast, could not see proper.
6. Probably one of the slippers.
7. No.

Answers for the “More Attention” questions:

1. Ok. Nothing to buy for myself.
2. No irritation. Could see better what they tried to sell.
3. More for the younger people. But could possibly buy something.
4. Christmas offer. -25%. Don Donna. Urban.

Participant 9 (age group: 50-59)

Answers for the “Passing By” questions:

1. Bags, slippers, gloves, wallets, accessories.
2. -25% on bags.
3. Right top corner. Offers. Good looking products and pictures.
4. Yes. Accent.
5. Text size good, it came out well. Picture good. Clear colors and pictures.
6. Yes. Young and fresh.
7. Special offer. Christmas offer. Don Donna.

Answers for the “More Attention” questions:

1. Very positive. Good feeling and colors.
2. No. I liked the pictures.
3. Yes. I like accessories and fashion. I want to be fashionable. And part of the feeling generated through the pictures.