**The effect of high arousal advertising design on brand recall and ad recall**

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**Extended abstract**

Professionals of advertising create emotional ads to get the attention of consumers and increase advertising effectiveness. This research explores the concept of arousal on video ads and analyzes its relationship with brand recall and ad recall. Specifically, our work in progress studies how different temporal sequences of high arousal and brand logo presentation may affect brand recall and ad recall. Skin conductivity and survey techniques are combined in the research methodology. Preliminary results of two experiments confirm that post-arousal brand logo presentation increases brand recall compared to pre-arousal and during arousal brand logo presentation conditions. Nevertheless, when brand logo is presented after the high arousal peak, the time length between both moments does not affect brand recall. In addition, the different sequences of brand logo presentation and high arousal do not influence ad recall. The conclusion section discusses the role of arousal on consumers’ attention and cognitive information processing. Results also suggest interesting implications for ad design and further research lines in consumer behavior to advance on the study of advertising arousal, attention and memory.

Companies invest a great amount of their budgets to deliver their messages effectively and be elected against their competitors by consumers. Advertising is one of the most common instruments used in marketing to build brand values and brand image (e.g. TV commercials). In 2013, global advertising investment has reached 505,000 million (US Dollars) which represent a 3.5% increase compared to 2012 (ZenithOptimedia 2013). Nevertheless, users’ interaction with multiple devices and adverting overexposure have led to a smartest consumer control of the media and a decrease of interest in the ads (Astolfi et al. 2008). Nowadays, one of the biggest challenges that professionals of advertising have to face is to get potential consumers’ attention to increase advertising efficiency. Attract consumers seems to be a requirement to help them engage in advertising processing but it is not always enough to achieve the business objectives (e.g. brand recall) (Heath, Brandt, and Nairn 2006). For example, in the TV commercial design it is essential to know what messages are relevant to consumers, what moment is the best to show them and how to stimulate consumer's mental processing of advertising (Ohme et al. 2009). This way, companies try to improve ad recall, attitude toward the brand and purchase intention, which are known as advertising effectiveness variables (Till and Baack 2005).

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Figure 1. Graphical description of sequences employed for hypothesis test: (1) Post-arousal condition, (2) Pre-arousal condition, (3) High arousal condition, (4) Far from arousal condition.

Figure 1.tif

Table 1. Summary of studies conditions, hypotheses and results.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Study** | **Conditions and graphs** | **Hypo-thesis** | **Dependent variable** | **Proposed effect** | **Result** |
|  | Post-arousal  (Graph1) vs. |  |  |  |  |
| Study 1 | Pre-arousal  (Graph 2) | H1a | Brand recall | Higher in  post-arousal | Supported |
|  |  | H1b | Ad recall | Not significant difference | Supported |
| Study 1 | High arousal peak  (Graph 3) | H2a | Brand recall | Higher in  post-arousal | Supported |
|  |  | H2b | Ad recall | Not significant difference | Supported |
| Study 2 | Far from arousal  (Graph 4) | H3a | Brand recall | Higher in  post-arousal | Not supported |
|  |  | H3b | Ad recall | Not significant difference | Supported |

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