

Ad Nativeness: Conceptualization and Some Insights

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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

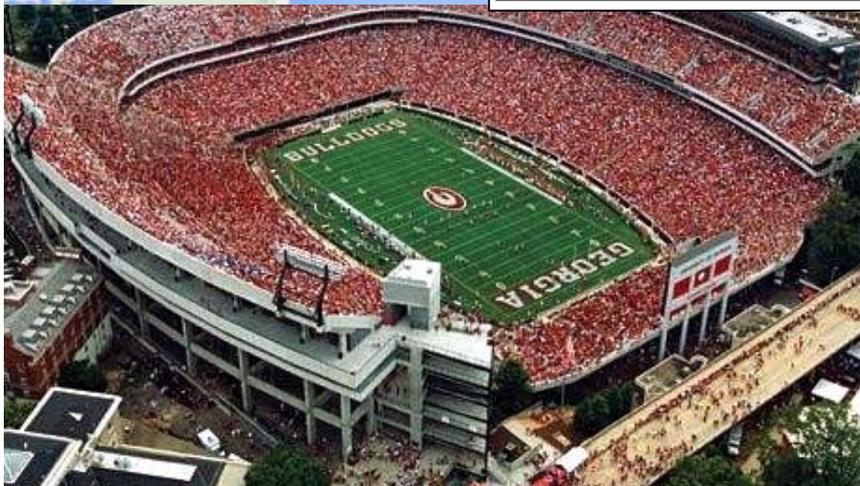
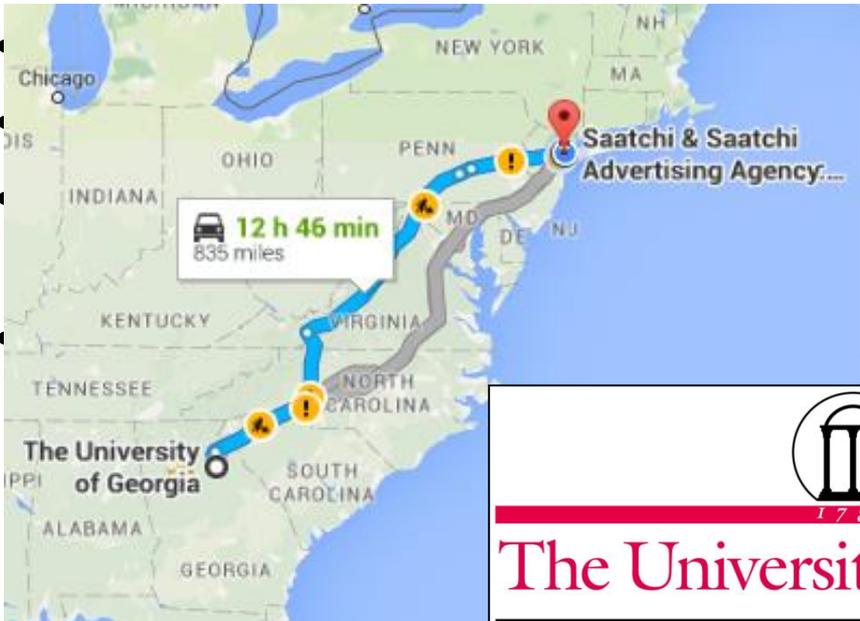
Research Interests and Activities

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.

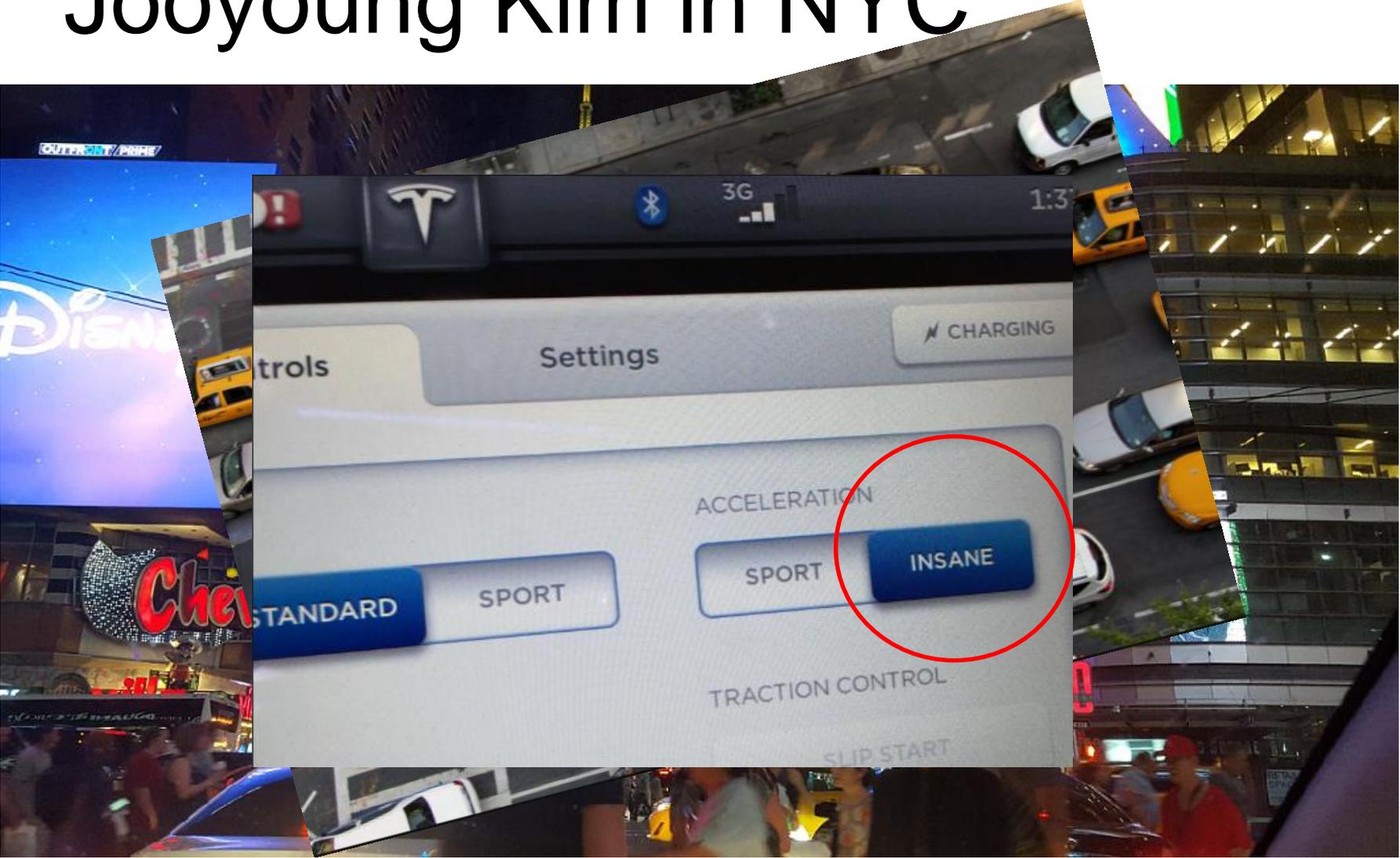
Teaching Specialties

His primary teaching interests are advertising management, advertising campaigns, global advertising, advertising research and quantitative research methods.

