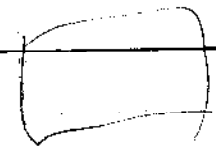


3) Condensing



memorising process, it is not. The brain simply stores memories by way of exposure. All memories are stored through exposure. Conscious learning is only a considered approach to repeated exposure.

Brown explained that shoppers go to a shop and walk down the aisles, being prompted by the area that they are in to consider 'we need dog food'; 'we have enough preserves'; 'we don't have babies so we don't need baby food'; and so on.

When they identify a need for a category, they will mostly pick the brand they used the last time - simply because this brand 'comes to mind'.

Once in a while the consumer will stop to think about which brands to buy. The process of scanning the brands on the shelf will involve interpretation - an involuntary process of neurons being recruited - which includes the interpretation being 'encoded' with emotional reactions.

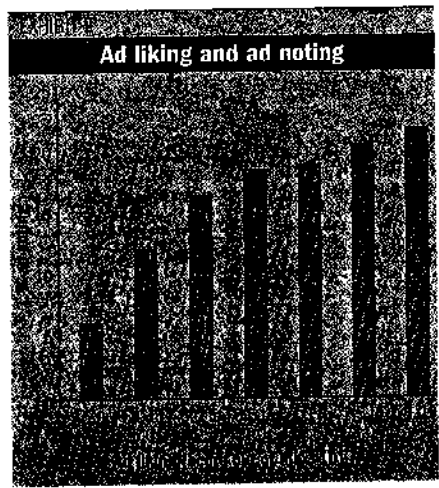
Ad liking = brand liking = ad liking

The argument about whether brand liking creates ad liking or ad liking creates brand liking is really looking at the same issue through a mirror.

When we understand that what we are measuring in research is the cognitive interpretation of something that to the consumer is an interpreted observation, then we will also realise that the interpretation by the consumer happens inside the emotive context of the observation - or stimulus.

The stimulus to be interpreted by the consumer will be the brand on the shelf when she is shopping, the advertisement on TV when she is watching, the brand name in a questionnaire or the words of recommendation when her neighbour mentions the brand, and so on.

In all cases the emotive experiences come to the fore to set the context inside which rational interpretation takes place. Each time, the experience - product usage, product purchase, friends' comments, children's or husband's comments, advertising exposure - will also add to the emotional context of exposure to the brand, which therefore sets the context for the interpretation of the next exposure.



The empirical evidence

ADTRACK is the largest advertising database in the world, containing measurements of over 20,000 TV ads. Exhibit 2, with data taken from ADTRACK, shows the extent to which people are more likely to note ads that they like.

For the past few years ADTRACK has been looking at how much people like ads for products they use. Exhibit 3 shows the results, and Exhibit 4 shows the extent to which users of a brand note advertising for their brand compared to non-users of the brand.

Brand usage and ad liking

Exhibit 3 shows that:

- the average liking score for an advertisement among users of the brand is 7.2, and among non-users 6.5
- it does not really matter if the percent-

age of users in the sample is small or large

● the biggest variation appears to be that, as the percentage of non-users in the sample becomes less, they are again even less likely to like that brand's advertising (the bigger the brand, the more the users are against the brand)

● there is a potential catch-22 situation in this data, ignored by Rice and Ehrenberg, that the advertising would be targeted at the market segment the brand appeals to, which means it is designed to appeal to users more than non-users.

Brand usage and ad liking

Exhibit 4 is based on the same data as Exhibit 3. It shows that:

- on average, ad noting was 27.8% among users of the brand and 19.4% among non-users
- again, one should be careful of catch-22 reasoning. Advertising should be aimed more at the brand category user, and then probably biased to people similar to the actual brand users
- it is true that the average noting for an ad increases as there are more users in the sample
- if the analysis is intended to be evaluative of an ad, one should consider the results relative to the proportion of the sample that are users and the proportion that are not
- if the analysis is intended to optimise media spending patterns (as ADTRACK and most continuous tracking stud-

