

The Novel Reaction

THE IMPACT OF SOCIALLY DIVERSE IMAGERY ON UNINTENDED AUDIENCE MEMBERS

In this thesis report, the impact of socially diverse imagery in advertising is investigated. To account for the leaking nature of the modern market context, the study centers on effects manifested in unintended target groups. For this purpose, men were singled out as the unintended audience who were then exposed to an advertisement intended only for women. Relevant theories on social stereotypes, leaking markets, and unintended effects and audiences, are presented during the course of this report.

A quantitative laboratory experiment was conducted, where 117 men from an urban environment were exposed to an unbranded advertisement containing either one of three socially diverse images or one of the three stereotypical control images. The respondents' attitude towards the advertisement and brand was measured, as well as the moderating role of progressiveness.

The results showed that the group exposed to a socially diverse advertisement experienced a higher ad attitude and brand liking relative to the group that was exposed to the stereotypical advertisement. Progressiveness was confirmed a moderator, as the effect was greater for individuals with a higher level of progressiveness. These findings indicate that there are commercial benefits to be reaped through the utilization of socially diverse elements in advertising. In an increasingly diverse market context, where marketing leakage between audiences is common, marketers are on the lookout for ways to communicate with their audience while also generating positive ripple effects. This study implies that socially diverse elements might be one way of doing so. Managerial implications will be presented and discussed.

Keywords: Social diversity, norm-breaking, unintended audience, extended effects, marketing leakage

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Introduction

Grounded in the fact that social stereotypes in advertising are known to be socially as well as commercially damaging, the study intends to examine the effects of its anti-pole, socially diverse imagery. By focusing on the unintended audience, the authors hope to shed some light on whether socially diverse versus socially simplified advertisements in a leaking market context are prone to generate positive effects. As such, the study strives to suggest means through which marketers in an open market context can avoid controversies and instead generate positive effects in unintended markets.

SETTING THE STAGE

On April 9th 2014, the world's number one depilatory product manufacturer Veet released their new campaign, "Don't Risk Dudeness". The advert opened up with a couple sleeping in bed, but drama quickly escalated when the boyfriend realized that his girlfriend had transformed into a hairy man. In the girlfriend's voice, the man apologized for the unattractive state his legs are in, the main message being that not using Veet wax strips would make a woman as unattractive as a hairy man. Apart from being mildly homophobic, the sexist call for girls to not risk dudeness echoed throughout online communities the world over and caused such uproar that Veet was forced to remove the advert within hours of its release.

As the example illustrates, advertising has a long history of portraying the world in a normative and socially stereotypical way. A stereotype is according to official definitions an oversimplified image or idea of a particular type of person or thing ("Stereotype", Oxford Dictionary, 2014). In a social context, stereotypes are therefore seen as social representations based on group membership, oftentimes exaggerating, homogenizing and generalizing the characteristics of the individual members (Allport, 1954; Pickering, 2001). In advertising, the recognized negative consequences have so far been primarily social, with examples being distorted self-images, disturbing health-focused behaviors, and normative misperceptions in the consumers (Pollay, 1986; Coltrane & Messineo, 2000;

Choi, Leshner & Choi, 2008). However, as markets become increasingly diversified and advertising messages have a tendency to spread outside of its targeted consumers (Aaker, Brumbaugh & Grier, 2006), their commercial value is being increasingly questioned (Johnson & Grier, 2012).

Intended and unintended audiences can get involved in interpreting a specific advertising message, and can in turn influence each other's respective opinions (Milkie, 1999; Thomsen, 2002; Puntoni & Tavassoli, 2007; Choi, Leshner & Choi, 2008; Johnson & Grier, 2012; Dahlen et. al., 2013). Unintended audiences have increased commercial importance as their opinions, assumed or actual, have the ability to affect the interpretation of the ad and its sender with equal strength as the opinions of the intended target group. Thus, while leakage may trigger positive effects it also poses the risk of increased negative effects and scandals. Marketers the world over are challenged by this increasingly open market context, where one of their most established and utilized tools for targeting, the social stereotype, is losing its effectiveness (Johnson & Grier, 2012).

Yet, while social stereotypes for a long period of time have been the focal point of a rather large body of research, little or no focus has been dedicated to exploring its anti-pole. The effects of socially diverse imagery in advertising is relatively unexamined, despite the fact that a noticeable increase in socially diverse advertisements containing models and actors of various ethnicities, gender roles, and sexual orientations has been observed in recent years. In 2012, Svensk Adressändring releases a commercial called "Paris" with a story revolving around a gay couple. In 2013, US cereal producer Cheerios released the commercial "Gracie" with an interracial couple. Later that year, the US-based retail company GAP featured a Sikh jewelry designer as one of the main models in a campaign with the caption "Make Love".

While this type of imagery was previously used by niched brands and communicated via specialized medias to reach more distinct consumer groups (Bhat et al., 1998), it is today utilized in campaigns directed towards mass audiences and is shown through mainstream channels. While little to no research has been dedicated to study the actual effects of such

norm-breaking activities, this emerging theme has the potential of generating effects on the modern market that are hitherto unknown.

PROBLEMATIZATION

Despite a growing body of research disapproving the continued use of social stereotypes in advertising and mass media, they are still prevalent. With populations becoming increasingly socially diverse and online social media triggering a massive shift in collective consumption, their commercial consequences are becoming increasingly questioned. Marketers struggle to handle a socially diverse market where intended as well as unintended audiences are participating in the interpretation of the message. Additionally, and perhaps as a response to this, recent years have seen a sudden increase in socially diverse advertisements. But although socially diverse themes in advertising continue to spark public interest, researchers have barely begun to scratch the surface of such norm-breaking activities and their effects in mass media.

For this reason, the study hopes to determine the nature of the effects that occur when socially diverse messages are spread past their intended group. Filling this gap is crucial in order to fully understand the effects of marketing in an increasingly open, and simultaneously risky, market context. From this reasoning, two main areas of interest arise.

First, if socially simplifying images are prone to generate everything from negative to scandalized reactions, can socially diverse imagery be prone to generate positive effects? By answering this question, the study could provide a first insight on how to address a modern marketplace while possibly avoiding unintended controversies and uproars. Yet, while many agree scandals are harmful for the brand, others claim “all news is good news”. This leads to the second area of interest. Can further light be shed here by proving that socially diverse imagery is more prone to generate brand liking than socially simplifying ones?

The report will therefore consider the increasing risk of negative effects and problems that tend to rise from communicating social stereotypes in a leaking market, and hopefully shed some light regarding how potentially positive effects can be reaped.

To simulate the spread past the target group, which characterizes the leaking market, the study will examine and measure the reactions within a distinct, unintended target group. As the authors decided to focus their analysis on socially diverse expressions of the female body, men were chosen as the unintended target group toward which a manipulated advertisement targeting women would be exposed.

Conclusively, in understanding the value of social diversity as opposed to social simplification, the goal with this report is therefore to suggest means through which marketers can attempt to avoid controversies and scandals, and instead ensure that their communication generates positive effects in a leaking market.

PURPOSE

The purpose of this study can be expressed as follows:

The study aims to examine the effects of socially diverse imagery in advertising. By focusing on an unintended audience the authors hope to shed some light on whether socially diverse versus socially simplified advertisements are prone to generate positive effects in a leaking market context.

This boils down to one research question:

Will socially diverse elements in an advertisement have positive effects on unintended target groups compared to socially simplified themes?

EXPECTED KNOWLEDGE CONTRIBUTION

Although there is a considerable amount of research on socially simplifying stereotypes in advertising, little to no theory focuses on the effects of socially diverse themes. Due to this apparent lack of research within the area, the authors hope to contribute to the increased understanding on the types of effects that norm-breaking advertisements could have on the unintended audience members.

Another aspect to consider is that socially diverse themes have previously been a strategy for niche markets. The fact that they are currently becoming more prevalent in mainstream channels means that the generated effects are so far unknown. This report hopes to assist in filling that research gap by looking at the reactions of a more non-distinct audience who is not being exposed to the advertisement through niched channels.

Furthermore, studies on the unintended effects of marketing have often concentrated on the negative rather than potentially positive aspects. By approaching the area from a positive angle, this study can contribute with insight as to how marketing can benefit both sender and society rather than what potentially negative results their campaigns may create. The authors' ultimate goal with the report is to assist in taking the first steps towards developing strategies that might have both socially and commercially positive effects on society and the company.

Lastly, the leaking nature of observed markets is a relatively modern phenomenon. This occurrence is one in which the general market context becomes more socially potent by the hour. Previous studies related to marketing strategies during this leakage might therefore be less relevant today than they were when published and as such, studies in the field need to be kept up to date. This is yet another aspect that the study will deliver on.

THESIS OUTLINE

This report is split up into six larger sections: Introduction, Theoretical Framework, Methodology, Results, Analysis and Discussion, and finally Conclusion and Implications.

The Introduction sets the stage, initiating with a glimpse into the research field, landing in the purpose of the paper, and closing with some remarks on delimitations and expected knowledge contribution.

The Theoretical Framework provides the academic background and underlying theories supporting the developed hypotheses of this report.

The Methodology presents the reasoning behind the experiment design in terms of chosen variables, survey questions, as well as how these decisions affected the quality of the overall report.

The Results presents an overview of the collected data and provide conclusions as to whether the corresponding hypotheses were rejected or supported.

Under Analysis and Discussion, the results will be discussed and connected to prior theory in order to provide a better understanding for why the respondents might have answered the way they did.

Finally, under Conclusion and Implications, concluding remarks regarding the results are made. Managerial implications, criticisms towards the study as well as topics for future research are presented.

Theory

In developing relevant hypotheses for this report, the explored theoretical framework will be presented, discussed and utilized in this section. To provide an overview of these topics, a short introduction to each theme will be presented below.

INTRODUCTION

First, the study will examine the theoretical framework of *social stereotypes* and their use in advertising. This type of imagery has, due to its frequent use throughout recent history, created recognizable but excessively simplified representations of various social groups, which have ultimately lead to numerous negative consequences. Industry examples will be presented to better understand the concept and consequences of using such *socially simplifying* themes. The section ends by seriously questioning the commercial value of social simplifications in the modern marketplace.

