

ANNOUNCEMENT

BACHELOR THESIS

KEYWORDS

- Ad clutter
- Effectiveness of online advertising
- Branding metrics
- Empirical Bachelor Thesis

TOPIC: IMPACT OF AD CLUTTER ON BRANDING METRICS

According to eMarketer (2016), more than half (54%) of ad buyers state that “ad clutter” (i.e., the number of ad slots on a webpage) is the biggest obstacle of digital advertising growth in the US market. Since publishers’ (i.e., website owners and, thereby, content creators) revenue is directly linked to the number of ad slots on their webpage, they have a clear incentive to increase the number of ad slots on a page. However, if ads on a webpage start to take over too much space, webpage visitors might get overwhelmed. Hence, visitors might start to ignore ads leading to more banner blindness and a substantial decrease in banner ad performance (e.g., brand awareness as well as attitudes towards the ad and brand). Moreover, the amount of “ad clutter”, which is being tracked by brand safety and ad verification programs, is recently put to use by advertisers when making decisions on where to run their ads.

The aim of the thesis, thus, is to examine how ad clutter influences the effectiveness of online advertising, specifically in terms of branding. To carry out the empirical study, the student will conduct a survey among participants who will be asked to surf on websites with varying numbers of ad slots. Participants will then respond to a questionnaire covering cognitive (awareness), affective (attitudes), and behavioral measures (click and purchase intentions) of advertising effectiveness. Therefore, basic knowledge of empirical research methods and statistics is required. The findings from the thesis will have important implications for advertisers having the aim of optimizing branding outcome measures as well as for evaluation of cluttered websites.

LITERATURE:

- **Goldfarb, A. and Tucker, C. E. (2014):** *Standardization and the Effectiveness of Online Advertising*, Management Science, Vol. 61, No. 11, pp. 2707-2719.
- **Goldfarb, A., & Tucker, C. (2011):** *Online Display Advertising: Targeting and Obtrusiveness*, Marketing Science, 30(3), pp. 389-404.
- **Cho, C.H. (2004):** *Why do people avoid advertising on the internet?*, Journal of Advertising, 33(4), pp. 89-97.
- **eMarketer (2016):** *Marketers Find Ad Clutter Challenging*, Retrieved from <https://www.emarketer.com/Article/Marketers-Find-Ad-Clutter-Challenging/1014237>.

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APPLICATIONS:

Applications with CV and transcript of records should be sent to Sila Ada (sila.ada@wu.ac.at).