Title of paper: The effects of CMA versus TMA on consumers
Name: Sharon Khoenkhoen
Original paper: The Underlying Processes of Creative Media Advertising

Reference for the original paper:
Rauwers, F., & van Noort, G. (2016). The underlying processes of creative media advertising. In *Advances in Advertising Research (Vol. VI)* (pp. 309-323). Springer Gabler, Wiesbaden.

Link to original paper online:
https://www.researchgate.net/profile/Fabienne_Rauwers2/publication/282156954_The_Underlying_Processes_of_Creative_Media_Advertising/links/5620e81308aed8dd1941d193/The-Underlying-Processes-of-Creative-Media-Advertising.pdf

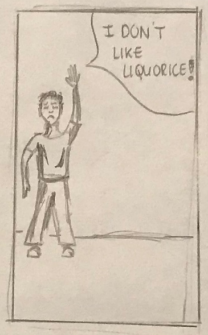
Project created for the class:
Visual Thinking and Composition, Winter 2019
Tilburg University, Department of Communication and Cognition

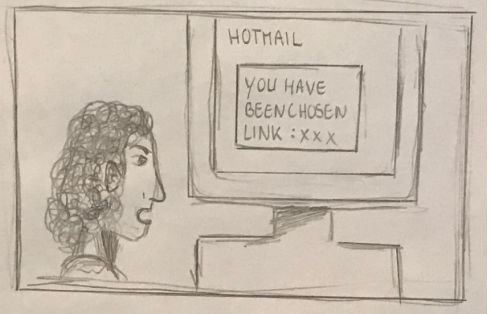
Instructor: Neil Cohn, neilcohn@visuallanguagelab.com, www.visuallanguagelab.com

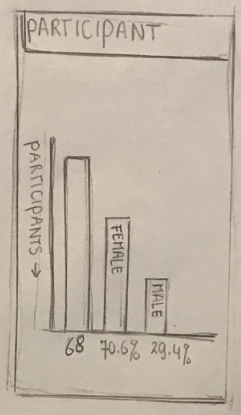
The effects of CMA versus TMA on consumers.

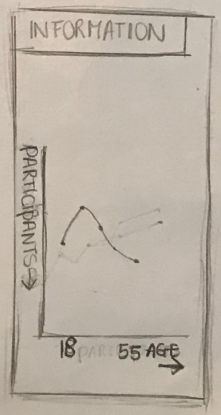
The underlying processes of creative media advertising

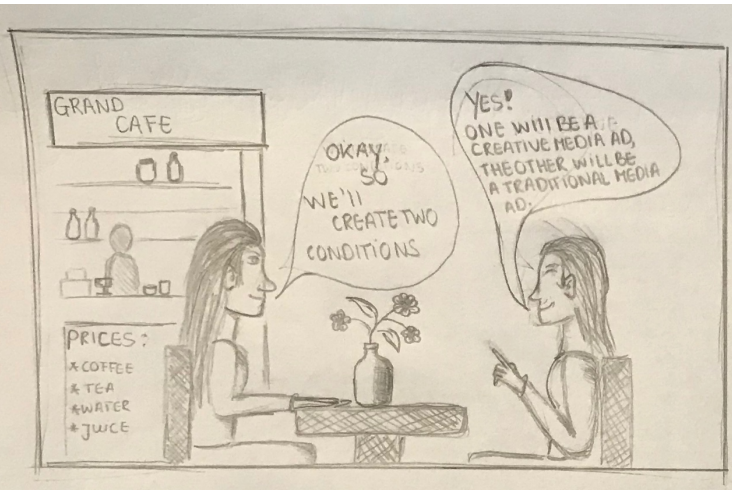
(Rauwers & van Noort, 2016)