An overview of the modern market context and the concept of marketing as a collective experience follows. The study explores the unintended effects that will happen when advertisements spread past their intended audience. The increasing commercial importance of the unintended target group is argued for with industry examples and theories of social comparison. The tendency for social simplifications in such an environment to cause negative effects and controversies is argued for. In accordance, the study recognizes what challenge this presents to marketers the world over.

This leads to the introduction of *socially diverse advertising*. The limited amount theories available will be examined and discussed, several industry examples will be presented, and the potential effects it might have will be listed. This is done to provide a better understanding of the impact socially diverse themes could have on advertising, and intended as well as unintended audiences. This notion is then further explored, discussed and developed through the concept of *consumer identity*, where progressiveness is suggested as a common denominator.

The theoretical framework is then concluded with an overview of the main forces that underlie the subsequent hypotheses. These are then presented and argued for. The first two hypotheses relate to the anticipated positive effects of socially diverse advertising on ad and brand attitude, while the third one suggests the level of progressiveness as a potential moderator.

STEREOTYPES

Definition

The use of stereotypes to describe a group of individuals has been a common attribute in literature, art, movies, mass media and marketing for many years. The official definition, according to Oxford Dictionary, is that a stereotype is “A widely held but fixed and oversimplified image or idea of a particular type of person or thing” (“Stereotype”, Oxford Dictionary, 2014). From a research perspective, stereotypes have been described as category-based structures that contain the viewer’s beliefs, expectation and knowledge concerning a certain group (Hamilton & Sherman, 1994), that act as a normative expectation (Fiske & Taylor, 1991; Hamilton & Sherman, 1994), and that help to organize associated information (Ashmore & Del Boca, 1981; Fiske et al., 1988). In a social context, stereotypes are therefore seen as social representations based on group membership, oftentimes exaggerating, homogenizing and generalizing the characteristics of the individual members (Allport, 1954; Pickering, 2001). As such, stereotypes generalizing social or cultural identities could be viewed as *social simplifications*, a term this paper will use from here on.

Social Simplifications and Advertising

Advertising has a long history of portraying the world in a normative and socially simplified manner. One of the first recorded examples of a female stereotype in mass media was the Gibson Girl, which was an image published in February 1903 on the cover of

the Ladies' Home Journal, an image that was later described as “the typical American girl”, an ideal to strive for (Kitch, 2000, pp. 37). From then on, social simplification has been fervently used as an infallible targeting tool.

The fact of the matter is, even in today's diverse, contemporary marketplaces and constantly shifting populations (Brumbaugh & Grier, 2006), both intentional and unintentional social simplifications are still being used as a tool for targeting the masses, oftentimes combined with humor to dampen the imagery (Johnson & Grier, 2012). One of the more recent examples involves the Danish Parliament, whose efforts to engage the youth to vote in the EU election 2014 were expressed through an animated commercial featuring decapitated hipsters and depicting the story's hero, “Voteman”, living the highlife with a group of naked women providing him with blowjobs.

Pollay (1986) claims in his article that advertisers use social simplifications because of their accessibility, clarity, conciseness and comprehensibility in the consumers' minds, while simultaneously instilling a sense of motivation to reach the presented ideals through consumption. Indeed, certain individuals do seem to consider some of these role portrayals and imagery to be in line with their own beliefs, and feel confused if counter-stereotypical advertisements are utilized (Grier & McGill, 2000). Certain studies have in specific cases even identified a *preference* for social simplification when it comes to traditional gender representations (Wolin, 2003) and race-specific promotions of products (Cohen 1992; Yoo, 2009). Social simplifications have therefore over the years become an established, accepted way of communicating a targeted message. It is easy to resort to traditions rather than attempting to break them, despite the fact that the marketplace is becoming increasingly more multicultural and this type of imagery is losing its effectiveness (Holland & Gentry, 1999).

Social Consequences

Over the last couple of decades, an impressive body of research has identified the numerous negative social consequences that occur when advertisers utilize social

simplifications, a list that far exceeds the positive aspects. Pollay's reviewing article in 1986 oftentimes sets the base for these arguments, since his compilation of the various humanitarian and social science interpretations of advertising, stereotypes and unintended consequences are often utilized as a starting point for much of the research that followed.

The general argument among researchers is that these social representations utilized in advertising nurture long-held social stereotypes while simultaneously having a strong negative impact on the attitudes and relationships between consumer groups (Pollay 1986; Wilson & Gutiérrez, 1995, p. 252; Coltrane & Messino, 2000; Bailey 2006). Due to the wide accessibility and influence of advertising, these socially simplified themes increase and encourage ageist, classist, racist and sexist opinions in its viewers (Rudman & Borgida, 1995; Stern, 1999) thereby increasing negative perceptions between, and alienation of, various groups.

A more recent example of social simplification is Mountain Dew's 2013 advertisement "Nasty Goat in Jail", featuring strong racist undertones due to its use of only darker skinned individuals in a police lineup, where the culprit stood among them as a fully dressed goat. Other more discrete and recurring socially stereotypical representations include African Americans in the United States portrayed as being primarily successful in athletic or entertainment careers (Bailey, 2006), and Asian Americans as being especially proficient in technologically savvy roles (Taylor, Landreth & Bang, 2005). This type of imagery can limit the perceptions and behaviors of the individuals targeted, for example leading to individuals of certain ethnicities feeling that they can only succeed within certain stereotypical industries (Bristor, Lee & Hunt, 1995). Consequently, this marketing strategy not only represents visions of a fractionated society but actually *further*s them.

Commercial Consequences

Throughout history, the recognized negative consequences of stereotypes in advertising have been primarily social, with examples being distorted self-images, disturbing health-

focused behaviors, and normative misperceptions in the consumers (Pollay, 1986; Coltrane & Messineo, 2000; Choi, Leshner & Choi, 2008). However, recent years have seen a shift in the marketplace. First, its populations are increasing in social diversity. Second, online communities and social media connect target groups marketers would rather see separated. Through this, both intended and unintended audiences can get involved in interpreting a specific advertising message, and can in turn influence each other's respective opinions (Milkie, 1999; Thomsen, 2002; Puntoni & Tavassoli, 2007; Choi, Leshner & Choi, 2008; Johnson & Grier, 2012; Dahln et. al., 2013).

This social mixing of audiences is not a good setting for stereotypes. If their appropriateness is lessening in intended target groups, being socially simplifying towards a more socially diverse audience, this effect manifests itself to an even greater extent in unintended audiences. This tendency has been confirmed in recent research (Johnson & Grier, 2012), but also by numerous examples where social simplifications have spread past their intended target group to cause massive uproars and controversies forcing the brand to retract and cut their losses. In other words, in a context where advertising messages have a tendency to spread outside of its target audience (Aaker, Brumbaugh & Grier, 2006), the commercial value of social simplifications is being increasingly questioned.

ADVERTISING IN AN OPEN MARKET

Collective Sensemaking

Consumers often experience advertising messages in the presence of others. Some of the more common examples include when the individual is exposed to advertisements outdoors, on the subway, on planes, in bars, etc. Psychological research suggest that such social context can have an effect on a person's cognition, even in situations where there is no actual social interaction (Huguet et al, 1999). For example, research on social comparison has shown that women's self-evaluations are diminished by the presence of a man, when exposed to advertisements that feature attractive models (Henderson-King et al, 2001).

Research from multiple fields confirm that not just attitudes but also behaviors and behavioral intentions can be altered as a result of social comparison and social context (Davison, 1983; Prentice & Miller, 1993; Stice & Shaw, 1994; Zhang & Daugherty, 2009). For example, in a classic experiment by Prentice and Miller (1993), students who believed that others felt more negatively than they did on a keg ban were less likely to act against the ban, regardless of their actual position. In light of this, advertising is in part a collective experience, where both target groups and non-target groups can be involved in interpreting, reacting to and acting on its message (Puntoni & Tavassoli, 2007), and through this social process advertising has the power to change both the cultures and norms that permeate societies (Sheehan, 2004).

This *collective sensemaking* has, with the emergence of the Internet and the succeeding development of online social media, become increasingly complex. Social media can connect different target groups that marketers would rather separate, and through channels such as blogs, Twitter, Facebook, YouTube, and Instagram, advertising messages have almost the same chance of reaching unintended or undesired recipients as it has reaching intended recipients. Communication in such an open and socially potent market context is therefore bound to generate not only intended but also *unintended effects*.

Unintended Effects

In 2010 the American brand Duncan Hines released an ad for its new line of frostings. The ad was called “Hip Hop” and depicted chocolate frosted cupcakes with exaggerated lips and eyes. This was perceived as playing on a racial stereotype, and in response to the controversy that followed, the company was quickly forced to remove the commercial.

In general, the law of unintended consequences states that the actions of people always have effects that are unanticipated or unintended. Utilized by economist Adam Smith among others, this concept dates back to the 19th century but was popularized by

sociologist Robert K. Merton during the 20th century. The idea that advertising can have unintended effects is a notion long upheld in both economic and social sciences. While some see it as a way of manipulating the human mind (Pollay, 1986), and others see it more as a form of libertarian paternalism (Ratner et al, 2008), advertising exists to generate consequence in an audience. However, anticipating every consequence is near to impossible. Those are simply the natural limitations of the human psyche (Watts, 2011), which in advertising happen to act both as sender and receiver.

Even so, it wasn't until the 1980's that the notion of unintended effects in marketing was appropriately highlighted, as the famous review by Pollay in 1986 set off a preceding echo of similar theories, expanding the area of research considerably. His compilation revealed a growing public realization that advertising had negative unintended effects on people's psychological and social ecology. However, even though the area of unintended effects has since gained much attention, it almost exclusively centers on psychological or social consequences generated within the given target audience. Even though this is indeed an important contribution, the changing marketplace has opened up a new dimension of unintended effects, as the importance of the *unintended audience* in the marketplace has declared itself more potent than ever.