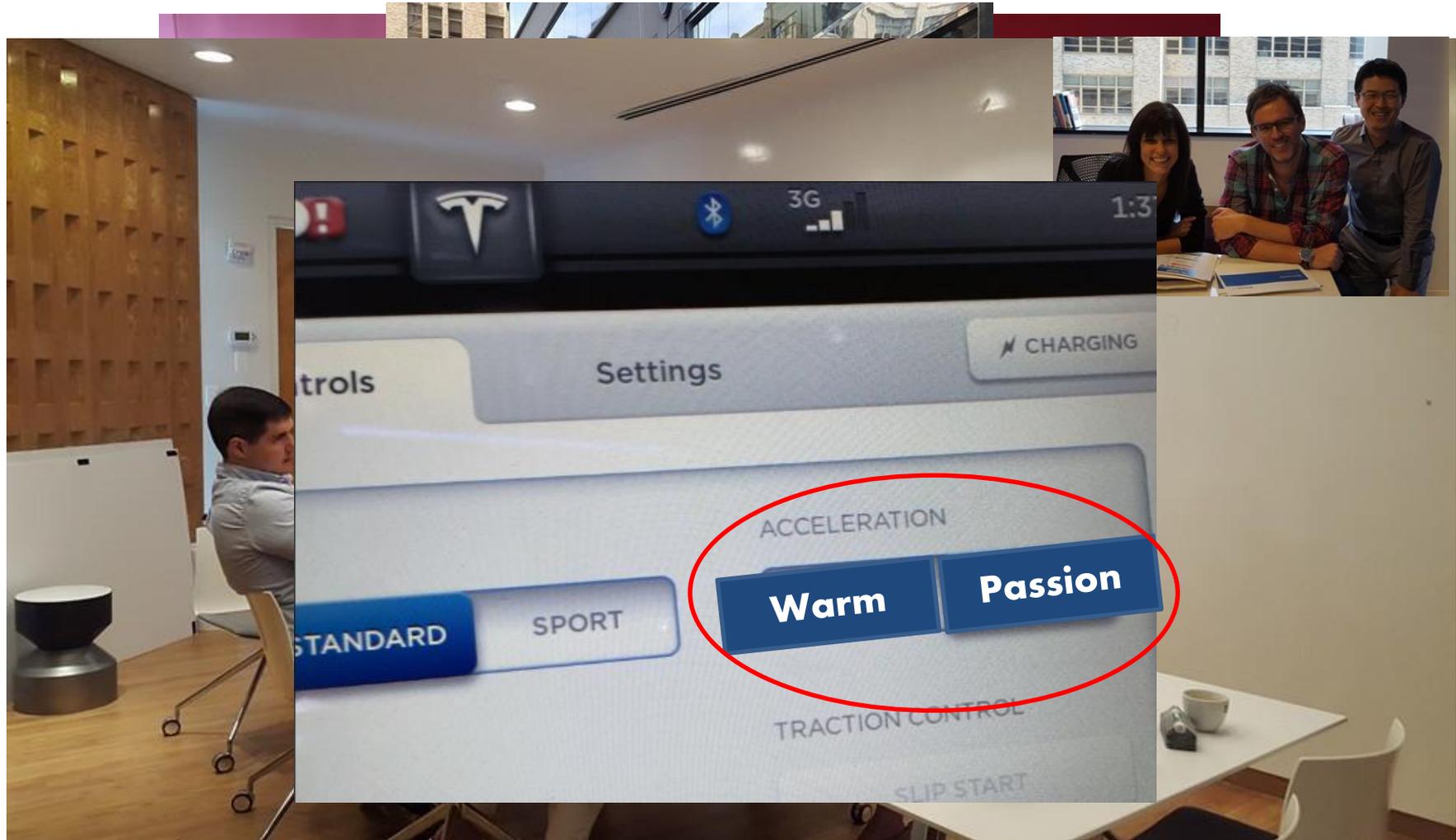
- In Athens, GA



Jooyoung Kim in NYC



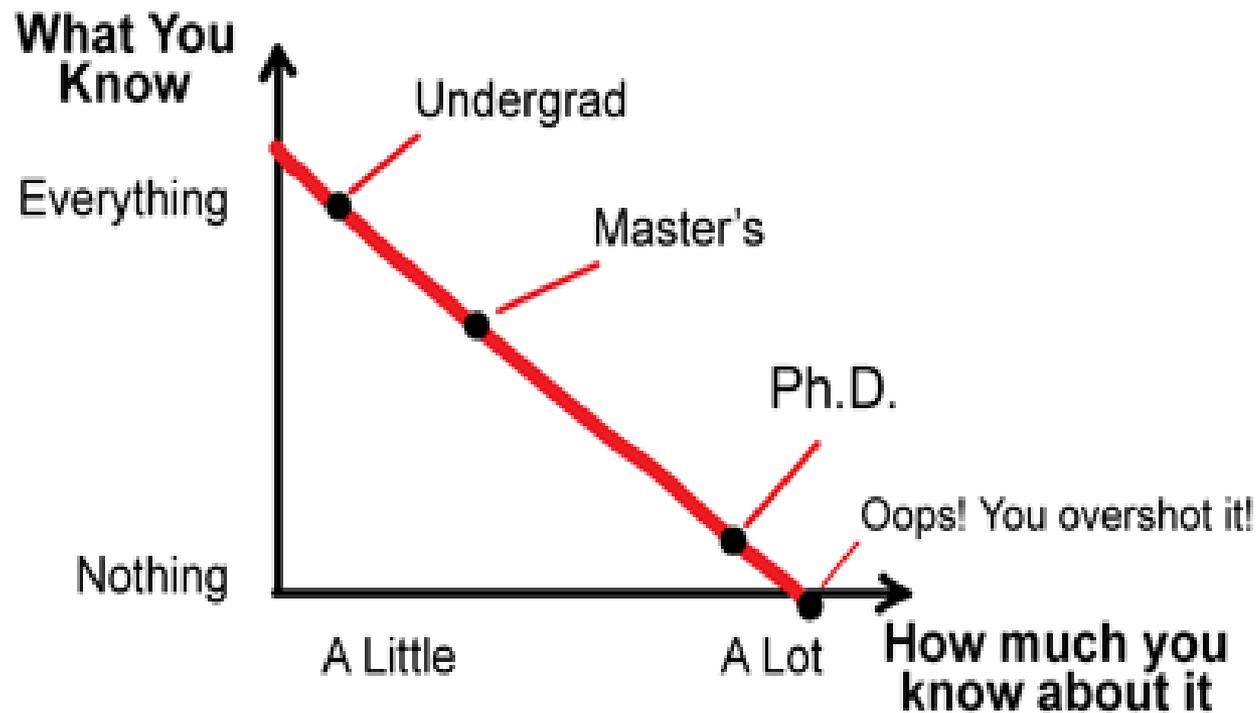
@ AEF Orientation & SaatchiNY



My Research Areas

- Perceived **Advertising Nativeness**: Dimensions and Measurement, American Academy of Advertising (AAA), 2016
 - Measuring **Emotional Responses to Luxury and Premium Brands**, American Academy of Advertising (AAA), 2015
 - Dimensions of **Advertising Engagement**, American Academy of Advertising (AAA), 2014
 - Association Ambiguity in **Brand Extension**, Journal of Advertising, 2013
 - 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



JORGE CHAM © 2008

WWW.PHDCOMICS.COM



newton chillin' in my garden, listening to- oww!!!

