

# An Experimental Analysis of the Effectiveness of Joint Multiscreen Advertising

**Lena Hoeck**

Ludwig-Maximilians-Universität München

**Martin Spann**

Ludwig-Maximilians-Universität München

Cite as:

Hoeck Lena, Spann Martin (2019), An Experimental Analysis of the Effectiveness of Joint Multiscreen Advertising. *Proceedings of the European Marketing Academy*, 48th, (9125)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



# An Experimental Analysis of the Effectiveness of Joint Multiscreen Advertising

## **Abstract**

Multiscreening refers to the use of multiple digital devices at once and is a wide-spread phenomenon, especially when it comes to media consumption. This study evaluates if and how consuming media content simultaneously on two screens can harm the effectiveness of advertising placed within media content. Moreover, it tests whether and under which conditions an additional advertising impression can offset potential negative effects of multiscreening on advertising effectiveness. Methodologically, the study employs an online experiment, in which participants watch a video on their computer and engage simultaneously on their mobile device. The findings are twofold: First, we show that advertising memory is lower when participants engage in simultaneous multiscreening. Second, we show that an additional advertising impression can offset and even increase advertising effectiveness, but only when the additional advertisement does not distract viewers' too much from the video advertisement.

**Keywords:** *Multichannel; Advertising; Multitasking*

**Track:** Digital Marketing & Social Media