

Press Release – For Immediate Release

Study: Sex in Ads Improves Men's Purchase Intent

But has the opposite effect on women. Also finds sexual ads worsen brand recall for men and women. First ever large-scale visual test of sexual ads.

SOMERVILLE, Mass., Oct. 17 – Sex in print advertisements improves the ad effectiveness for men, including ad-like, product-like, and purchase intent, while it decreases ad effectiveness for women. For both men and women, sexual ads make it less likely that they will recall correctly which brand an ad was promoting.

These are the top findings of a study conducted by market research company MediaAnalyzer Inc. The study has been published in AdWeek's October 17, 2005 issue (<http://www.adweek.com/>).

The online test combined a questionnaire and a visual test using the new and unique AttentionTracking method (web-based eye tracking). It thus featured the first ever large-scale visual test of what people look at when they see ads with sexual themes. This allowed the study to provide some insight into why sexual ads work the way they do.

Some of the conclusions: Sexual ads have a strong, polarizing effect on the visual behavior of men and women. Men spend a high amount of attention on the sexual imagery (e. g., female breasts, legs, and exposed skin). While this does increase ad liking and product liking, and transfers to purchase intent, it draws men's attention from other elements such as the brand logo – one of the reasons why their brand recall is worse than women's. Women, on the other hand, avoided looking at sexual imagery or even exposed skin.

"You can increase purchase intent using sex when advertising to men. But you pay a price; brand recall suffers. That means using sex in ads only makes sense for companies with a well-established brand, or those where branding plays no role." said Karsten Weide, President and CEO, MediaAnalyzer Inc.

The study also found that sexual ads polarize the sexes in general: While men like ads with sexual themes and do not think they have negative effects on society, women feel the opposite way. Most women believe there is too much sex in advertising (58%), and more than 40% of all women feel that sexual ads signify

and promote a general deterioration of moral and social values, and pose a threat to the proper upbringing of children, respectively.

The study tested ten current US print-ads, five of them included sexual imagery and five did not, with 400 US respondents split evenly between men and women.

About MediaAnalyzer

MediaAnalyzer Software & Research was founded in 2001 and is a full-service market research company. The internationally active company serves more than 100 customers, including Barclaycard, Cadbury, The Economist, ESPN, GfK, IBM, Heinz, Honda, Ipsos, Johnson & Johnson, L'Oreal, Siemens, Toyota, Unilever and ZDNet.

More information on MediaAnalyzer is available at www.mediaanalyzer.com or at:

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