

Background

Our own personal experience tells us that the “airport mindset” is unique. We think differently and exhibit very distinct behaviour patterns in airports compared to those we employ in everyday life. Clearly this will have a bearing on how we respond on viewing the advertising messages to which we are exposed as we pass through airport. In a previously commissioned Airport Ethnographic Research (AER) study we learned how arousal levels (or mental alertness) vary throughout this journey, and correlated this to changes in recall of advertising messages. AERII set out to take this further.

Objectives

The initial AER study was well received, but two additional requests came up consistently from those who saw it:-

- 1) There is more to effective advertising than just getting the ad remembered. Could we take AER further to probe the effects of varying arousal levels on actual **involvement** and **engagement**?
- 2) Whilst it was useful seeing how arousal levels in airports drive recall, this would be more informative if we could **benchmark** it against a similar investigation in other advertising environments.

> AERII set out to address both of these requests.

Methodology

Matched samples of 40 respondents were recruited entering airports, shopping centres, and tube stations. The interviewer accompanied them on their journeys, carrying out the research en route. Another 40 respondents agreed to allow the interviewer into their home to answer questions while they read their chosen magazine.

The study was designed to measure their relative levels of arousal/mental alertness and investigate how this affected their ability to accurately take in information. Arousal levels were derived from a combination of pulse rate measures together with psychological word and picture association exercises.

The ability of respondents to accurately take in and process information was measured via a set of mental arithmetic and logic questions, together with recall of a standardised set of advertisements displayed for a pre-set time in a supplied booklet.

Comparative levels of involvement and engagement with the ads in this booklet were also derived from a series of questions probing opinions on the creative work and respondents' expressed product consideration. In this way it was possible to track clear links from arousal, through the ability to accurately take in information, to engagement, and, ultimately, to advertising effectiveness.

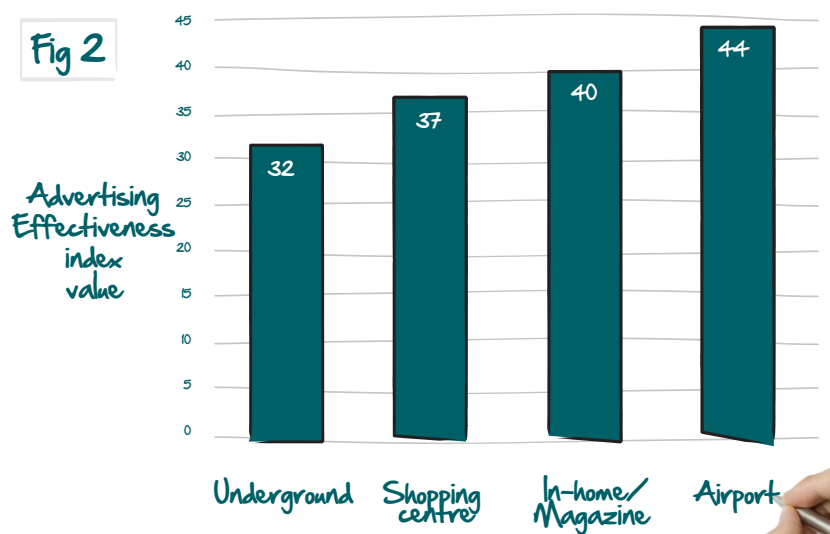
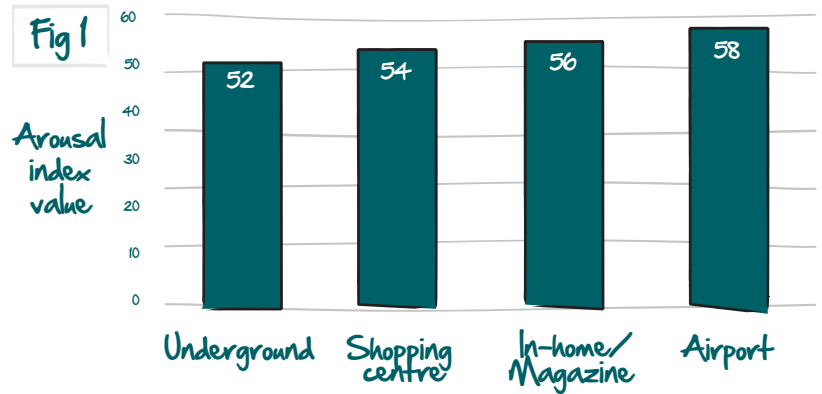


AERII - How mindset drives advertising effectiveness at airports

Results

A clear hierarchy was exhibited in terms of relative mental alertness levels across the comparative environments. Respondents in the airport consistently exhibited the highest levels of arousal (fig1), and this translated into correspondingly high capacity to accurately take in and process information. When exposed to the standardised ads in the supplied booklet this heightened ability delivered the greatest levels of involvement and engagement with the ads, together with an expressed intention to purchase. Advertised brands were also more likely to be recalled by those in the airport environment.

AERII has therefore demonstrated the clear link between levels of arousal and advertising effectiveness (fig 2), and the high levels of positive arousal exhibited by airport users ensures that advertising in this environment will be more effective than in any of the other media included in the test.



Contact

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