The Unintended Audience

Jayasinhji Jhala first introduced the idea of the "unintended audience" in his 1994 article of the same title in which he explored the impact of ethnographic films on those viewers who were generally not considered by the filmmaker to be included in the intended audience. In those days, the marketing landscape looked very different, and even though the unintended audience in some sense was recognized (in theory as by Jhala and in practice as nothing more than the implied anti-pole to the intended audience) it was largely ignored. This has long been the case in advertising practice and, to a shocking extent, still is. Ever since advertising took on a segmenting nature, where success became dependent on predictions and in depth understanding of a limited target audience, it has seemed only natural to focus on the group with commercial value and neglect any others. As such

the unintended audience has been left much to its own devices, both in practice and in research. Whatever impact the targeted communication had on them, if it ever reached them at all, had no commercial value and so the group was appropriately neglected.

Today however, the situation is different. As social media increases the risk of ads spreading, generating worldwide debate, and affecting consumer response, the influence that advertisers have on an unintended audience can have a massive commercial impact. In late 2012, IKEA was criticized for removing the female models from their Saudi Arabian catalogue. The goal had been to adapt and design the catalogue specifically for the Saudi Arabian market conditions and the company had therefore never intended to introduce it in any of their other market, but the venture leaked all the way back to Sweden and caused an international uproar. In the 2013 Saudi Arabian catalogue, women were therefore back on the pages, demonstrating the power that an unintended audience can have on a company.

With the development of social media, different target groups that were previously separated now have unlimited ways of connecting with each other. Hence, the opinions and reactions of the unintended target groups suddenly matter as they have the ability to influence the reactions and ad interpretations of the intended audience (Dahlén et al., 2013). This influence can not only happen directly but also indirectly, as shown by multiple studies including those on third-person effects (Davison, 1983; Dahlén et al., 2013), where members of the target group are influenced by their presumptions of how certain individuals of the unintended audience will react. Either way, the commercial importance of the unintended audience is becoming increasingly potent as their reactions have become a force to be reckoned with.

A Challenge for Marketers

As evidence shows, advertisers need to look at the wider context when communicating, as advertisements can have unexpected effects on targeted *and* non-targeted groups (Grier & Brumbaugh, 1999; Fitzsimons, Chartrand, & Fitzsimons 2008; Maher et al. 2008; Eisend

2010; Johnson & Grier, 2012). While leakage may trigger positive effects, it also entails a risk for increased negative effects and scandals. For advertisers, understanding how to avoid such controversies has become critical.

This situation is proving difficult for marketers all over the world. The effectiveness of one of their most established targeting tools, social simplification, is suddenly questionable, as indicated by both research and industry examples. Indeed, they are challenged by the modern marketplace in which marketing to a greater extent is becoming a collective experience, and are in serious need of some new tools. As intended by the authors, this study will attempt to shed some light on the issue.

SOCIALLY DIVERSE ADVERTISING THEMES

Background

While social simplifications have been the focal point of a large body of research for a long period of time, little or no focus has been dedicated to exploring its anti-pole. The effects of socially diverse imagery in advertising is relatively unexamined, despite the fact that a noticeable increase in socially diverse advertisements containing models and actors of various ethnicities, gender roles, and sexual orientations has been observed in recent years.

To the norm-breaking examples mentioned in the introduction of this study, several more can be added. In 2013, Swedish travel company Ving released its new logo with an ad campaign “Holiday is Where the Heart is” featuring mixed-sex couples, and a little boy dressed up as a princess. In 2014, Swedish retail company JC released their spring campaign for Crocker jeans featuring an androgynous model posing for both the male and female clothing line.

While this type of imagery was previously used by niched brands and communicated via specialized medias to reach more distinct consumer groups (Bhat et al., 1998), it is today

utilized in campaigns directed towards mass audiences and shown through mainstream channels. While little to no research has been dedicated to study the actual effects of such socially diverse imagery in mainstream channels, this increased imagery should generate effects hitherto unknown. This study will add to this area of research, providing the first insights into these unknown effects.

Effects of Socially Diverse Advertising

While actual research on the socially diverse imagery in advertising is limited, the framework of social simplifications can be utilized to understand its anti-pole and predict its potential effects in mainstream media.

As implied by the existing theoretical framework on social simplifications in advertising, there is reason to expect socially diverse advertising themes to generate a certain amount of positive effects.

Since social simplifications in advertising in an open market context are prone to generate negative effects, socially diverse imagery should by nature generate the opposite. In other words, the reversed mechanics of one outcome (negative/positive) should by definition generate the opposite outcome. While actual proof as to whether this type of reasoning holds in this particular circumstance is yet to be delivered, there are numerous speculations that support this assumption.

According to Halliwell and Dittmar (2004), viewers appreciate advertisements that attempt to portray its audience in a more realistic and diversified manner. The study was made to test the correlation between stereotypes of the female body and ad effectiveness, ultimately concluding that the use of counter stereotypical imagery did not lessen ad effectiveness, rather the opposite. They also registered greater self-esteem and health behavior among the viewers, all in all indicating that socially diverse imagery has a commercial as well as a social dimension. According to Johnson and Grier (2012), social

simplifications in advertising trigger a negative or ambivalent reaction in both the intended and unintended audiences, and suggest the use of counter-stereotype themes to trigger a more positive reaction. Dahlén et al. (2013) strengthen this concept by recommending the use of diversity-based themes in adverts so as to avoid triggering a negative reaction in unintended audiences that will inevitably also be exposed to the campaign. Early research from Grier and Brumbaugh (1999) highlight the fact that the use of minorities or more unusual imagery can trigger an interest in groups belonging to both dominant cultures (caucasians, heterosexuals) as well as minority groups. They conclude with the notion that since social simplifications are known to create social fragmentation due to their stigmatization of the segment targeted, any advertisement that respectfully portrayed the segment without the use of stereotypical simplifications should trigger the opposite effect and in turn lead to a change in attitude in the unintended audiences as well as a reduction of societal misperceptions.

What more, these studies imply that socially diverse themes may generate a common ground for two audiences that might as well be each other's anti-pole, such as men and women. To understand why, the framework of viewer identity comes in handy. Socially diverse imagery in advertising is a norm-breaking activity that represents an attitude of progressiveness that may or may not permeate across audiences. Based on this shared attitude, new groups can be constructed and boundaries redefined.

CONSUMER IDENTITY

Defining Viewer Identity

Prior studies have shown that the group membership presented in an ad source can act as a motivator variable to increase viewers' message elaboration (Petty, Fleming, & White 1999; Whittler & Spira 2002). By demonstrating that individuals who are exposed to an advertisement featuring an ethnically black source creates favourable responses both from the black audiences as well as the white audiences characterized by low prejudice, these studies highlight the moderating role of viewers' identity in this cognitive process.

This concept implies that individuals do not only identify themselves with one segmentation variable, such as gender, age or sexual orientation, but that these characteristics can co-exist and that the people simply identify themselves stronger with some variables more than others. For instance, prior research has shown that the homosexual identity is only one of several characteristics incorporated into a gay or lesbian's self-concept (Troiden, 1988), and for some homosexuals, other factors, such as gender, may play a more pivotal role in defining identity than sexual orientation does. Therefore, while gay men tend to identify themselves more as homosexuals than men, lesbians may beg to differ and identify more as women than homosexuals (Rich, 1980; Rust, 1993; Eliason, 1996).

Conservative versus Progressive

Looking into gender-stereotyped advertising, a number of studies demonstrate the key role of gender identity on ad processing (Ford & LaTour, 1993; Morrison & Shaffer, 2003; Wolin, 2003). For instance, Ford and LaTour demonstrated that activist women prefer progressive images of females in targeted ads compared to the more general sample. This finding is supported by additional research, as it has been previously identified that traditional viewers (i.e., masculine men; feminine women) are more likely to behave according their culture's definitions of appropriate gender behaviour and thereby react more positively to gender-stereotyped advertisements. Non-traditional or aschematic individuals (i.e., feminine men; masculine women), who are more likely to break traditional gender roles, instead respond more favourably to counter-stereotyped ads (Morrison & Shaffer, 2003; Wolin, 2003; Johnson & Grier, 2012).

As such, this reasoning of viewer identification suggest that other factors than gender, such as progressiveness, could play a central role in defining the identity for its viewers and that usage of such cues will increase the relevance of the advertisement. Further supported by Grier & Brumbaugh (1999) and Oakenful et al (2008) amongst others, this concept suggest that adding socially diverse elements to an advertisement increases the

amount of cultural and social cues, allowing both intended and unintended audience members to identify better with the content based on their own perceptions and backgrounds. Social diversity as such provides for all kinds of commercial possibilities, such as addressing a minority without excluding the majority, increasing spread and consumer engagement as well as laying the groundwork for future brand extensions.

CONCLUDING REMARKS & HYPOTHESES

Despite a growing body of research disapproving the continued use of social simplifications in advertising and mass media, they are still prevalent. With online social media triggering a massive shift in marketing and collective sense making, their commercial consequences are becoming increasingly questioned. Marketers struggle to handle a diverse market where intended as well as unintended audiences participate in the interpretation of their advertisements' message. Unwilling to face the fact that one of their most established targeting tools, social simplification, is of questionable effectiveness and, if spread outside its intended audience, even has a tendency to cause scandals. Exasperated, they are yearning for some new tools.

As a response to this, recent years have seen a sudden increase in socially diverse advertisements. But even though they continue to spark public interest, researchers have barely begun to scratch the surface of such norm-breaking activities and their effects in mass media. For this reason, the study hopes to determine the nature of the effects that occur when socially diverse messages are spread past their intended group. Filling this gap is crucial in order to fully understand the effects of marketing in an increasingly open, and simultaneously risky, market context. From this reasoning, two main areas of interest arise.

First, if socially simplifying images in the modern marketplace are prone to generate negative or scandalized reactions, can socially diverse imagery be prone to generate positive effects? This question forms the basis of Hypothesis 1, which proposes that socially diverse themes will generate positive relevance in an unintended audience:

H1: An advertisement featuring a socially diverse portrayal will create a favourable ad attitude in unintended target audiences, relative to an advertisement that features a socially simplified portrayal.