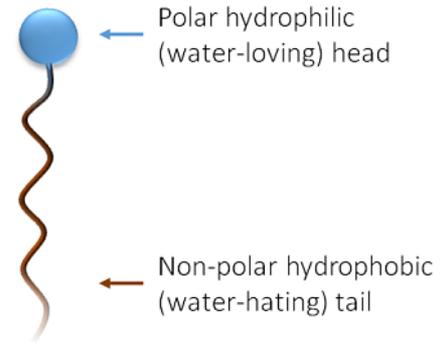
12:17 PM Oct 1666 from WbolsTwit.com



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.

Academy vs. Industry

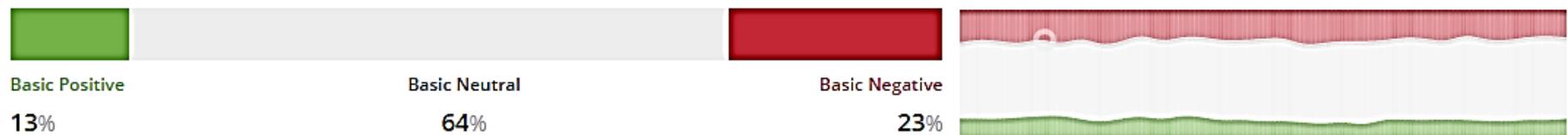


Three types of energy are needed for good cleaning results:

- 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...



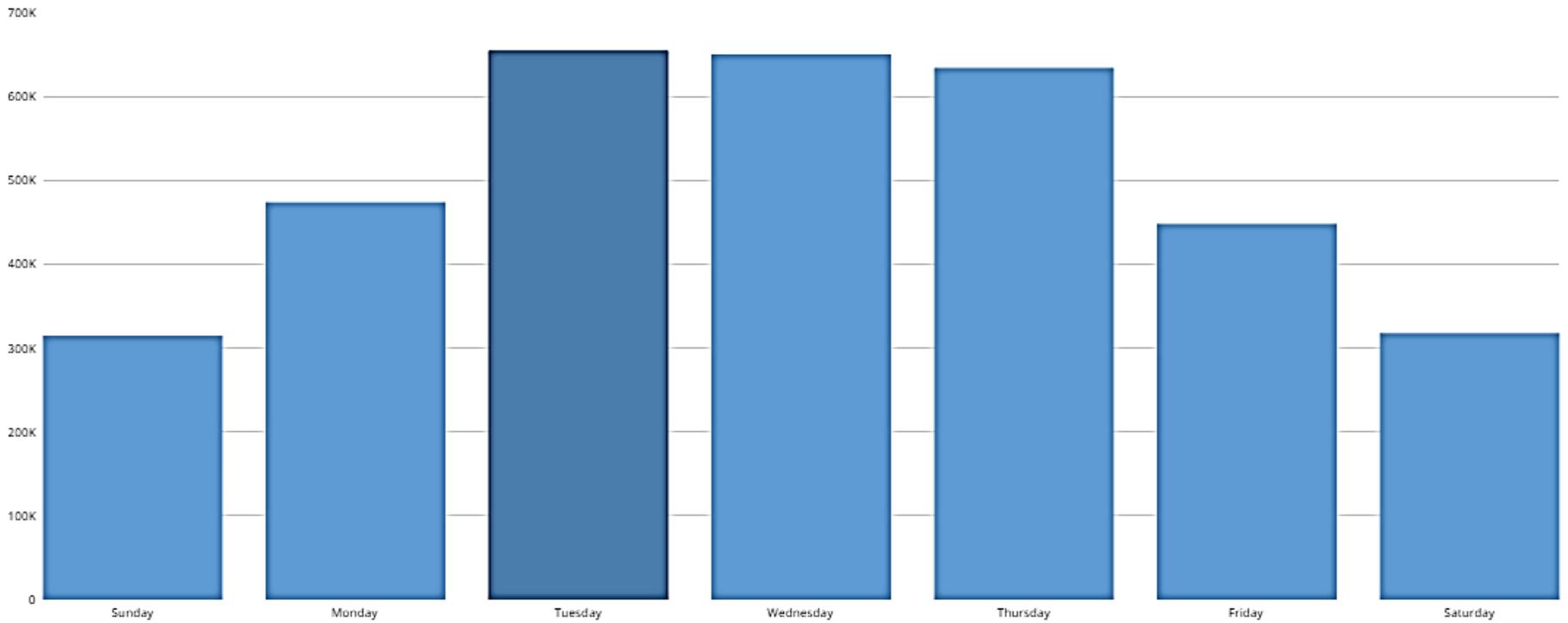
Day and Time i



Timezone: User

View by:

Chart:



Perceived Advertising Nativeness

Definition

¹ native 

adjective | na·tive | \ 'nā-tiv\

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...



Malgorzata Arska

www.malgorzataarska.blogspot.com

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

The Weather Channel

81° Athens, GA 69° Seattle, WA

US °F

Search city, zip or place

WEATHER MAPS SEVERE ACTIVITIES NEWS AND PHOTOS HEALTH TRAVEL

SEVERE STORMS SHIFT EAST INTO BEGINNING OF WEEK

A system is expected to bring rain and thunderstorms across much of the country the first part of the week.

MORE OF THE LATEST NEWS ON SEVERE COVERA ...

Water Rescues, Evacuations Reported in Oklahoma

They Spotted It in Kansas Field

How Many Twisters Can You Spot?

