A Neurophysiological Study of Media Context Effects on Brand Recall: Active and Passive Attention in TV Advertising

Marc-Antoine Fortin
Politecnico di Milano
Gloria Peggiani
Politecnico di Milano
Lucio Lamberti
Politecnico di Milano, School of Management

Cite as:
Fortin Marc-Antoine, Peggiani Gloria, Lamberti Lucio (2025), A Neurophysiological Study of Media Context Effects on Brand Recall: Active and Passive Attention in TV Advertising. *Proceedings of the European Marketing Academy*, 54th, (126388)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025

A Neurophysiological Study of Media Context Effects on Brand Recall: Active and Passive Attention in TV Advertising

Abstract:

While media context has been recognized as key to TV ad effectiveness, research has only partially explored how attention to TV programs influences attention to subsequent ads. This leaves limited understanding of attentional processes during TV consumption and doubts about optimal ad positioning. Using the Limited Capacity Model, this study investigates relationships between active attention to programs, passive attention to ads, and unaided brand recall, alongside moderating effects of ad block characteristics like duration and position. A lab experiment employed EEG to measure attention across TV, laptop, and smartphone devices. Findings show active attention enhances passive attention, but longer ad blocks reduce this effect. By distinguishing active from passive attention, the study supports the Limited Capacity Model, advancing understanding of how media context shapes advertising memory and providing insights for ad effectiveness.

Keywords: Media Context, Attention, EEG

Track: Advertising & Marketing Communications