By answering this question, the study has the potential to provide a first insight on how to possibly communicate in an open market context without causing unintended controversies and uproars. However, while many agree scandals are harmful for the brand, others claim, “all news is good news”. For instance, American Apparel in Sweden recently received a lot of negative press for their adverts depicting a unisex line of clothing, in which the male model were fully clothed and the female counterpart were naked but for the shirt. The brand took some blows due to the massive uproar that followed and in February 2013 the brand was named “Sexist of the Year”. Although many claim the ads were financially devastating for the company, some argued that the sheer attention of it all would cause long-term value for the brand. The brand certainly seems to think so as March 2014 saw yet another release of ads that, even more than the preceding, exaggerated the simplified concept of young females as nothing but sex objects.

This leads to the second area of interest. Can further light be shed here by proving that socially diverse imagery might be prone to generate more brand value than socially simplifying imagery? This question forms the basis of Hypothesis 2, which attempts to address any kind of prolonged effects of socially diverse imagery by proposing that socially diverse themes will generate positive brand liking in an unintended audience:

H2: An advertisement featuring a socially diverse portrayal will create increased brand liking in unintended target audiences, relative to an advertisement that features a socially simplified portrayal.

These hypotheses provide the first insight into how various consumer groups can feel in tune with one another through the use of social diversity themes. Apart from the use of minorities allowing for cues that more than one audience can relate to, the assumption that progressiveness plays a central role in defining viewer identity is key to the study's

reasoning. However, to further this study's understanding of the extent of the impact this cue will have, potential moderating effects will be explored in a third hypothesis. By predicting that progressive and conservative viewers will respond to the ads differently depending on the strength of their group identity, Hypothesis 3 attempts to extend prior results on the moderating effect of progressiveness to also include unintended audiences:

H₃: Conservative (progressive) viewers in the unintended audience will feel less (more) positively towards the advertisement and brand featuring a socially diverse portrayal.

These three hypotheses form the basis of this study. In understanding the value of social diversity as opposed to social simplification, the goal with this report is therefore to suggest means through which marketers can stay relevant in the modern diversified marketplace, avoid controversies and scandals and instead generate positive effects in unintended markets.

Methodology

The following section contains a description of the research methods used to record the findings for this thesis. The design of the research, the scientific approach and the reasoning behind the pre- and main-studies will be highlighted, as well as the motivation behind the selection of variables and measures. The chapter ends with a discussion regarding the validity and reliability of the thesis.

SCIENTIFIC APPROACH AND OVERALL RESEARCH DESIGN

Utilizing the theoretical frameworks and previous research presented under Theory, the three hypotheses of this report were formed with the purpose of testing and evaluating the theory empirically. The method was therefore of a deductive nature, which in turn influenced the choice of which quantitative method to utilize (Bryman & Bell, 2011).

An experimental research design was chosen, since it has the ability to accomplish internal validity by having an experimental group who is exposed to the treatment and a control group that is not, and ensuring that respondents are assigned to one of the two groups at random (Bryman & Bell, 2011). This research style minimizes differences, and allows for comparable results between the groups (Söderlund, 2010). The studies followed the design of a classical experiment, where half of the answers were collected through online channels and half through a pencil-and-paper format. Each respondent received a self-completion survey featuring an image from a fashion campaign, and were asked to answer the questions that followed. Due to the fact that these questions regarding the individuals' reactions came directly after their exposure to the image, there is a high probability that the results are causal (Bryman & Bell, 2011).

The individual was randomly assigned either one of the three control images or one of the three treatment pictures, resulting in an even spread across the six groups. These six images consisted of three variations on the socially diverse advertising through the use of social diversification, and the three control group images consisted of commonly utilized

imagery in the fashion industry today. Through the usage of the control images, causality was likely to be strengthened, as well as internal validity (Bryman & Bell, 2011).

THE PARAMETERS OF THE STUDY

Social Diversity

Due to the lack of theories regarding socially diverse elements in advertising, in large due to its norm-breaking nature and relatively recent appearance in mass media, the authors created the manipulation check specifically for this study. The question *Compared to how advertisement in the fashion industry are in general, this advertisement is:* asked the respondent to rate the statements “Different”, “Mainstream”, “Unusual”, “Breaking social norms”, “Innovative”, “Boring”, “Diversity themed”, “Provocative”, and “Challenging stereotypes” on a ten-point scale stretching from “Do not agree at all” to “Agree completely”. The use of multiple options allowed for a broader spectrum of opinions and answers to shine through, even though only a few of the statements were of importance to the manipulation variable. Of these alternatives, the ones that were used to determine if the manipulation had acted as intended were “Breaking social norms”, “Diversity themed”, and “Challenging stereotypes”. For both tests, a Cronbach’s Alpha of over 0.7 was accomplished, (Pre-test: 0.812; Main study: 0.865).

Advertising Attitude

The authors decided to utilize advertising attitude to look at the short-term reaction and emotion that socially diverse elements in ads would trigger in the unintended audience. In marketing theory, advertising attitude is oftentimes defined and described as the level of likeability or lack thereof that a consumer will have towards an advertisement, and has in several studies been describes as a causal variable in the process during which an advert impacts brand attitude and purchase intention (MacKenzie et al., 1986). Numerous attributes in the actual advert will influence a consumer’s attitude towards it, stretching from the headline, the creative platform and the imagery utilized (Lutz, 1988; Baker, 1993), each playing a crucial role in attracting the attention and interest of the viewer in an

otherwise cluttered environment. It oftentimes incorporates the emotions and opinions the viewer has towards the advertisement, and is in combination with brand attitude and purchase intent the source of evaluation of the ads effectiveness. According to Keller et al. (2008), some of the benefits associated with a high ad attitude are increased recognition, recall and word-of-mouth, which is why it is a common and valuable variable to take into consideration when analyzing various adverts.

In the main survey, this measure was determined by having the respondent answer *What is your overall impression of the ad?*, by rating the advert in the following manner: “Bad - Good”, “Dislike - Like”, “Unfavourable - Favourable”, and “Unpleasant - Pleasant” (Holbrook & Batra, 1987). These words were then merged with a Cronbach’s Alpha of 0.861.

Brand Liking

To receive a more dynamic and somewhat more extended perspective of what kind of reactions and effects the socially diverse element will have, the authors decided to utilize brand liking as a measurement. While the attitude towards the advertisement will be more spontaneous and instantaneous, the like or dislike that an individual might feel towards a brand requires a bit more effort, even if the actual name of the company is not provided. Additionally, it acts as a means of ensuring that the positive reaction towards the advertisement was not only due to the old saying “all news is good news”, where the positive reaction might have been more due to surprise or entertainment than due to the implied positive message of the imagery.

Within research parameters, brand attitude has been described as a consumer’s entire evaluation of a specific brand and all associations related to it (Keller et al. 2008), and has been shown to act as a causal variable during the process in which the advertisement impacts purchasing intention (MacKenzie et al. 1986). There are numerous things that can influence the brand attitude, and the perceptions of the individual will additionally affect the evaluation of a newly released advertisement from the company. When the consumers’ attitude is more positive towards the brand, there is a proven chance of positive intentions

(Smith et al, 2008), while their connection to and attitude towards the brand will have an influence on decisions related to the company.

Naturally, the actions and prior reputation of the company and what it has done within the fields of socially diverse advertising will color their attempts in the eyes of the consumer. Efforts that signal honesty and seriousness cast a positive light on the brand, triggering a sense of persuasion and credibility in the consumers (Haas, 1981). This task is not easy though, since any noticeable misstep can cause major losses in terms of credibility, sometimes to the brand's entire product assortment (Davis, 1993).

To avoid any previous connections and expectations, the authors have chosen to not mention a brand name. Through this, one can avoid any established opinions towards a specific brand and instead test what effects the socially diverse attributes of the advertisement will have on brand liking.

In the main survey, this measure was determined by having the respondent answer *After seeing the advertisement, what is your overall opinion of the brand?*, by rating the advert in the following manner: "Bad - Good", "Dislike - Like", "Unfavourable - Favourable", and "Unpleasant - Pleasant" (Holbrook & Batra, 1987). These words were then merged with a Cronbach's Alpha of 0.952.

Moderator: Progressiveness

Based on the identified theories regarding how a consumer's identity will affect their acceptance of socially diverse themes, the authors decided to test the individual's level of progressiveness to see if it had any moderating effect on ad attitude and brand liking. The moderating effect of this variable was discussed in detail in Johnson and Grier's (2012) study, as well as supported by similar theories, but were always conducted from an intended audience perspective. It is therefore considered of interest to determine its effect on the unintended audience, and is thereby a relevant parameter to this report.

In the main study, the respondents were asked to answer the question *I consider myself:* “Conservative-Progressive” on a bipolar ten-point scale to determine how traditional or non-traditional the individual was. The question itself was designed specifically for this report thus somewhat reducing the reliability of the results, but the theories behind the question had been previously tested and confirmed.

Segmentation Choice: Men and Women

The authors chose to focus the study on the unintended rather than the intended audience or both. Their reasoning behind this was that the increase in marketing leakage will make the non-target group all the more important to consider when creating the marketing strategy, since they are the ones who are most likely to interpret the message differently and in unexpected ways from what the company intended. The authors therefore felt that the focus of the report should be only on this unintended audience, since they are so often neglected and as such are the hardest to predict.

Since the goal of the report was to analyze the reactions of an audience towards an advertisement targeting another audience, a distinctive difference between these groups needed be present in order to divide them up accordingly. Since this unintended audience would be the group from which the respondents would be taken from, the authors decided to utilize one of the oldest and most established segmentation methods available: gender. The split between the intended and unintended groups was not only distinct, but also easy to understand and a topic of wide interest in both academia and the media. Additionally, gender stereotyping from a negative perspective has been a heavily discussed and oftentimes looked at solely from the intended audiences’ perspective (Halliwell & Dittmar, 2004; Zimmerman & Dahlberg, 2008; Plakoyiannaki & Zotos, 2009). For instance, these theories have shown that women react more favourably towards advertisements that feature more realistic and diversified imagery of the female body, yet no studies have been conducted testing if men react in the same manner (Halliwell & Dittmar, 2004). This provided an incentive to attempt to investigate whether socially diverse advertising might

not only be positive when targeting a limited audience (women) but also when spreading to unintended ones (men).