Plans starting at \$35 /mo after \$5 auto pay credit, all in, taxes and fees included.

learn more >

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FAN PHOTOS

Share your favorite weather photos >

SAFETY & PREPAREDNESS

Are you ready for the next storm? >

Sponsored by State Farm

MOST POPULAR

World's Weirdest Bridges (PHOTOS)

50 Incredible American National Monuments (PHOTOS)

Native Advertising

ps://weather.com

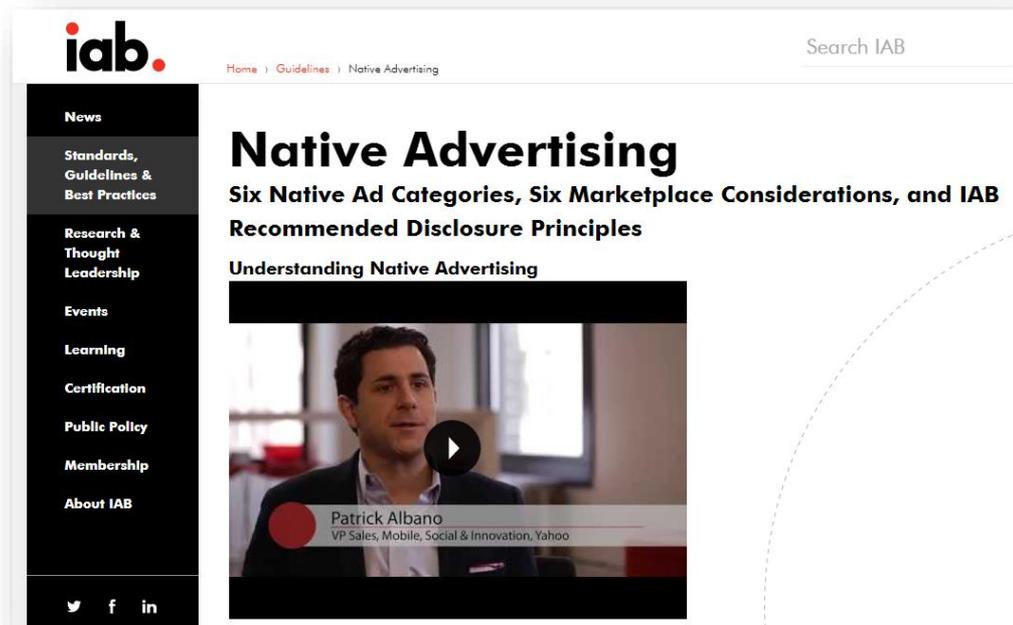
The screenshot displays the weather.com homepage with several sections:

- Next Storm Sunday:** A weather map of the West Coast showing rain over California and Oregon. A woman in a blue dress is presenting the map. Text includes "RAIN HOWERS" and "San Francisco".
- More West Rain, Snow Ahead:** A text block stating "We have more good news for California drought relief."
- Spring Outlook: more soaking rain:** A small map of the United States with a play button icon.
- Sunshine State Severe Saturday?:** A map of Florida with a play button icon.
- Interactive Radar:** A radar map with a play button icon.
- Check Your Driving Conditions:** A map showing road conditions with a play button icon.
- Amazon Advertisement:** Promotes 3M Filtration products with a "Save up to 68%" offer. Includes a "BUY NOW" button and a "3M" logo.
- AT&T Advertisement:** Promotes a "get one free" offer for an iPhone 6s when buying a second line. Includes a "BUY NOW" button and the AT&T logo.
- Countdown to Spring:** A banner for Seattle, WA, featuring pink tulips and a "1 Days Until The First Day Of Spring" message. Includes a search bar and a "View forecast for another location" button.
- Garden Party Inspiration:** A section with a play button icon and a photo of a garden.
- Most Popular:** A section titled "Incredible Gardens Growing in Unexpected Places" with a play button icon and a photo of a garden.

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:

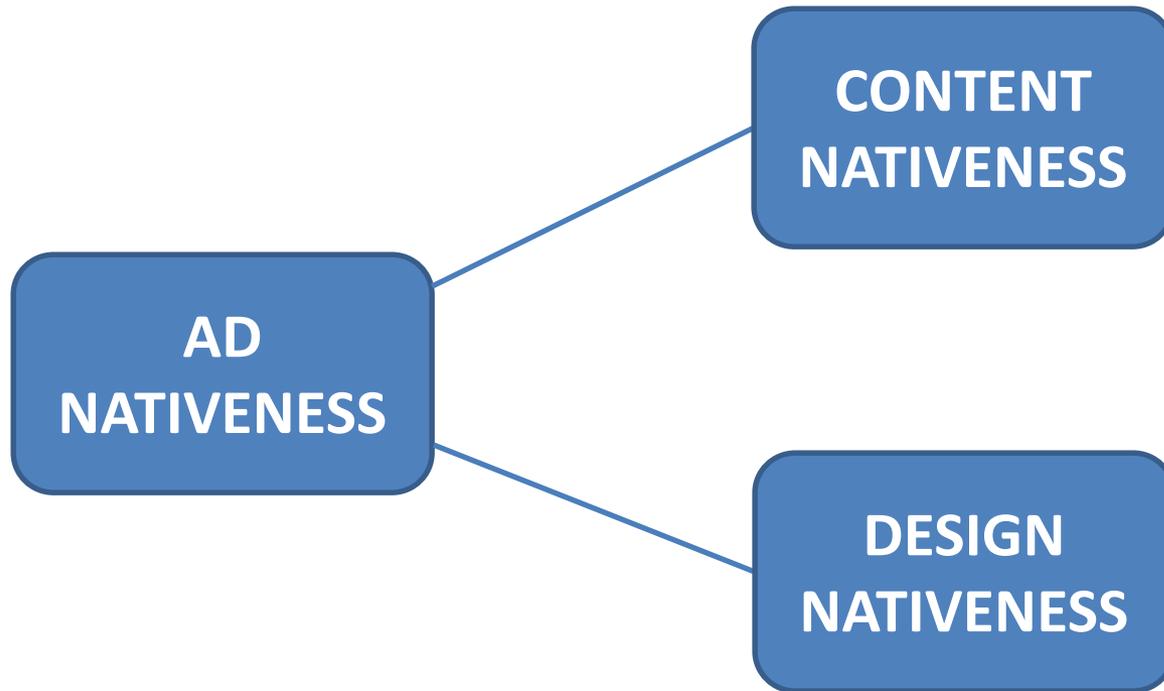
Content and Design Consistency

- 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 (content nativeness, design nativeness)
- **H2** : Ad nativeness
 - ad engagement
 - message involvement
 - attitude toward the ad
 - attitude toward the brand

