

PhD defense Yann Verhellen - Faculty of Applied Economics

“Consumers' responses to brand placement in online and offline media”

Date: March 3, 2015

Locatie: University of Antwerp, Promotiezaal Grauwzusters - Lange Sint-Annastraat 7 - 2000 Antwerp

Promovendus: Yann Verhellen

Promotor: Prof. dr. Nathalie Dens

Co-promotor: Prof. dr. Patrick De Pelsmacker

Abstract: The fast-paced digitalization of media content, the saturation of traditional mass-media with commercial messages, and the increase of consumers' ad-avoidance behaviors are urging media-companies to redesign their business models. In these turbulent times, advertising investments are moving away from traditional print ads and television commercials, to advertising formats that embed the commercial content in the editorial media content itself. This thesis focuses on the largest hybrid advertising segment, i.e. brand placement. Throughout six empirical chapters, we investigate the effectiveness of different types of brand placements in several online and offline media. Moreover, by means of ecologically valid field research, we deepen the current understanding of brand placement by integrating influential context perceptions, viewer characteristics and the influence of time into our research models. Taken together, our research findings shed new light on the mechanics of brand placement and contributes to a better understanding of how consumers respond to the increasingly sophisticated marketing communication techniques they are exposed to today.