The scope and timeframe of the study also limited the geographical possibilities for the authors, so the men that were included in the data collection came from urban areas, most oftentimes in or around the capital of Stockholm in Sweden. As such, the angling of the report was limited to focus on the physical portrayals of women in adverts, i.e. how urban Swedish men would react to socially diversifying imagery of the opposite gender knowing that the ad was not intended for them.

PREPARATORY WORK

Pre-test

In order to assure that the images utilized in the main survey had the intended reaction and manipulation effect, four pre-tests that checked the incongruence between the respondent's reaction and the presented picture were conducted (Söderlund, 2010). The authors had to assure that the manipulations were interpreted as intended, or the potential effects the images induced would be difficult to explain and analyze. The images that were tested came from a variety of professional sources not yet introduced to the Swedish market, stretching from diversity themed campaigns done in the UK for Debenhams to generic images utilized on fashion websites to sell clothes.

A total of 23 men were randomly picked out with an average age between 25-29 years old. While the sampling was convenient, the goal for the pre-test was to reach a group somewhat similar to the final choice of population. Its main purpose was to determine if the respondent considered the image presented to them to be socially diverse, where a total of 6 images were tested. The respondent was asked to afterwards provide comments and feedback, to ensure that any problems or misunderstandings were made known. Due to this, the pre-test was performed in two steps, where the survey form was edited and changed in accordance with respondent feedback.

The first step of the pre-test contained two images per survey, where the main focus was to rank the models from “Stereotypical - Norm-breaking” and “Unattractive-Attractive”. As the feedback and answers rolled in, the four images were confirmed as appropriate representations for their respective group. Misunderstandings were aired and corrected. The results showed that the socially diverse images ($M=8.80$) tested against the control pictures ($M=3.86$), using an independent t-test, yielded a significant difference in the mean comparison ($p=0.0015$).

In the second stage of the pre-test, the survey was altered and became more focused. Apart from the previously approved images, two additional images were included. Various aspects of the images were tested to provide a more detailed understanding of the socially diverse elements within the manipulation. The respondents were asked to rate the presented words on a ten-point scale from “Don’t agree at all” to “Agree Completely”. Of these statements, those that were in focus were “Breaking social norms”, “Challenging stereotypes” and “Diversity themed”. The respondent was once again asked to express the attractiveness of the model within the advertisements, to ensure that any negative reaction in the main survey was not due to an unattractive portrayal. The second pre-test required the creation of a new index containing the attributes “Diversity themed”, “Challenging stereotypes”, and “Breaking social norms” (Cronbach’s Alpha=0.812). This index was later utilized for the main study as well. When comparing the means between the control ($M=6.80$) and the manipulation image ($M=2.44$), there was a significant difference ($p=0.000$). Additionally, all the models from both tests rated above 6 on the 10-point scale of attractiveness.

MAIN STUDY

The design of the main study consisted of six different subgroups that were exposed to six unique treatments. These treatments were split up into two main groups, where the respondent was either presented with one of the socially diverse images, or one of the control adverts. These groups were subsequently split into three subgroups based on

composition (if the model was alone or in a group), style of clothing (dress) or showing skin (swimwear). While this had no significance to the analysis, this was done in order to ensure some cross-group consistency, i.e. that respondents were exposed to similar styles regardless of which image they were presented with. This design is visualized in Figure 1, split into the distinguishing feature of each image.

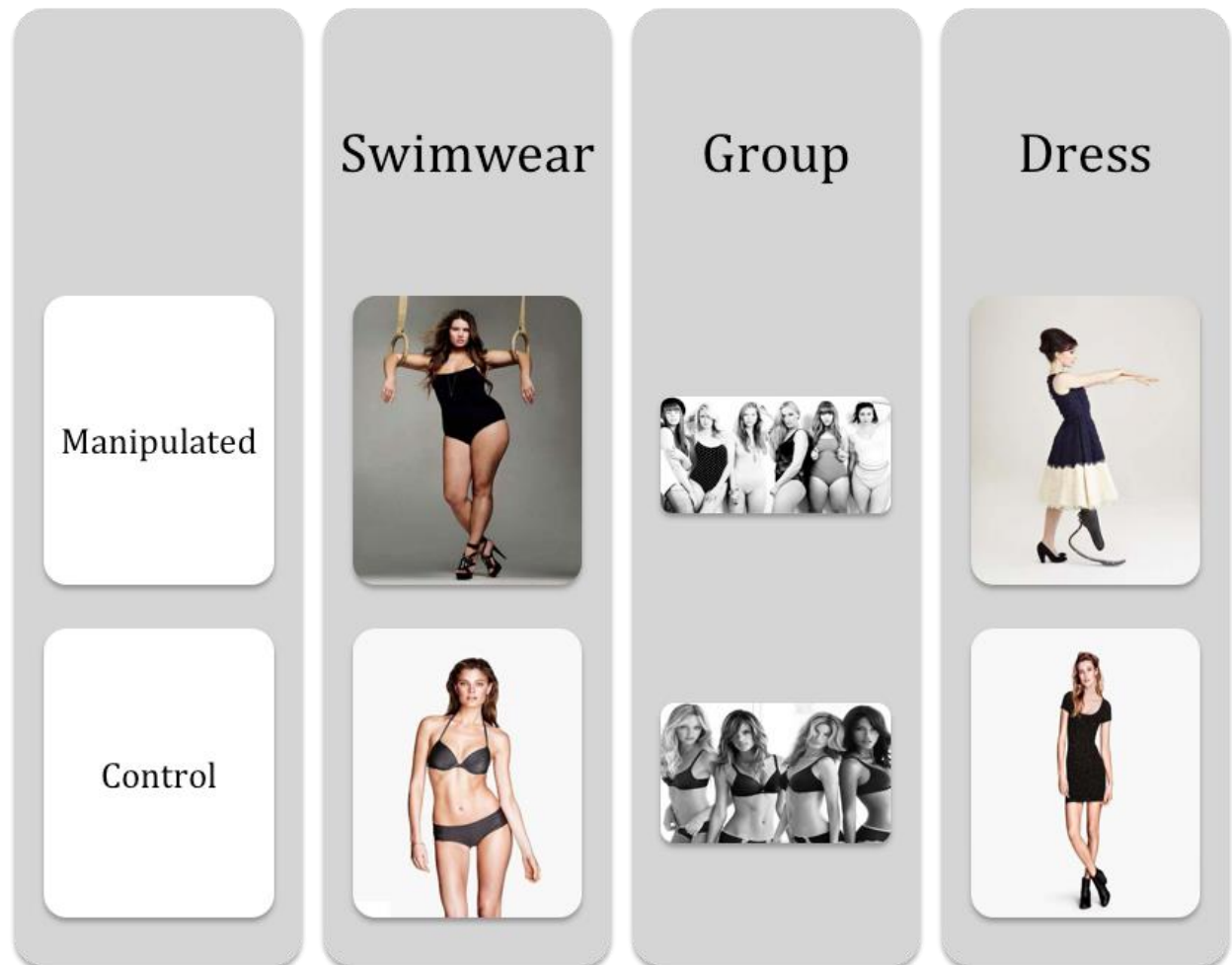


Figure 1: The images used in the survey, split up after distinguishing feature in advert

The experiment was conducted during the course of a little over a week, 19th-30th of March, where men were approached at random and asked to fill in the study to help the authors with their Master Thesis, with the possibility of winning two movie tickets as thanks. The survey stated that the purpose of the questionnaire was to look at whether advertising can have an effect on unintended audiences. They were also informed that the

advert was from a campaign made by a well-known international brand to promote their summer collection, but that the name of the company and the advertisements message had been removed to avoid opinions through recollection.

Sample of the Experiment

In line with the study's choice of setting (leaking market) the population was set to represent a diverse group of men between the ages 18-45 since these are the most likely to get exposed to leaked adverts. In order to access this group for the purpose of the experiment, men of varying age and appearance were randomly approached on the streets, in cafés, in universities and through personal messages online. Most of the online responses were collected through Facebook, where individuals from the authors' contact list were messaged privately and handed one of the surveys at random.

The means of the reactions to the respective images, as well as the means of the online versus offline responses were compared within the two different groups. The results showed that there was no significant difference in the respondents' answers. Of the 117 men who completed the survey, 64 received one of the three socially diverse images and 53 were presented with one of the control pictures. Since the goal of the subgroups was always to merge them before looking at the results, each image did not receive 30 respondents, but there was an even representation for each image in its corresponding group. While the sample group's age stretched within the span of 18 to 45 years, a large group of the respondents were within the age span 25-29. 60 of the total responses were collected using online means, while 57 were done through paper format.

The mean of the different

Group	Image	n _{total}	n _{group}	n _{online}	n _{offline}
Socially Diverse	1	63	21	11	10
	2		19	9	10
	3		23	12	11
Socially Simplified	4	54	18	9	9
	5		19	11	8
	6		17	8	9

Table 1. Distribution of respondents between images, as well as online vs. offline

General Survey Design

The questionnaire consisted of thirteen questions, of which seven had corresponding sub questions. For all the questions requiring a statement, a bipolar 10-point scale was utilized, and the individual was asked to specify their opinions and reactions on a symmetric agree-disagree scale for a series of statements. Since these interval scales were intended to measure emotions and intentions, it was believed that the respondents would fluctuate between two extremes (Söderlund 2005). The utilization of an even-point scale has sometimes been questioned due to the absence of a neutral option, and is therefore referred to as a “forced choice” method. However, the neutral option of an uneven-point scale can easily be considered the easy option to choose when the respondent is lazy or unsure of his opinion, and so one can argue whether it actually is a true neutral option. By using the 10-point scale there is a possibility to discovering even the smallest deviations between the respondents.

In accordance with the recommendations of Malhotra (2010) the value (1) was placed on the left side of the reaction scale and represented low values (such as don't agree at all, unlikeable, bad and unfavourable), while (10) was placed on the right side and represented high values (such as agree completely, likeable, good and favourable) (Söderlund, 2005).

The phrasing of the survey was kept simple to ensure that the respondents understood the questions and felt comfortable answering them (Söderlund 2005). This was further strengthened through the fact that for each version of the survey, a Swedish and English version was created so that the respondent could answer in the language they felt most comfortable with. The opening question served as the manipulation control, and was followed by a combination of control questions, filler questions and one open-ended question to allow the respondent to express any unique opinions. Well-established and highly utilized questions for determining ad attitude and brand liking were utilized and consisted of at least three measuring points, to ensure that the opinion of the respondent was consistent. As suggested by Söderlund (2005), the demographic questions closed the questionnaire off.

