

Comparing Engagement Effects of Online and Offline Media Consumption Processes

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Abstract

Selecting and combining effective media outlets has become a major challenge for marketers in today's attention economy. Consumers increasingly do not conform to the traditional framework of media planning. In this new reality of abundant media and content choices, it has become challenging to reach and engage consumers. The demanding media consumption environment calls for a deeper knowledge about the quality of media touchpoints. Media effectiveness measures, captured by one-dimensional metrics like clicks or reach, do not represent the dynamic reality nor the quality of the contact. Meaningful information about the perceived quality of and engagement with media platforms, especially digital vs offline media, is growingly essential for marketers. To address this issue, we present the results of a recent media consumer experiment comparing print and mobile media engagement of news consumption processes using a neuroscientific research approach.

Keywords: *Cross-platform effectiveness; affective engagement; neuroscientific data*

Track: Digital Marketing & Social Media