Ad Nativeness: Conceptualization and Some Insights

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SAATCHI & SAATCHI

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To download a .PDF copy of Curriculum Vitae

About: Dr. Kim teaches advertising campaigns, advertising management, global advertising, and advertising research. Research foci are advertising engagement and brand communication.

Education

Ph.D., Mass Communication (Advertising), University of Florida  
M.A., Integrated Marketing Communications, University of Colorado at Boulder  
B.S., Economics, Hong-Ik University, Seoul, South Korea

Research Interests and Activities

Dr. Kim’s research focuses on the advertising theory and practice. His current research interests are advertising engagement, advertising integration effects, and consumer emotion. He has published his research in the Journal of Advertising, Journal of Advertising Research, International Journal of Advertising, Psychology & Marketing, Journalism and Mass Communication Quarterly among others. In addition, Dr. Kim has presented his research at numerous academic conferences.

Teaching Specialties

His primary teaching interests are advertising management, advertising campaigns, global advertising, advertising research and quantitative research methods.
• In Athens, GA

• 1st State university in the U.S.

• Enrollment: 36,000

• 18th, Forbes "Top 25 Public Colleges 2015"

• 21st nation's top public in America in U.S. News
Jooyoung Kim in NYC
@ AEF Orientation & SaatchiNY
My Research Areas

- Measuring *Emotional Responses to Luxury* and Premium Brands, American Academy of Advertising (AAA), 2015
- Dimensions of *Advertising Engagement*, American Academy of Advertising (AAA), 2014
- The Structural Effects of Metaphor-Elicited *Cognitive and Affective* Elaboration Levels on Attitude toward the Ad, Journal of Advertising, 2012

- Native ad
- Ad engagement
- Emotion and affect
- Brand extension
What You Know  vs  How much you know about it

What You Know

Undergrad
Master’s
Ph.D.

Everything

Nothing

A Little
A Lot

Oops! You overshot it!

How much you know about it

WWW.PHDCOMICS.COM
newton chillin' in my garden, listening to- oww!!!
12:17 PM Oct 1666 from WbolsTwit.com
WARNING

According to the Surgeon General, Women should not drink Alcoholic Beverages during pregnancy because of the Risk of Birth Defects. Consumption of Alcoholic Beverages impairs your ability to Drive a Car or Operate Machinery, and May Cause Health Problems.
Three types of energy are needed for good cleaning results:

- chemical energy, provided by the soap or detergent;
- thermal energy, provided by warm or hot water; and
- mechanical energy, provided by a machine or hands.
by the way…
Perceived Advertising Nativeness
Definition

Simple Definition of **NATIVE**

: born in a particular place

—used to refer to the place where a person was born and raised

: belonging to a person since birth or childhood
Native, native, native…
Advertising 101

• Attention is the key. Without it, advertising can have no effect.
  – Be salient

• A good advertisement is one which sells the product without drawing attention to itself.
  – Be relevant
Native Advertising
Native Advertising
Native Advertising

• Cohesive
• Assimilated
• Native
• Natural
• Uninterruptive
• Relevant
• Intrinsic
• Congruent
• Consistent
• Matching
• Appropriate

“a paid ad that is cohesive with the content of a page, assimilated into the design, and consistent with platform behavior so that the viewer feels that it belongs on the page.” (iab.)
Current Views: Two Perspectives

**Advertiser-focused**

“a strategic creation and position of ad content that uninterruptedly matches the context of the user’s experience and goes with the format and design of other content on the page.”

(TrackMaven)

**User-focused**

“a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.”

(Sharethrough)
Study Purpose

*Perceived* Nativeness of advertising from the perspective of *media users*
How many lights are in the room?
Theories:
Content and Design Consistency

• Content
  – Information relevance-accessibility model (Baker and Lutz 2000)
  – Theory of schema (Anderson 1977; Piaget 1926)
  – Priming (Meyer and Schvaneveldt 1971)
    • BUTTER after BREAD than NURSE

• Format/Design
  – Visual priming (Meyer, Schvaneveldt, and Ruddy 1975)
    • TOUCH after COUCH than BREAK
Hypotheses

• **H1**: Ad nativeness
  \[ = f \text{(content nativeness, design nativeness)} \]

• **H2**: Ad nativeness
  \[ \rightarrow \text{ad engagement} \]
  \[ \rightarrow \text{message involvement} \]
  \[ \rightarrow \text{attitude toward the ad} \]
  \[ \rightarrow \text{attitude toward the brand} \]
Proposed Core Structure of Ad Nativeness
Ad Nativeness Score

\[ \text{AD Content Nativeness} \times \text{AD Design Nativeness} = \text{AD Nativeness} \]
Methods