QUALITY

To ensure the quality of the measurements utilized in this research report, its reliability and validity needed to be determined.

Reliability

One of the more common ways of securing the reliability of a measurement in the conducted experiment is by utilizing previously approved measures from similar studies, and by asking multiple questions and multi-item scales for the same variable (Söderlund 2005; Bryman & Bell, 2011). This technique was utilized for the questions related to ad attitude and brand liking, and a Cronbach's Alpha of at least 0.7 was utilized to verify

internal consistency and ensure reliability (Söderlund, 2005; Malhotra, 2010; Bryman & Bell 2011). The questions related to the socially diverse element of the survey as well as the one concerning the respondents level of progressiveness were, however, created specifically for this report, naturally lowering their reliability. This was counteracted somewhat by the fact that the index for Social Diversification had a Cronbach's Alpha over 0.7, and that the theories behind the progressiveness level question had been previously confirmed through prior research (Johnson & Grier, 2012). The indicators that made up the scales were additionally kept consistent over the questions belonging to the same variable and were large in nature, to ensure an even higher level of internal reliability (Söderlund, 2005; Bryman & Bell, 2011). The use of a pre-test ensures that the survey was easy to understand, and that the manipulation occurred according to expectations, thus minimizing errors that could have been caused by the questionnaire design.

Internal Validity

The study performed for this report could be defined as a true experiment, since the main difference between the two questionnaires was the manipulation variable. Important to note though, is that the choice of model for each image was different across the two groups. However, since both pre-study and main study confirmed that each manipulation image triggered the desired reaction in the respondent, the effects were shown to be caused by the socially diverse element, thereby creating a high internal validity (Bryman & Bell, 2011).

External Validity

The experiment for this report was conducted using a random sample of respondents and the surveys were randomly assigned to the individuals, both of which increase external validity (Söderlund, 2005). Since the experiment was not conducted in an artificial environment, the risk of social desirability responding and the anonymity being questioned decreases and the results become more generalizable to the real world

(Malhotra, 2010). While the sample of men was diverse in nature, a large number of responses were collected from an urban area, and one could therefore argue that this could be considered a convenience sampling (Malhotra, 2010). However, the scope of the study only allowed for urban areas to be examined and while it is not representative of the Swedish population as a whole, the diverse nature of the selection still provides a decent representation of the Swedish urban man. Finally, the lack of brands in the surveys lowered the risk for systematic error often caused through the use of one brand. The use of several measures to demonstrate the differences between the treatments also secures a higher concurrent validity.

Results

In this section of the report, the data collected from the main study will be presented. The manipulation variable is discussed, and the results regarding the variables behind each hypothesis is presented. Additional insights are discussed and the chapter finishes off with a summary of the hypotheses and their verdict.

In this section, the treatment group has been named *Socially Diverse* and the control group has been named *Socially Simplified*. A Cronbach's Alpha of 0.7 was used to strengthen the reliability, and a significance level of 90% was decided upon.

MANIPULATION CHECK

To ensure that the manipulation in the main study acted as intended, an index for measuring the level of Social Diversification in the advertisement was created (Cronbach's Alpha = 0.865) and tested. Using an independent t-test, the mean of the *Socially Diverse* (M=6.61) and the *Socially Simplified* (M=2.46) were compared and showed a significant difference ($p=0.000$). To confirm this difference, a post hoc one-way ANOVA test was conducted, that compared the means between the various images that built up the two groups. When comparing two images from different groups, the means were significantly different ($p=0.000$), once again verifying the choice of imagery as either socially diverse or socially simplified. Within each group, there was no significant difference between the means of the images, thereby confirming their similarities in terms of the socially diverse elements.

Index for Social Diversification

Group	Mean	n
Socially Diverse	6.6085 *	63
Socially Simplified	2.4568	54

* $p = 0.000$

Table 2. Descriptive Statistics for Social Diversification

ADVERTISING ATTITUDE

The index for advertising attitude often consists of at least three measurements that include Unlikeable/Likeable, Bad/Good, Unfavourable/Favourable (Söderlund, 2001). The additional variable of Unpleasant/Pleasant was also included. These were merged (Cronbach's Alpha = 0.861) to create the index for ad attitude. Using an independent t-test, the means of the *Socially Diverse* group ($M=6.25$) and the *Socially Simplified* group ($M=5.25$) showed a significant difference ($p=0.004$). Hypothesis 1 was thereby supported.

Advertising Attitude

Group	Mean	n
Socially Diverse	6.2540*	63
Socially Simplified	5.2454	54

* $p = 0.004$

Table 3. Descriptive Statistics for the Ad Attitude

BRAND LIKING

The index for Brand liking is very similar in structure to Ad Attitude, since it also uses the classical three-measurement system of Unlikeable/Likeable, Bad/Good, and Unfavourable/Favourable (Söderlund, 2005) and once again, the additional use of Unpleasant/Pleasant was added. The measurements were merged (Cronbach's Alpha = 0.952) and once again showed a significant difference ($p=0.000$) between the *Socially Diverse* group (6.71) and the *Socially Simplified* group (5.05). These results therefore supported Hypothesis 2.

Brand Liking

Group	Mean	n
Socially Diverse	6.71*	63
Socially Simplified	5.05	54

* $p=0.000$

Table 4. Descriptive Statistics for Brand Liking

CONSERVATIVE VS. PROGRESSIVE

In order to test whether an individual's level of progressiveness had an impact on his attitude towards the advertisement and the overall brand, a moderator test was conducted through the use of a Linear Regression. A new moderator index consisting of the group the individual belonged to times their answer to the question *I consider myself*: "Conservative (1) - Progressive (10)", the results showed that the respondent's sense of progressiveness had a significant impact on both ad attitude (0.088) and brand liking (0.086). To determine the direction, a slope analysis was performed by splitting the respondents up into two groups based on the median answer provided for the progressiveness question. This meant that in the Conservative group were those who answered 1-6 on the ten-point scale, while in the Progressive group were those who

answered 7-10. The slope analysis revealed the direction in which the progressiveness level had an impact on the ad attitude and brand liking. The results revealed that the more progressive an individual was, the more positively they reacted to the socially diverse element of the manipulation, as high progressive individuals showed a greater increase in both ad attitude and brand liking compared to their more conservative group members. Likewise, individuals of a high progressive nature who were exposed to the control image showed a greater decrease in both ad attitude and brand liking compared to their more conservative group members. These findings therefore supported Hypothesis 3.

Progressiveness

Measure	Significance	Group	Slope
Ad Attitude	0.088	Socially Diverse	Positive
		Socially Simplified	Negative
Brand Liking	0.086	Socially Diverse	Positive
		Socially Simplified	Negative

Table 5. Results from Regression and Slope Analysis for Progressiveness

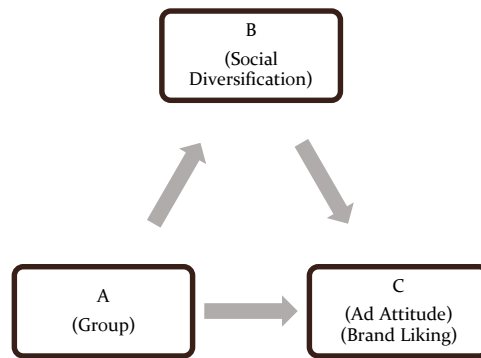
ADDITIONAL INSIGHTS

Mediation Analysis

In order to better understand the driving elements behind the respondents' increased ad and brand attitude when being exposed to a socially diverse advertisement, a mediation analysis was conducted. Its purpose was to determine whether the relationship between the manipulated advertisements and the succeeding effects on ad and brand is solely due to the socially diverse elements. This was done by testing the effects between the various variables using a linear regression analysis, and if the results were significant it meant that

an effect was present. This analysis was performed between the Group and the Social Diversification Index, between the Social Diversification Index and the Ad/Brand Attitude Index, and between the Group and the Ad/Brand Attitude Index. In all three cases, the effect was significant. Finally, the relationship between all three variables were tested, and the Beta values registered, to see if the effects were completely or only partially mediated.

It was concluded that the socially diverse elements of the advertisement had a complete mediation towards the ad attitude, and a partial mediation towards the brand attitude. In other words, the socially diverse element in the manipulated advert is fully responsible for the increase in ad attitude whereas it can only account for part of the increase in brand liking that was registered. To better visualize these results, the relationship is:



Significance levels of the various stages in the mediation analysis

	A → B	B → C	A → C	A + B → C (Group sig)	A + B → C (Social Diversification sig)	Results
Ad Attitude	0.000	0.000	0.004	0.998	0.004	Complete Mediation
Brand Liking	0.000	0.000	sig: 0.000 Beta: -1.659	sig: 0.065 Beta: -0.960	0.088	Partial Mediation

Table 6. Results from Mediation Analysis concerning the relationship between Group, Social Diversification and Ad Attitude/Brand Liking

SUMMARY OF RESULTS

Hypothesis	Description	Verdict
1	<i>An advertisement featuring a socially diverse portrayal will create a favourable ad attitude in unintended target audiences, relative to an advertisement that features a socially simplified portrayal.</i>	Supported
2	<i>An advertisement featuring a socially diverse portrayal will create increased brand liking in unintended target audiences, relative to an advertisement that features a socially simplified portrayal.</i>	Supported
3	<i>Conservative (progressive) viewers in the unintended audience will feel less (more) positive towards the advertisement and brand featuring a socially diverse portrayal.</i>	Supported

Table 6. A list of the hypotheses, and if they were rejected or supported through the results

Analysis and Discussion

The purpose of this report is to investigate the potential of socially diverse imagery to generate positive unintended effects. An experiment in which the authors looked at socially diverse themed images and their effect on unintended audiences was carried out. Through the acquired results the study strives to suggest means through which marketers can communicate in a diverse and open market context, while simultaneously avoiding controversies by generating a positive reception in unintended markets. In this section, these results will be discussed, developed and reconnected with theories presented prior.