Proposed Core Structure of Ad Nativeness



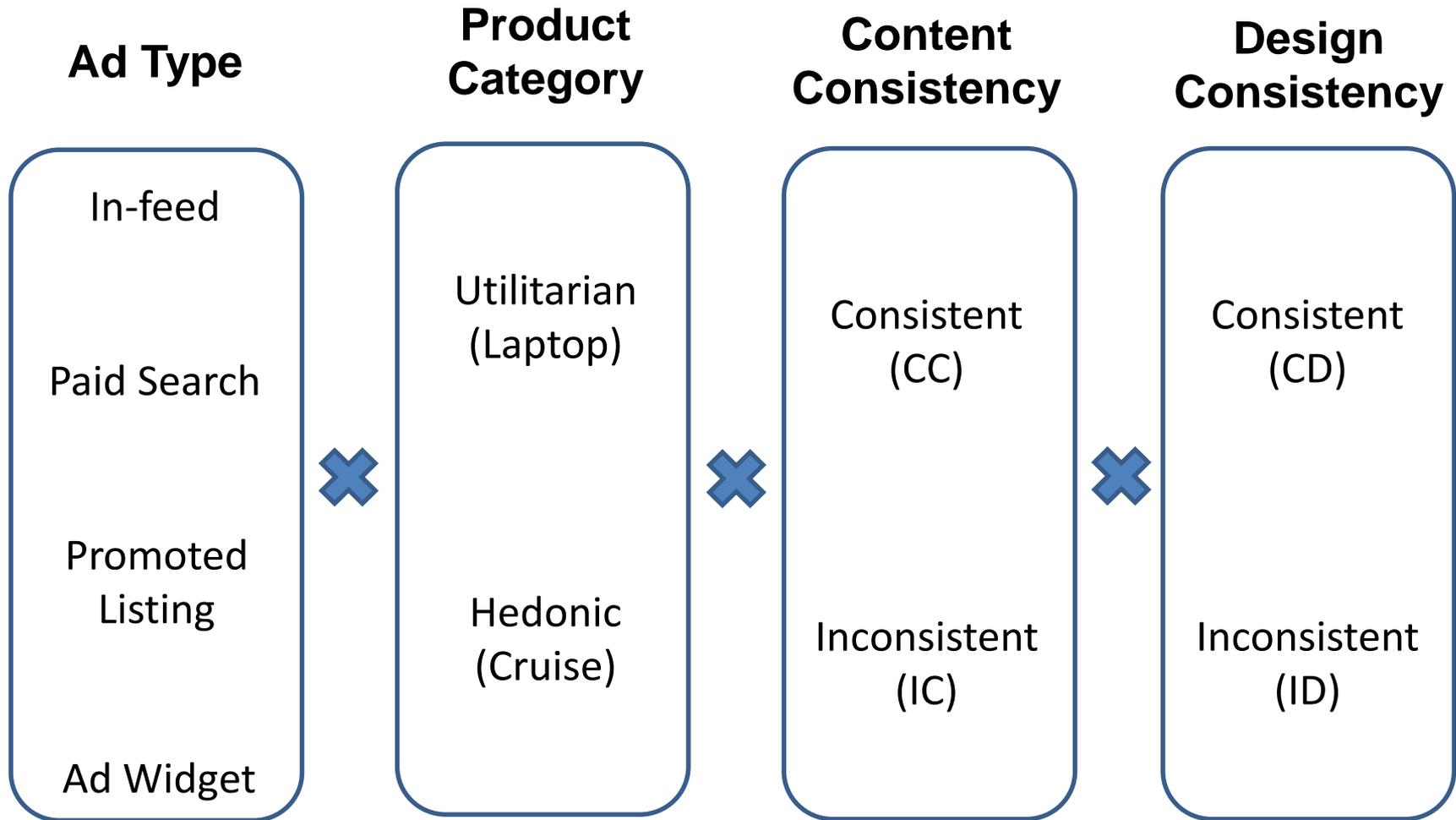
Ad Nativeness Score



Methods

- Overview of the study design
 - Stimuli development
 - Factor Analyses (EFA & CFA)
 - Validation

Stimuli



= 32 Stimuli were developed



Ad type: In-feed ad
Webpage: Yahoo Travel
Advertised Product: Cruise Package
Content consistency: Consistent
Design consistency: Consistent



ROAD TRIP Mind-Blowing Scenic Drives in Every State Melinda Crow



SPRING BREAK Top 25 Cities for Spring Break Brittany Jones Cooper



CULTURE Take a Bow, America: What Every U.S. State Is Best at Thrillist



CRUISE Hot Right Now: Cruise Ships Are Taking Their Dining Outside Fox News.com



ADVENTURE Best Adventure Ever: Discover Shipwrecks off Sicily in Your Own... Alexandra E. Petri



SPONSORED Mcfarland Cruise Package To Puerto Rico Mcfarland Cruises



Ad type: In-feed ad
Webpage: Yahoo Travel
Advertised Product: Cruise Package
Content consistency: Consistent
Design consistency: inconsistent



ROAD TRIP Mind-Blowing Scenic Drives in Every State Melinda Crow



SPRING BREAK Top 25 Cities for Spring Break Brittany Jones Cooper



CULTURE Take a Bow, America: What Every U.S. State Is Best at Thrillist



CRUISE Hot Right Now: Cruise Ships Are Taking Their Dining Outside Fox News.com



ADVENTURE Best Adventure Ever: Discover Shipwrecks off Sicily in Your Own... Alexandra E. Petri



SPONSORED Get a new laptop from Dotson right now! Dotson Inc.



Ad type: In-feed ad
Webpage: Yahoo Travel
Advertised Product: Laptop
Content consistency: Inconsistent
Design consistency: Consistent



ROAD TRIP Mind-Blowing Scenic Drives in Every State Melinda Crow



SPRING BREAK Top 25 Cities for Spring Break Brittany Jones Cooper



CULTURE Take a Bow, America: What Every U.S. State Is Best at Thrillist



CRUISE Hot Right Now: Cruise Ships Are Taking Their Dining Outside Fox News.com



ADVENTURE Best Adventure Ever: Discover Shipwrecks off Sicily in Your Own... Alexandra E. Petri

SPONSORED Get a new Laptop from Dotson Right Now! Dotson, Inc



Ad type: In-feed ad Webpage: Yahoo Travel Advertised Product: Laptop Content consistency: Inconsistent Design consistency: Inconsistent

Potential

Advertising Nativeness Items

Content Nativeness (10)

It / It is:

1. meets the user's expectations.
2. provides the information that user is looking for.
3. relevant to the webpage.
4. has content similar to the rest of the webpage.
5. meaningful to the user.
6. makes good sense for the ad to be on the webpage.
7. relevant to the user's needs.
8. useful to the user.
9. related to its surroundings on the webpage.
10. related to the topic of the webpage.

Design Nativeness (8)

It / It is:

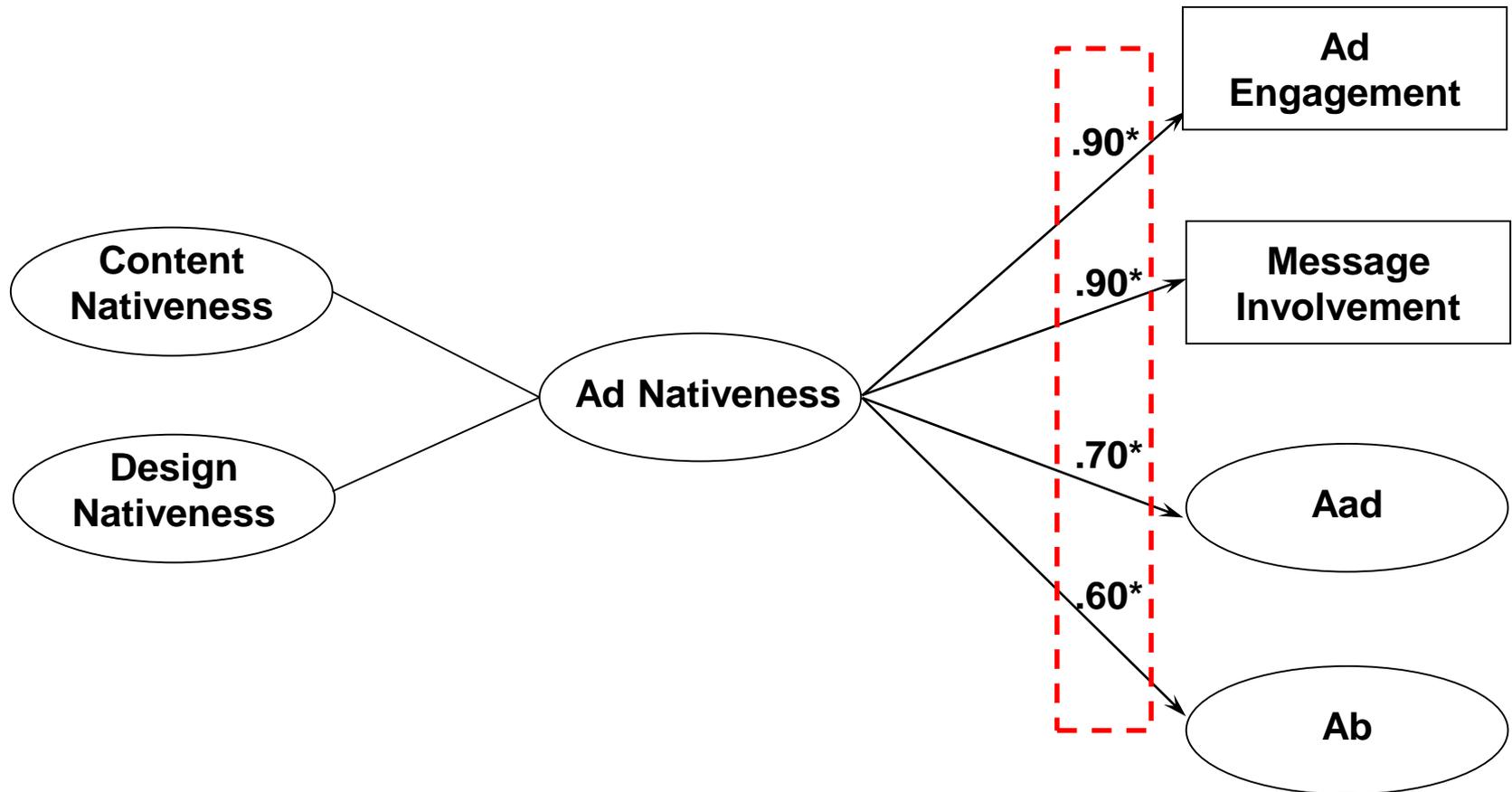
1. has a format similar to the rest of the webpage.
2. has a style similar to the rest of the webpage.
3. camouflaged on the webpage.
4. integrated into the overall design of the webpage.
5. has the same feel as the webpage design.
6. blends in with the webpage.
7. looks like it is part of the webpage.
8. harmonious with the webpage.

Results: Final 10

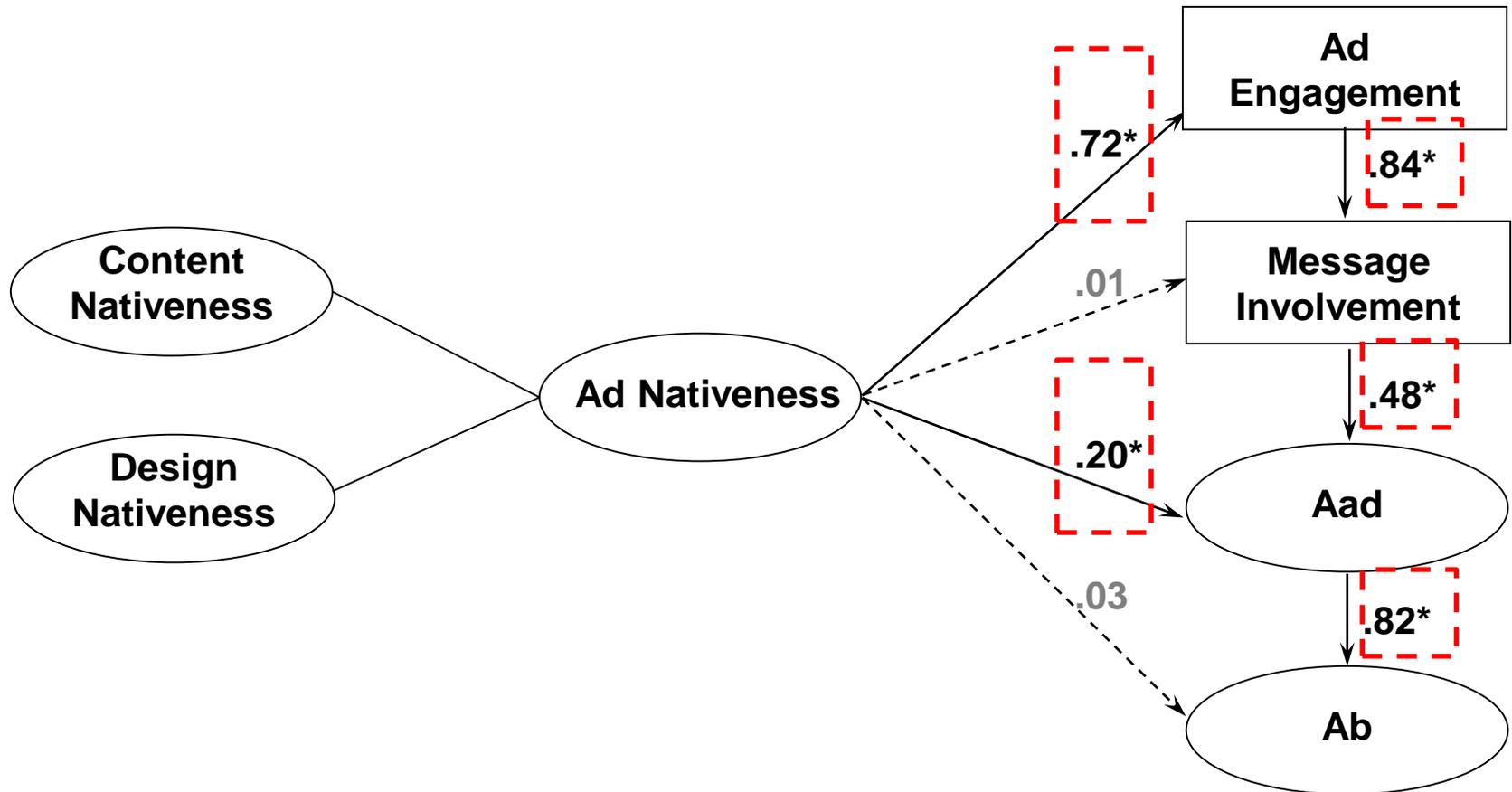
(Only five are shown)