• Overview of the study design
  – Stimuli development
  – Factor Analyses (EFA & CFA)
  – Validation
### Stimuli

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Product Category</th>
<th>Content Consistency</th>
<th>Design Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-feed</td>
<td>Utilitarian (Laptop)</td>
<td>Consistent (CC)</td>
<td>Consistent (CD)</td>
</tr>
<tr>
<td>Paid Search</td>
<td>Hedonic (Cruise)</td>
<td>Inconsistent (IC)</td>
<td>Inconsistent (ID)</td>
</tr>
<tr>
<td>Promoted Listing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Widget</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

= 32 Stimuli were developed
Ad type: In-feed ad
Webpage: Yahoo Travel
Advertised Product: Cruise Package
Content consistency: Consistent
Design consistency: Consistent
Ad type: In-feed ad
Webpage: Yahoo Travel
Advertised Product: Cruise Package
Content consistency: Consistent
Design consistency: inconsistent
Ad type: In-feed ad
Webpage: Yahoo Travel
Advertised Product: Laptop
Content consistency: Inconsistent
Design consistency: Consistent
Ad type: In-feed ad
Webpage: Yahoo Travel
Advertised Product: Laptop
Content consistency: Inconsistent
Design consistency: Inconsistent
# Potential Advertising Nativeness Items

<table>
<thead>
<tr>
<th>Content Nativeness (10)</th>
<th>Design Nativeness (8)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>It / It is:</strong></td>
<td><strong>It / It is:</strong></td>
</tr>
<tr>
<td>1. meets the user’s expectations.</td>
<td>1. has a format similar to the rest of the webpage.</td>
</tr>
<tr>
<td>2. provides the information that user is looking for.</td>
<td>2. has a style similar to the rest of the webpage.</td>
</tr>
<tr>
<td>3. relevant to the webpage.</td>
<td>3. camouflaged on the webpage.</td>
</tr>
<tr>
<td>4. has content similar to the rest of the webpage.</td>
<td>4. integrated into the overall design of the webpage.</td>
</tr>
<tr>
<td>5. meaningful to the user.</td>
<td>5. has the same feel as the webpage design.</td>
</tr>
<tr>
<td>6. makes good sense for the ad to be on the webpage.</td>
<td>6. blends in with the webpage.</td>
</tr>
<tr>
<td>7. relevant to the user’s needs.</td>
<td>7. looks like it is part of the webpage.</td>
</tr>
<tr>
<td>8. useful to the user.</td>
<td>8. harmonious with the webpage.</td>
</tr>
<tr>
<td>9. related to its surroundings on the webpage.</td>
<td></td>
</tr>
</tbody>
</table>
Results: Final 10

(Only five are shown)

• Content Nativeness
  – relevant to the page.
  – has content similar to the page.
  – relevant to the user’s needs.

• Design Nativeness
  – has a format similar to the page.
  – has the same feel as the page design.
Results

Ad Nativeness

- Content Nativeness
- Design Nativeness

Ad Engagement
- Aad
- Ab

Message Involvement

Significance: *
Results

Ad Nativeness

Content Nativeness

Design Nativeness

Aad

Ab

Ad Engagement

Message Involvement

.72*

.01

.20*

.03

.84*

.48*

.82*
Nativeness Effects on KPIs: Ad Attention

Content consistency doesn’t really matter for low involvement situations. But it significantly affects high involvement situations.

Design inconsistency works better for attention regardless of content consistency.
Nativeness Effects on KPIs: Ad Engagement

Content consistency somewhat matters for low involvement situations. But it significantly affects high involvement situations.

Design inconsistency works better for ad engagement regardless of content consistency.
Nativeness Effects on KPIs: Attitude toward brand

Content consistency doesn’t matter much for low involvement situations. But it significantly affects high involvement situations.

Design inconsistency works against for brand attitude regardless of content consistency.
Takeaways

• Ad nativeness is composed of content and design nativeness.

• Content nativeness is more important than design nativeness.

• For low involvement situations, less design nativeness can get more attention. But this does not necessarily result in a better attitude.

• For high involvement situations, content nativeness is the most important factor. Then design nativeness can be helpful.
Remember:
There are other variables too.

- Creative
- Brand
- Latent motivation
- Time
- Social influence
- User type
Thank you!

Any questions?