THE IMPACT OF SOCIALLY DIVERSE ELEMENTS ON AD ATTITUDE

An advertisement featuring a socially diverse portrayal will create a favourable ad attitude in unintended target audiences, relative to an advertisement that features a socially simplified portrayal.

Hypothesis 1 Supported

Established theories state that advertisements can trigger unexpected effects and reaction in non-targeted groups (Grier & Brumbaugh, 1999; Fitzsimons, Chartrand, & Fitzsimons 2008; Maher et al. 2008; Eisend 2010; Johnson & Grier, 2012). Some more than others imply that utilizing socially diverse themes or minorities will increase interest toward the advertisement regardless of whom the viewer is (Grier & Brumbaugh's; 1999; Dahlen et. al., 2013). Through Hypothesis 1, this study attempted not only to replicate these findings but also to extend them by proving that these effects can be controlled as well as be positive in nature.

By supporting Hypothesis 1, the study proves that socially diverse elements in an advertisement will trigger a positive reaction in an unintended target group (men), even though the product and general message is directed towards a completely different target group (women).

As the experiment shows, the group of men exposed to the socially diverse images answered on average higher in regards to their attitude towards the advertisement compared to those exposed to the more classically stereotypical imagery often utilized within the beauty industry. The mediation analysis additionally strengthened these results by showing that the increase in attitude was completely mediated by the socially diverse elements, and that no other aspects had come into play.

Essentially, these results indicate that the ambivalent or negative reaction that Johnson & Grier (2012) most recently observed, when non-target groups were exposed to socially simplified themes, can be avoided through the use of socially diverse imagery. The increasing speculations that socially diverse advertisements might trigger positive reactions not only in their intended but also in their unintended audience (Grier & Brumbaugh, 1999; Johnson & Grier, 2012; Dahlen et. al., 2013) proved to be accurate. In part, this is due to the fact that the use of “minorities” in mainstream ads allows for multiple cues to trigger a reaction in multiple audiences. But also, as expected, the norm-breaking nature worked as a cultural cue relevant across audiences and industries. Most social segments are subdued to some form of prejudice and social stereotypes and as such the need for socially diverse incentives is bound to permeate all target groups. Indeed, this expectation proved to be accurate.

By many implied but never actually proven to be of a positive nature, the extended positive effects of using socially inclusive imagery in advertising can by the results of this study finally be supported. Just like social stereotypes in advertising is known to cause serious effects on both a societal and commercial level (Pollay, 1986; Johnson & Grier, 2012), it is now established that socially diverse advertising does the opposite, holding not only commercial but also social potential.

THE IMPACT OF SOCIALLY DIVERSE ELEMENTS ON BRAND LIKING

An advertisement featuring a socially diverse portrayal will create increased brand liking in unintended target audiences, relative to an advertisement that features a socially simplified portrayal.

Hypothesis 2 Supported

Prior research on social stereotypes supports the abandonment of its use in advertising, both from a societal as well as a commercial perspective (Pollay 1986; Wilson & Gutiérrez, 1995, p. 252; Coltrane & Messino, 2000; Bailey 2006; Brumbaugh & Grier, 2006; Johnson & Grier, 2012). However, it is still widely utilized across a wide range of channels and mass medias. Through Hypothesis 2, the study attempted to addresses this conundrum by not only confirming previous findings from a positive angle, but also by extending them one step beyond the advert, to include effects on the brand.

To account for these brand effects, brand liking was used as an indicator and the hypothesis was constructed to imply that socially diverse elements would increase brand liking in its unintended audience. The results supported Hypothesis 2, showing that such a relationship existed.

The mediation analysis then brought further insight, as it showed that the socially diverse themes partially mediated the increase in brand liking. This meant that although the socially diverse themes to a certain extent did trigger increased brand liking, other factors also came into play. This is not particularly surprising. Brand evaluation is not nearly as immediate and straightforward as reacting to an advert in the present. It implies a longer cognitive process, which increases the risk of the person being influenced by other factors. Additionally, an individual's perception of a brand depends on more than just the released advertisement, and factors such as industry and similar competitors might be used as benchmarks.

Conclusively, the results confirm that socially diverse elements not only generate short-term positive effects through increased liking of the ad itself, but also seem to trigger “prolonged” positive effects in terms of increased brand liking. With a socially stereotypical portrayal as base for comparison, the results imply that socially diverse elements, in comparison to socially stereotypical ones, have a greater ability to potentially generate long-term brand value. These results are thereby the first of its kind to fully confirm the commercial potential of socially diverse images in mainstream media.

Undeniably, by supporting the first two hypotheses this study seriously questions the continued use of social stereotypes in mass media. The implied social effects are obvious, as a more respectful portrayal will decrease normative misperceptions, and similar nuances, upheld by the continuous usage of socially simplified imagery (Grier & Brumbaugh, 1999). The commercial effects however, are intriguing. The study provides proof that socially diverse advertising has the potential to commercially outperform socially stereotypical advertising and provide a good basis for branding. Even though the study never intended to fully answer the pending public question whether “all news is good news”, it has taken a first step toward proving that “good news is greater”.

THE IMPACT OF LEVEL OF PROGRESSIVENESS ON AD ATTITUDE AND BRAND LIKING

Conservative (progressive) viewers in the unintended audience will feel less (more) positive towards the advertisement and brand featuring a socially diverse portrayal.

Hypothesis 3 Supported

Prior research suggests that identity and certain personality traits in the respondents cause a difference in ad relevance (Ford & LaTour, 1993; Petty, Fleming, & White, 1999; Whittler & Spira 2002; Morrison & Shaffer, 2003; Wolin, 2003). Within the field of social stereotypes in advertising, one of the personality traits that is said to moderate an

audience member's response is how conservative or progressive the individual is (Johnson & Grier, 2012). With Hypothesis 3, this assumption was tested and supported also for socially diverse elements.

The results from the moderator test showed that the respondents' level of progressiveness or conservativeness indeed had a significant impact on both their attitude towards the advertisement and their liking of the brand. The slope analysis revealed the direction of this impact and proved that progressive individuals reacted more positively to the socially diverse images than viewers who were more conservative in nature. Accordingly, progressive individuals exposed to the more socially stereotypical control images reacted considerably more negatively than their conservative counterparts. The outcome is not too surprising as it was not only supported by a wide range of research, but also affirmed by results more specific to the focus area, such as experiments within both gender specific advertising as well as the effects of socially stereotyped advertising on non-target groups (Ford & LaTour, 1993; Johnson & Grier, 2012).

These findings show that the positive effects of socially diverse elements in advertising are particularly potent when exposed to an audience more progressive in nature. Suggestively, campaigns attempting to utilize socially diverse themes may have a greater success rate if initially communicating toward urban areas and/or younger segments, where progressiveness levels on average tend to be relatively high. However, this doesn't mean that socially diverse elements do not have a positive impact on conservative audiences, only that the positive effect might be slightly less potent.

Conclusion and Implications

The last section of this study features a general conclusion regarding the findings of this report, some managerial implication, a few points of critique regarding the work, and finally some suggestions with regards to future research topics within the field of norm-breaking advertising.

CONCLUSION

Just as social diversification within the modern marketplace is here to stay, the leakage of targeted advertising to unintended audiences will not subside in the coming years, and advertisers need to start considering how their message will be received both by their target group and by the surrounding unintended audience. Negative effects occur when intended and actual interpretation misaligns in the eyes of the unintended audience, indicating an increase in power and influence over the targeted group and a commercial importance previously unheard of. These damaging situations have by many been accredited to advertising's use of social simplifications, from extreme to stereotypical, and the academic focus has therefore been on confirming this causality rather than examining possibilities of using alternative imagery. As such, its anti-pole has been left largely unexplored.

It is for this reason that the purpose of the report was concluded to focus on: *Will socially diverse elements in an advertisement have positive effects on unintended target groups compared to socially simplified themes?* While the study was limited to look at socially diverse themes from a gender perspective, the experiment was constructed so as to provide the basis for generalization across a wide range of audiences and industries. As such, the results deliver a promising outlook toward a more general use of this type of imagery. Most preferably, when marketers are striving to ensure a positive reaction even when their message is being spread across audiences. In other words, the results of this study suggest that socially diverse themes is a potential method through which companies

could reach out to both target and non-target audiences in a positive manner while simultaneously lowering the risk of controversy.

With little to no previous research within the area of norm-breaking advertising, these intriguing findings emphasize the urgency to explore this area in more detail. Also, these findings call for practitioners to seriously consider dropping the use of social simplifications and instead adopt a more socially diverse communication strategy appealing to the intended as well as the unintended audience.

MANAGERIAL IMPLICATIONS

The findings presented in this report have shown that socially diverse themes can in fact be a modern strategy for companies, not just when targeting minorities but rather, and more so, when targeting majorities. All the while remaining risk averse. What this study shows, is that using minorities in mainstream advertising may not only spark an interest but is inclined to be approved and even liked by the masses. Knowing that socially diverse elements trigger a positive reaction in an unintended audience provides incentive to utilize such means when communicating to a target audience in mainstream medias.

This strategy not only makes sense on a campaign to campaign basis, but, as the study provides proof of unparalleled (in comparison to social simplifications) brand effects, this mindset of social diversity also provides opportunities on a branding level. A socially diverse communication strategy has the potential to generate brand liking and engagement that in the end could amount to long-term value for the sender. Important to consider, just like any communicative strategy must not diverge too far from existing brand values, as the message will then be interpreted as dishonest, so must this pathway be chosen with care and genuine regard to the actual and perceived personality of the sender.

Furthermore, the findings of this study support the use of socially diverse elements as a basis for possible brand extension. As an extension to Grier and Brumbaugh's (1999) findings, the assumption that minorities in advertising will spark interest from a larger audience is through the results of this study proven to be accurate. The results even showed that it is possible to increase the brand liking even though the marketed product is not meant to be consumed by the viewer. By triggering these positive emotions now, there is a chance that any future plans for target group expansion will be met much more positively than if the socially diverse imagery had not been utilized. Indeed, using norm-breaking elements may trigger positive effects in unexpected target groups that the marketer had never thought of or noticed before, allowing new markets and new target groups to be discovered.