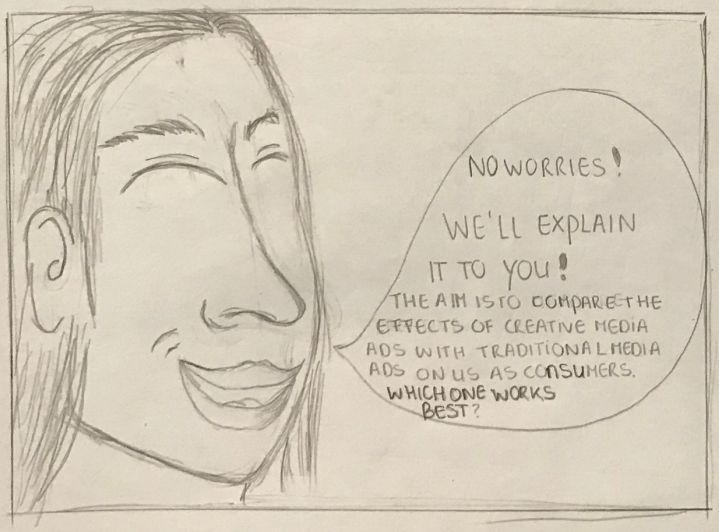


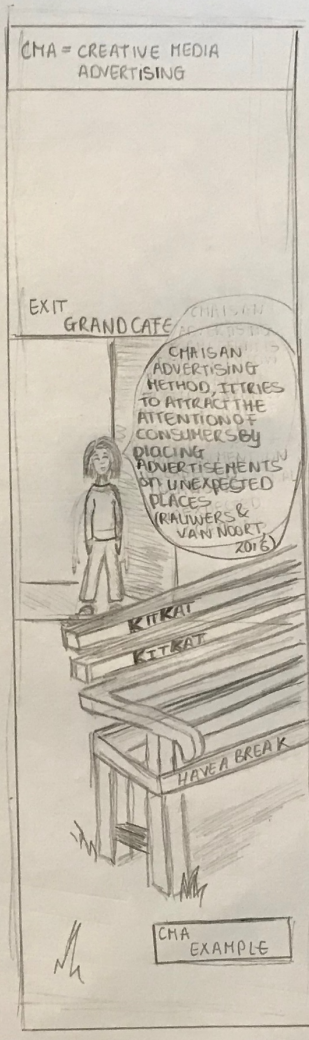


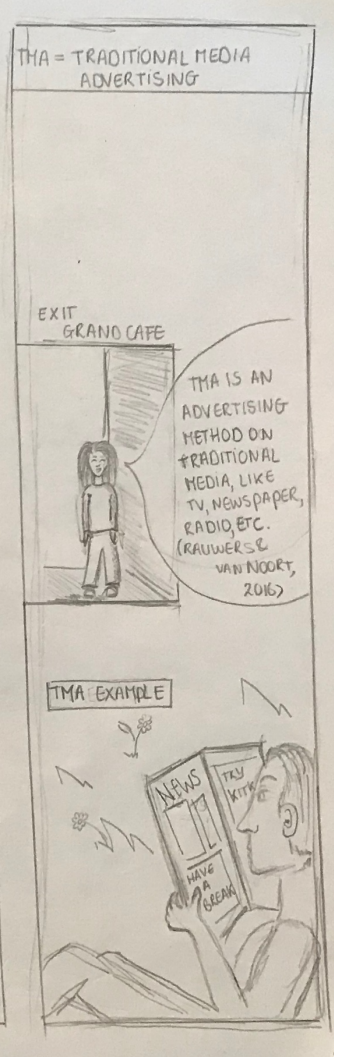





GRAND CAFE
PRICES:
* COFFEE
* TEA
* WATER
* JUICE
OKAY, SO WE'LL CREATE TWO CONDITIONS
YES! ONE WILL BE A CREATIVE MEDIA AD, THE OTHER WILL BE A TRADITIONAL MEDIA AD.


NO WORRIES!
WE'LL EXPLAIN IT TO YOU!
THE AIM IS TO COMPARE THE EFFECTS OF CREATIVE MEDIA ADS WITH TRADITIONAL MEDIA ADS ON US AS CONSUMERS.
WHICH ONE WORKS BEST?


