

WWZ research seminar

Monday, September 17, 2018, 16:15 – 17:30 pm, WWZ, HG, S 13

Prof. Ulf Bockenholt, Kellogg School of Management at Northwestern University

https://www.kellogg.northwestern.edu/faculty/directory/bockenholt_ulf.aspx

"Predicting successful ads: New insights from computational image analyses"

Abstract

Successful pictorial online ads are liked, shared, and remembered. Although the success of an ad often can be understood with the benefit of hindsight, it is less clear how to predict whether an ad will be received favorably by its target. In this talk, I will introduce a framework to disentangle image-related factors that influence liking, sharing, and recognition responses. This framework is tested with the help of visual Facebook ads developed by three fast-food chains. Computational measures of the complexity and novelty of these ads allow for important insights about how ads are processed perceptually. Moreover, these measures provide significant benefits for ad effectiveness research because of their predictive power of an ad's performance, their ease of implementation, and their scalability.