Commercial impact aside, the study also provides *social* incentive for marketers and managers alike to utilize socially diverse elements in their communication. As implied by Sheehan (2004), advertising has the power to change both the cultures and norms that permeate societies. Claiming a position based on social inclusion, as opposed to the prevailing social exclusion reflected and reinforced through the use of social stereotypes, is one way to effectively do this. Eventually then, perhaps ageist, classist, racist and sexist opinions can be discouraged, to a certain extent even avoided (Rudman & Borgida, 1995; Stern, 1999).

Thus, by challenging social norms and currently held social stereotypes, companies have the possibility to drive social change and take their place not only in the marketplace but also as a global citizen. In times of corporate distrust and conscious consumerism such social engagement will most definitely be appreciated. The commercial value that this study points out is thus implied in more than one way.

Overall, the findings presented in this study show that there are commercial benefits to be reaped from utilizing socially diverse imagery in mainstream media. The results not only indicate that there is a way to anticipate and thus control the reception of an advert even as it spreads to unintended target groups, something that could save your company costly

uproars and revoked campaigns. They also show that, by shaping attitudes and triggering affect, socially diverse communication entails drivers that in turn influence behavioural intentions and future purchase decisions. Companies should see socially diverse communication as a way of triggering these positive effects, as well as reaching out to a wider audience. While the research in the area is still new, the findings point towards a positive future, both from a social and a commercial perspective.

CRITICISM OF THE STUDY

The Method

There are always certain downsides and potential risks with utilizing a survey compared to an interview format. While the manipulation effect was tested and confirmed before as well as during the survey, there is always a risk that it was the question concerning the manipulation and not the manipulation itself that triggered the reaction in the respondents. If they were able to figure out the purpose of the survey, they might have potentially answered in accordance or the exact opposite to what they believed the authors hoped for (Söderlund, 2005). But as the chance of either of those two happening is pretty much equal, this aspect can be neglected.

Additionally, there are individuals who answer surveys based on what they believe would be the socially desirable alternative rather than picking the most truthful response. However, this is all part of the collective sense making characterizing the modern market place, and thus only made the experiment more similar to reality. Out there, truth is not always intrinsic but what the collective believes it to be. Some individuals might also have attempted to answer and finish the survey quickly, thereby not reading through everything properly. Regardless, the authors attempted to counteract this by placing the sentence "Please read through everything and answer truthfully", but unfortunately one can never be sure if the individuals heeded the request.

The Limitations

Due to the scope and timeframe of the report, certain limitations in both the theoretical and methodological aspects had to be made. This is not necessarily a bad thing, since more focused research might provide a more telling image. The available research regarding the negative effects of social stereotypes in advertising is both vast and diverse in nature. As such, the theoretical framework upon which this thesis was built revolved around the concepts of *stereotypes*, *unintended effects*, *leaking markets*, *socially diverse themes* and finally *consumer identity*.

Socially diverse advertising is only a small part of a broad spectrum of norm-breaking activities in the field. However, the choice of focus was relevant and valid considering the recent amount of attention directed toward the use of social stereotypes in advertising as well as the recent increase in usage of socially diverse imagery. Another aspect of this limitation is that all the theories related to the field of social stereotypes and socially diverse imagery from a marketing perspective were not presented or discussed in this thesis study. However, this could not be considered strange both due to the page restriction and the fact that not all of them were relevant for the goal of the experiment.

Since several methodological delimitations were set in order to make the size of the study achievable during the pre-assigned time period, only one type of socially diverse theme was tested through the use of three different manipulation images and three control adverts. The authors felt, however, that three images per group was enough to ensure that the results were less affected by details in the image, such as the attractiveness of the model, and more due to the intended manipulation effects.

Additionally, only socially diverse themes from a gender perspective were tested, and only for the product category women's clothing. The reason for the product choice was that the beauty industry (clothing, beauty products) contains an immense amount of recurring socially simplified imagery, making it an interesting category to investigate from a norm-breaking perspective. Using such a distinct target group/non-target group actually proved

an asset in making the results generalizable across audiences. If communication directed toward a target group completely opposite of the one examined can trigger interest and relevance, then that should hold also for audiences of less difference.

Another limitation was the fact that this experiment could not be conducted using real-life simulations. The time and place of exposure could not be ensured to represent the social context in which the respondent would have faced the ad would it have been real life. However, as collective consumption in the modern market place does not require other individuals to be physically present, the simulated situation was considered relevant enough. Also, as no brands were used in the survey, this meant a decrease in connection to the real marketplace. The description before the survey attempted to compensate for this, but there is no way of knowing whether the individuals perceived the context in the intended manner.

The last limitation concerned the scale of the sample used to conduct the experiment, and the location in which they were in when they answered the survey. While as broad a sample as possible was approached, with an even split between online and offline channels, the overall results might at best be generalizable to how men in a Swedish urban area would react to the advertisement, but not how the male population of Sweden would respond.

FUTURE RESEARCH

The purpose of this report was to shed some light into the possible effects that socially diverse advertisements might have in the modern market place. The results show much promise, but if companies are to trust these findings, more research is required to provide the proper spectrum of pros and cons that might occur from utilizing socially diverse themes.

The authors therefore recommend that future research expand on the findings presented in this study, both in terms of scale and country, but also in terms of type of social stereotype. Other suggestions could be prejudice based on ethnicity or age. By presenting the whole spectrum of socially diverse themes, companies can decide which profiles or tactics best suit their brand while simultaneously presenting images that do not simplify but rather recognize the variety and uniqueness within, and without, their customer group. Additionally, the commercial implications of utilizing norm-breaking themes need to be explored in depth. This study provides a first insight into the commercial benefits that could be reaped, but the results need to be validated through replication. Only then will the results gain proper strength when it comes to convincing companies of the value of social diversification. Finally, long-term studies must be conducted to confirm the suggested causality between socially diverse themes and long-term brand value.

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Appendix

PRE-TEST 1 QUESTIONS

What is your overall impression of the ad? (10-point scale)

Unlikeable-Likeable

Unfavourable-Favourable

The advertisement is: (1: Do not agree at all; 10: Agree Completely)

Different

Innovative

Interesting

Modern

The advertiser made the message of the advertisement to appeal to people like me:

Do not agree at all - Agree Completely

The advertisement triggered a reaction:

Do not agree at all - Agree Completely

Negatively-Positively

The models in the advertisement are:

Unrealistic-Realistic

Common-Different

Unattractive-Attractive

Stereotypes-Norm-breaking

In general, I think advertising is:

Unlikeable-Likeable

Boring-Entertaining

I consider myself:

Masculine-Feminine

Conservative-Progressive

I am: (Gender, relationship status, age)

PRE-TEST 1 IMAGES



Figure 3: Norm-breaking Image 1



Figure 4: Norm-breaking Image 2



Figure 5: Control Image 1



Figure 6: Control Image 2

PRE-TEST 2 QUESTIONS

In my opinion, this advertisement is: (1: Do not agree at all; 10: Agree Completely)

Common

Unusual

Breaking social norms

Promoting stereotypes

Mainstream

Provocative

Innovative

Traditional

Diversity themed

Challenging stereotypes

The models in the advertisement are:

Unrealistic-Realistic

Common-Different

Unattractive-Attractive

I am: (Gender, relationship status, age)

Pre-test 2 Images



Figure 7: Norm-breaking Image 3



Figure 8: Control Image 3

MAIN STUDY

Survey

We have done a survey with the purpose of looking at advertising that reaches unintended audiences. It will contain an advert and 13 questions, and should not take more than 4 minutes to answer. Please read through everything and answer truthfully.

If you enter your e-mail at the end of the questionnaire, you might even win two tickets to the movies!

Thank you for helping us!

Cecilia och Amelie

You will now see an advertisement from a campaign created by a well-known multinational brand to promote their summer collection. We have removed brand name and text to avoid manipulation through recognition. Please stop for a moment and look at the image thoroughly. Then try to answer the questions that follow as honestly as possible.



The following questions are related to your overall impression of the ad:

Compared to how advertisement in the fashion industry are in general, this advertisement is:

	Do not agree at all (1)	2	3	4	5	6	7	8	9	Agree Completely (10)
Different	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unusual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Breaking social norms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mainstream	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provocative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Innovative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversity themed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Challenging stereotypes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is your overall impression of the ad?

	1	2	3	4	5	6	7	8	9	10	
Dislike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Like
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good
Unfavourable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favourable
Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant

I feel the message of the advertisement is intended for people like me:

	1	2	3	4	5	6	7	8	9	10	
Do not agree at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agree Completely

The advertiser made the message of the advertisement to appeal to people like me:

	1	2	3	4	5	6	7	8	9	10	
Do not agree at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agree Completely

I don't feel I am in the target market the company created the message of the advertisement for:

	1	2	3	4	5	6	7	8	9	10	
Do not agree at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agree Completely

The following questions are related to your impression of the unnamed brand behind the advertisement:

After seeing the advertisement, what is your overall opinion of the brand?

	1	2	3	4	5	6	7	8	9	10	
Dislike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Like
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good
Unfavourable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favourable
Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant

After seeing the advertisement, how would you describe the brand with one word?:

Now a question about advertising in general:

What is your opinion on advertising in general?

	1	2	3	4	5	6	7	8	9	10	
Dislike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Like
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good
Unfavourable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favourable
Boring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Entertaining
Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Annoying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interesting

The last questions are about you:

I consider myself:

	1	2	3	4	5	6	7	8	9	10	
Masculine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Feminine
Conservative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Progressive

To me, an ideal woman is:

	Do not agree at all (1)	2	3	4	5	6	7	8	9	Agree Completely (10)
Thin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graceful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family oriented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Curvy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leader	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Career oriented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Follower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flirty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I am a:

- ☐ Male
☐ Female
☐ Other

I am:

- ☐ Single
☐ In a relationship
☐ Engaged
☐ Married
☐ It's complicated

My age is:

- ☐ <18
- ☐ 18-20
- ☐ 21-24
- ☐ 25-29
- ☐ 30-34
- ☐ 35-39
- ☐ 40-45
- ☐ >45

I want the chance to win two movie tickets, and my e-mail address is:
