

Bay Media

Research

Memory Recall Raised Advertisements

Methodology:

Major University of Nottingham Research study*.

Conclusions:

- Raised Level Advertisements 3m from the ground have a **2.5 times better memory recall rate** than the same advert at ground level.
- Reduced visual distraction around Raised Level Adverts is the reason for improved recall rate.
- All Bay Media sites nationwide are Raised.

*Source Crundall et al 2006, *School of Psychology, University of Nottingham, AAP 38 (2006) 671–677.*

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Attraction and distraction of attention with roadside advertisements

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Received 17 June 2005; received in revised form 17 August 2005; accepted 9 December 2005

Abstract

The optimum positioning of roadside advertisements is recognized by the industry as an important factor in attracting the attention of passing drivers. Less acknowledged is the possibility that the location of an advertisement may distract attention from vital driving-related information. This study compared street-level advertisements (SLAs; predominantly bus shelters) with raised-level advertisements (RLAs) of the same size that were suspended 3 m above the ground, on their ability to attract attention under different task conditions. Participants were split into two groups and watched video clips of driving, rating them for hazardousness while their eye movements were recorded.

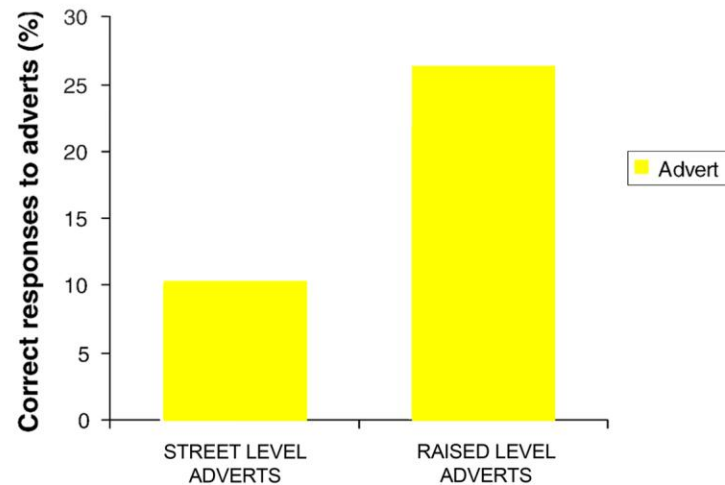


Fig. 4. The percentage of advertisements correctly recognized in the forced-choice memory test