CMA = CREATIVE MEDIA ADVERTISING
EXIT GRAND CAFE
CMA IS AN ADVERTISING METHOD, IT TRIES TO ATTRACT THE ATTENTION OF CONSUMERS BY PLACING ADVERTISEMENTS AT UNEXPECTED PLACES (RAUWERS & VAN NOORT, 2016)
KITKAT
KITKAT
HAVE A BREAK
CMA EXAMPLE


TMA = TRADITIONAL MEDIA ADVERTISING
EXIT GRAND CAFE
TMA IS AN ADVERTISING METHOD ON TRADITIONAL MEDIA, LIKE TV, NEWSPAPER, RADIO, ETC. (RAUWERS & VAN NOORT, 2016)
TMA EXAMPLE
NEWS
TRY KITK
HAVE A BREAK

Conditions

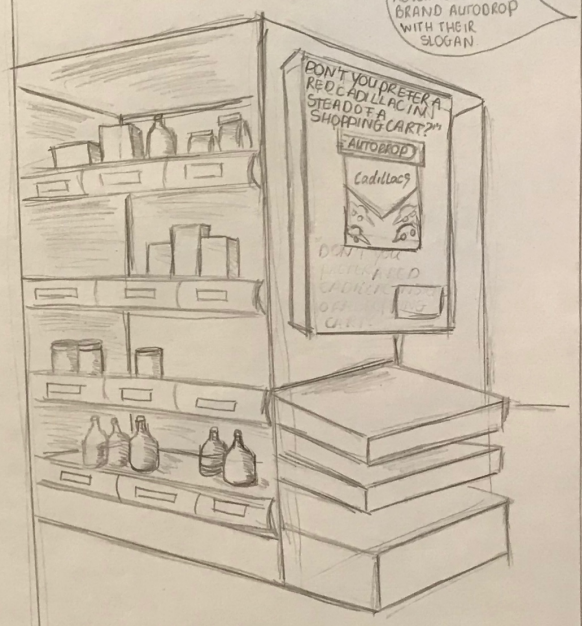
CMA CONDITION

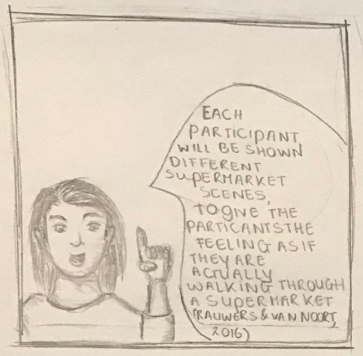
THE CART HAS A STEERING WHEEL, AUTODROP (BRAND) USES LIQUORICES IN THE SHAPE OF CARS, LIKE CADILLACS. THE FEELING OF DRIVING A CAR (e.g. CADILLAC) HAS BEEN CREATIVELY IMPLEMENTED IN THE SHOPPING CART WITH ALSO A DASHBOARD.

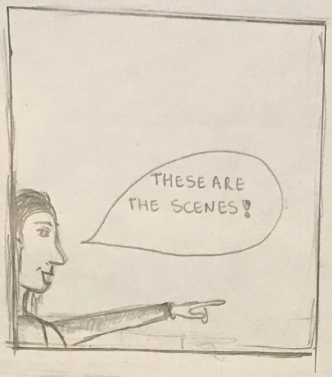
THE PARTICIPANTS ALSO SAW THE SLOGAN OF THE BRAND: "DON'T YOU PREFER A RED CADILLAC INSTEAD OF A SHOPPING CART?" (RAUWERS & VANNOORT, 2016, P. 315)

TMA CONDITION

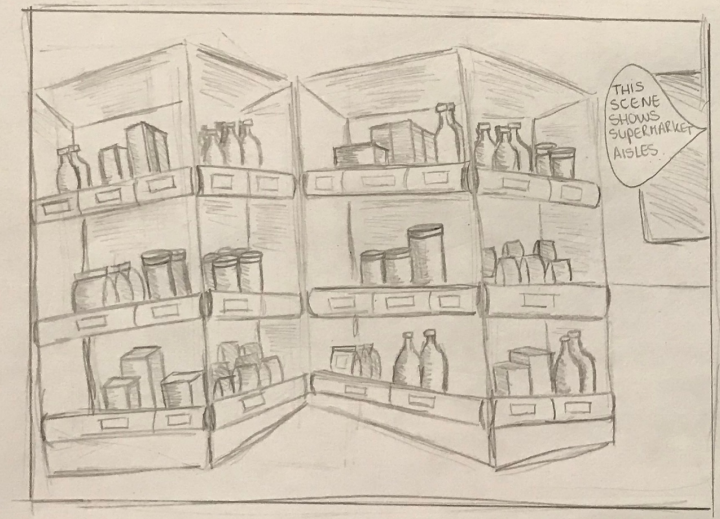
THIS IS A TRADITIONAL AD ADVERTISING THE BRAND AUTODROP WITH THEIR SLOGAN

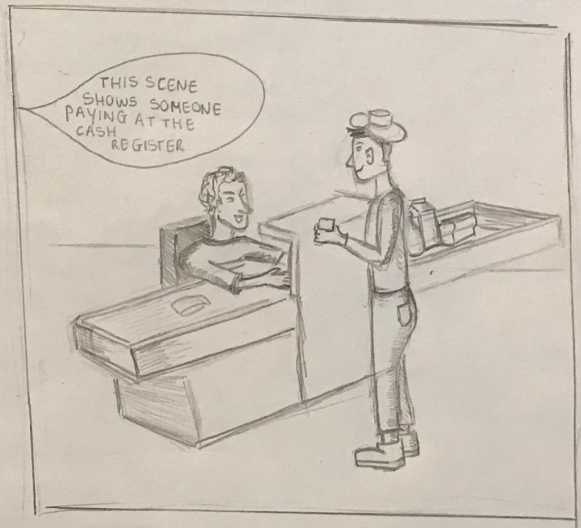


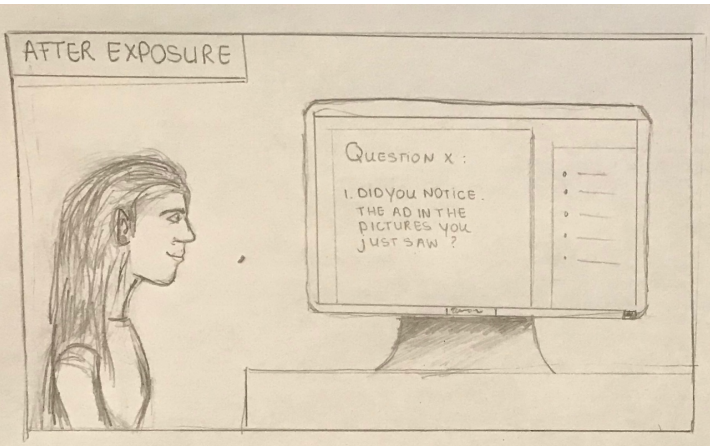

EACH PARTICIPANT WILL BE SHOWN DIFFERENT SUPERMARKET SCENES, TO GIVE THE PARTICANTS THE FEELING AS IF THEY ARE ACTUALLY WALKING THROUGH A SUPERMARKET (RAUWERS & VAN NOORT, 2016)

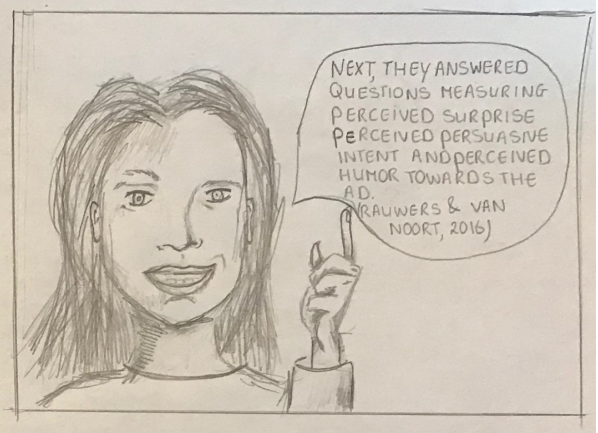

THESE ARE THE SCENES!