- 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

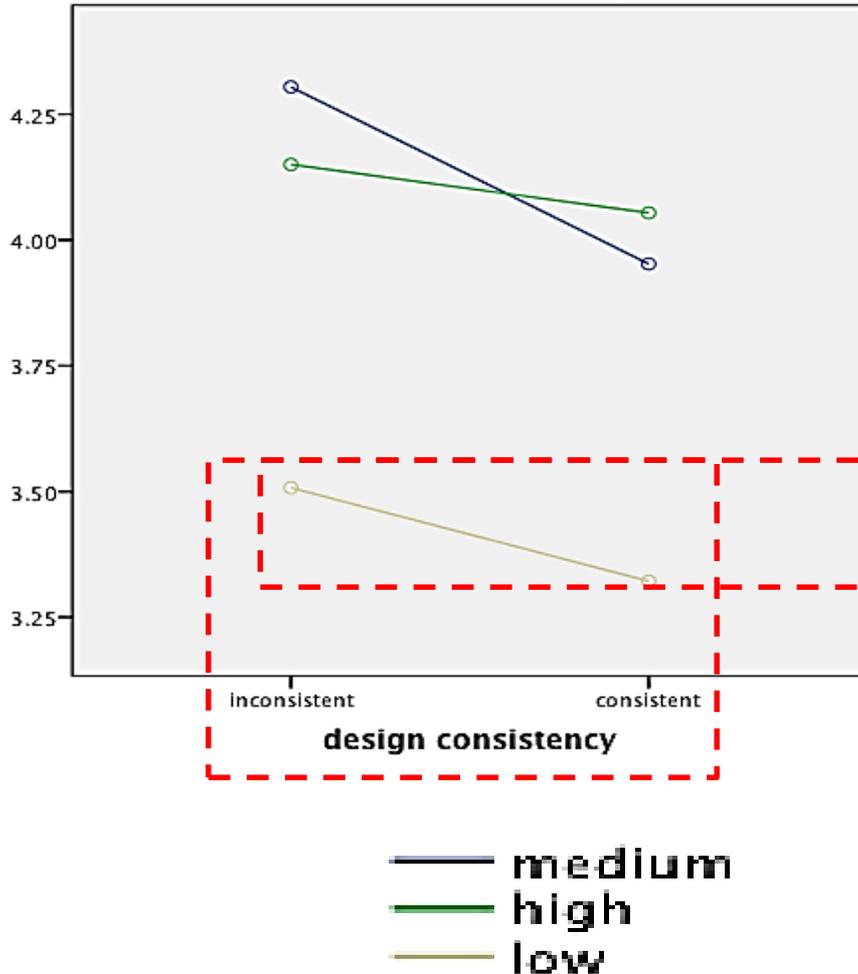


Results



Nativeness Effects on KPIs: Ad Attention

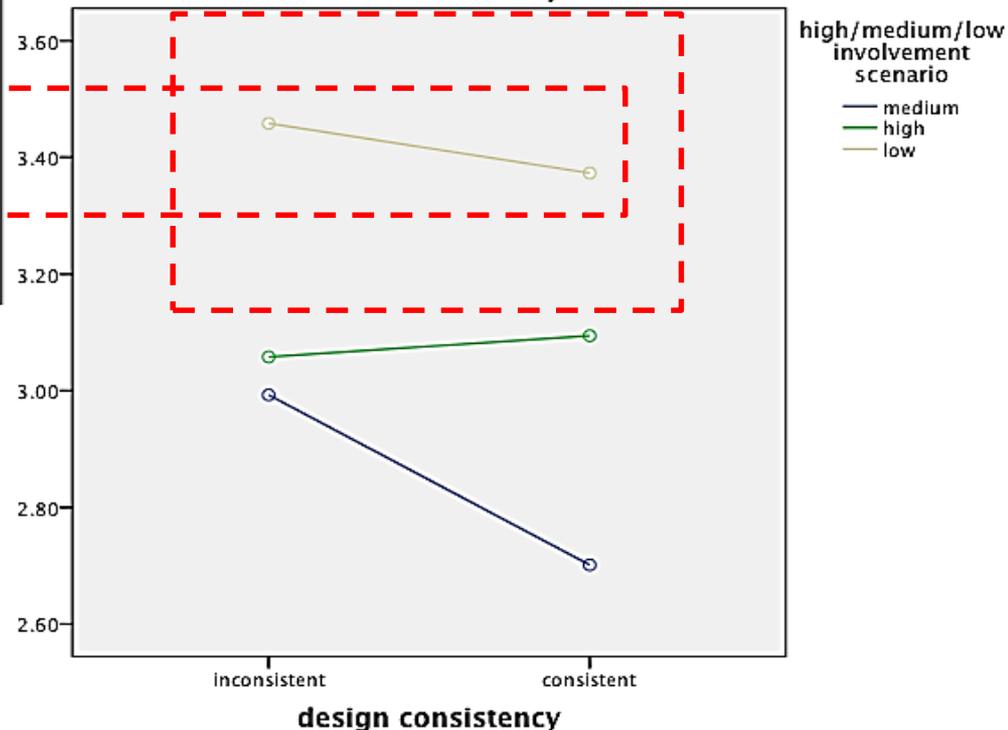
**Estimated Marginal Means of ATTad
at content consistency = consistent**



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

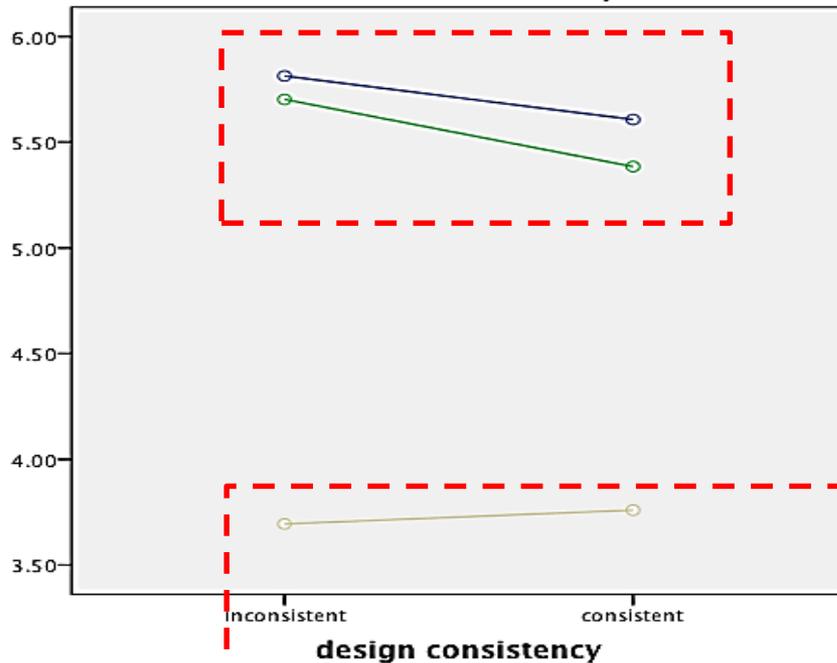
Design inconsistency works better for attention regardless of content consistency.

**Estimated Marginal Means of ATTad
at content consistency = inconsistent**



Nativeness Effects on KPIs: Ad Engagement

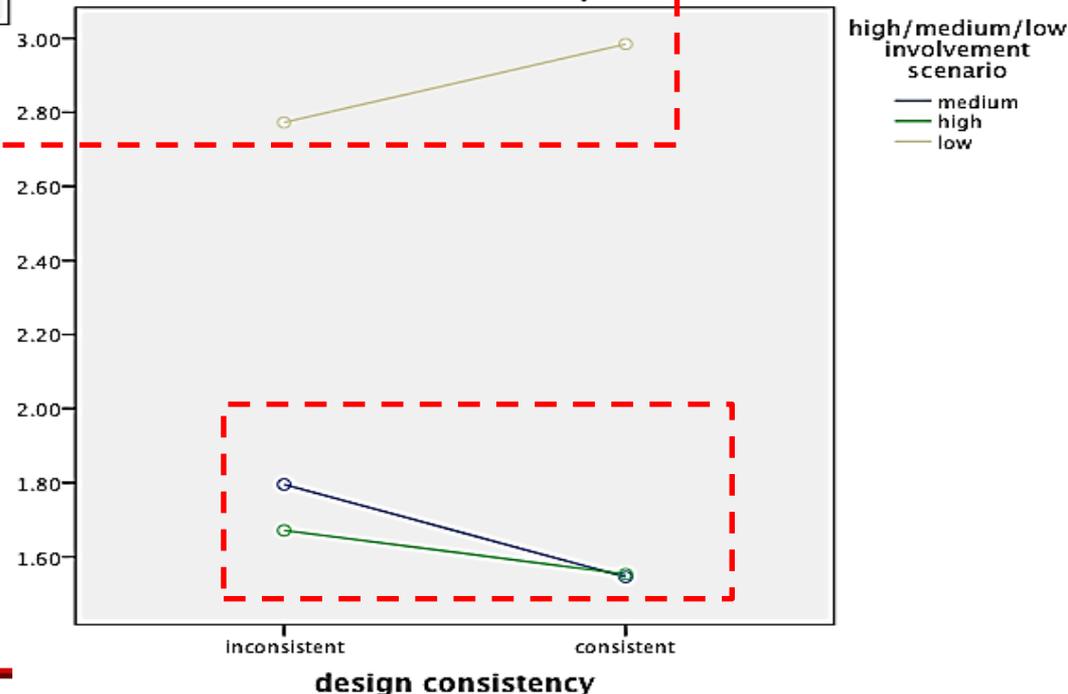
at content consistency = consistent



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.

Estimated Marginal Means of engagement
at content consistency = inconsistent

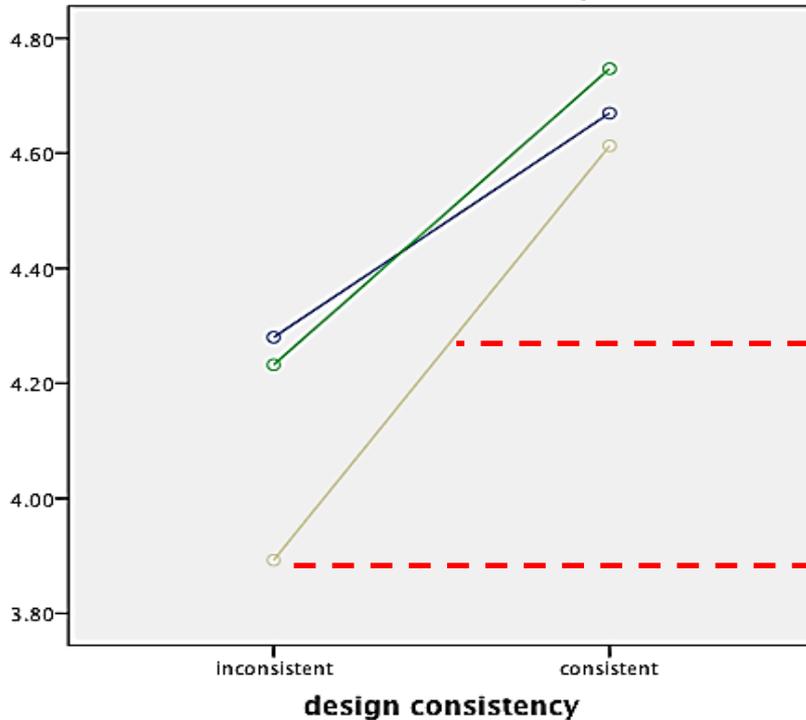


— medium
— high
— low

high/medium/low
involvement
scenario
— medium
— high
— low

Nativeness Effects on KPIs: Attitude toward brand

**Estimated Marginal Means of Ab
at content consistency = consistent**

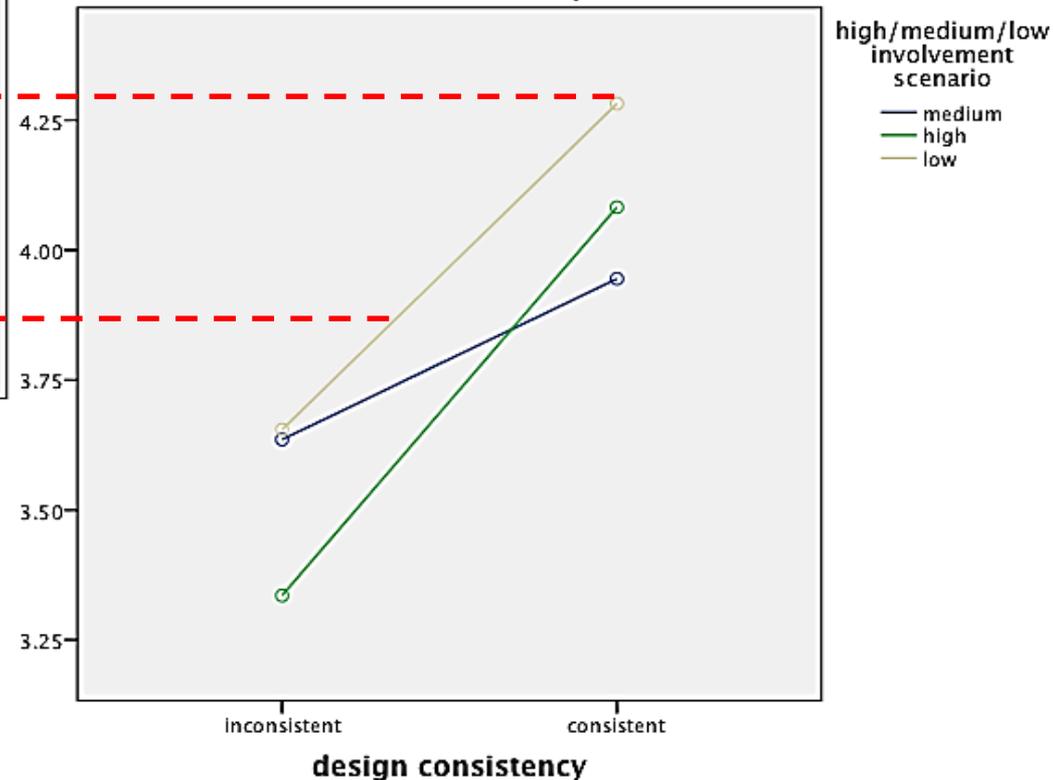


— medium
— high
— low

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.

at content consistency = inconsistent



high/medium/low
involvement
scenario
— medium
— high
— low

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?