

Synchronize to Memorize: Why Temporal Alignment Between Visual Brand Placements and Ads Enhances Memory

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Abstract

The effectiveness of visual brand placements in TV shows depends on viewers noticing and encoding them, but subtle placements are often missed especially when people multitask across devices. However, multitasking can actually amplify the impact of a placement. Across four experiments, we show that synchronising an ad on a secondary device (e.g., a smartphone) with the product placement boosts memory for the placement. Synchronization increases the placements perceptual clarity, making it “pop out.” To maximize this effect, the secondary device exposure should be visually congruent with ideally identical to the placed product.

Track: Advertising & Marketing Communications