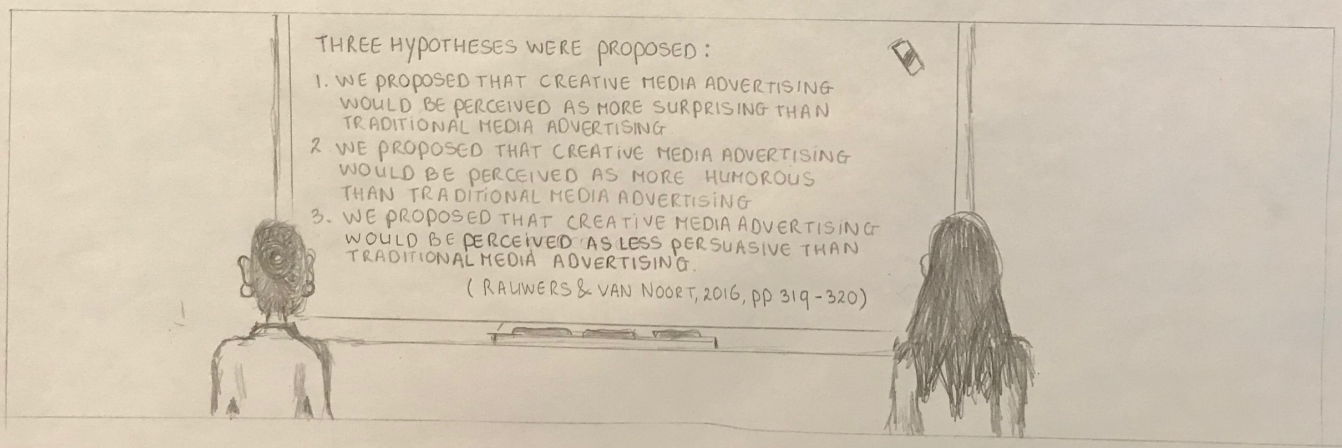
SUPERMARKET
THIS SCENE SHOWS SOMEONE TAKING A SHOPPING CART

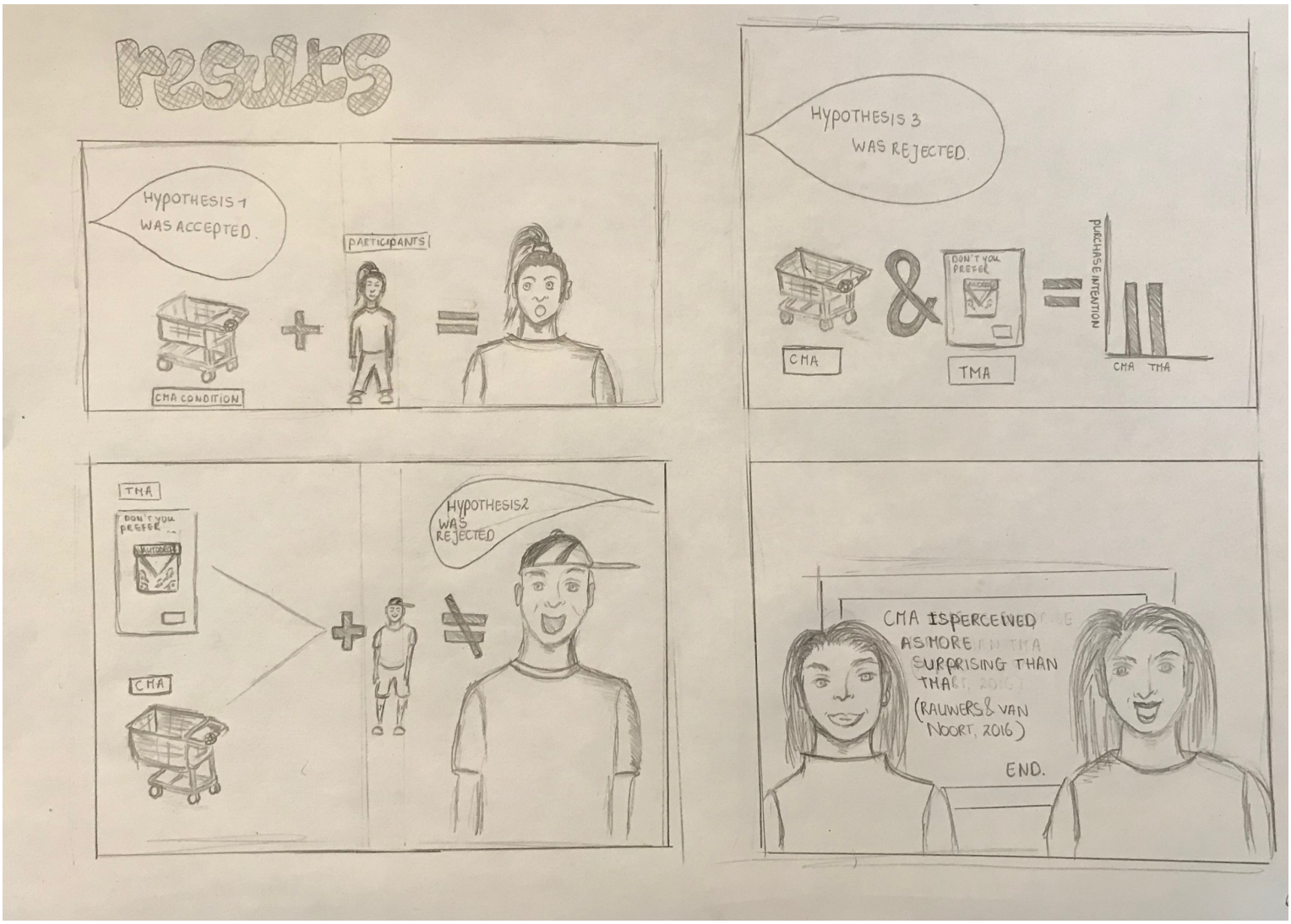

THIS SCENE SHOWS SUPERMARKET AISLES.


THIS SCENE SHOWS SOMEONE PAYING AT THE CASH REGISTER


AFTER EXPOSURE
Question x :
1. Did you notice the ad in the pictures you just saw ?


Next, they answered questions measuring perceived surprise perceived persuasive intent and perceived humor towards the ad. (Rauwers & van Noort, 2016)


THREE HYPOTHESES WERE PROPOSED :
1. WE PROPOSED THAT CREATIVE MEDIA ADVERTISING WOULD BE PERCEIVED AS MORE SURPRISING THAN TRADITIONAL MEDIA ADVERTISING
2. WE PROPOSED THAT CREATIVE MEDIA ADVERTISING WOULD BE PERCEIVED AS MORE HUMOROUS THAN TRADITIONAL MEDIA ADVERTISING
3. WE PROPOSED THAT CREATIVE MEDIA ADVERTISING WOULD BE PERCEIVED AS LESS PERSUASIVE THAN TRADITIONAL MEDIA ADVERTISING.
(RAUWERS & VAN NOORT, 2016, pp 319 - 320)


Results
HYPOTHESIS 1 WAS ACCEPTED.
PARTICIPANTS
CMA CONDITION
HYPOTHESIS 3 WAS REJECTED.
CMA
TMA
PURCHASE INTENTION
CMA
TMA
HYPOTHESIS2 WAS REJECTED
CMA ISPERCEIVED AS MORE SURPRISING THAN TMA (RAUWERS & VAN NOORT, 2016)
END.