



The limitations of shockvertising outlined based on the effectiveness of the tactic

Josephine Cilliers

13022152

Final research report

Abstract

In order to identify the line between effective and ineffective shock advertising this study will research the aspects which affect the effectiveness of shock advertising. Three aspects will be taken into consideration namely, level of shock, norm violation and memory recall in order to better understand the perceptions of shock advertising in Cape Town. The study will take on an interpretivist lens and will therefore be a predominantly a qualitative research. The sample group will consist of 110 respondents who will be separated by into two groups. 100 of the participants will be involved in an online survey whilst the remaining 10 will be involved in an ongoing in depth interview to properly analyse their memory recall, level of shock and norm violations in an attempt to identify the limitations of shock advertising.

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1.1. Introduction

Shock advertising is proving to produce both positive and negative responses and outcomes for brands. However, when the outcomes are negative it has the potential to dilute the brand value. This study aims to identify, if any, the aspects of shock advertising which impact the effectiveness of the advertisement itself. If these aspects can be pin pointed, the limitations of shock advertising will be outlined and defined to ensure the effectiveness of the advertising tactic for the brand.

1.2. Problem statement

Shock advertising has proven to create both positive and negative effects on a brands image. In today's media driven society, media platforms have become cluttered and fragmented. "The fragmentation of the media means that brands only exist on the edge of consumers' social spheres and that engagement with the brand is harder to achieve and track." (Klopper and North, 2011) One of many tactics used to gain the attention of consumers is shock advertising. Shock advertising intentionally alarms / shocks its viewers by going against societal norms. It is effective in its ability to gain attention and be memorable. Shock advertising "can generate interest in the brand or it can generate extremely passionate and negative feelings towards the brand which could impact the brand negatively." (Manral, 2011)

1.3. Purpose statement

The purpose of the proposed study is to understand the line between what works and what doesn't in relation to shock advertising in the mind of the consumer.

1.4. Justification for relevance of problem

“Getting people to remember your ad for the right reasons is often about finding that fine balance between pushing boundaries enough to impress consumers with your creativity and taking a step too far.” (Lowczowska, 2015)

Shock advertising or shockvertising is a helpful tool in gaining the attention of consumers and holding a memorable place in their mind. However, when this tactic goes wrong it maintains its main functions : to gain attention and be memorable. Therefore, any advertisements which are received in a negative light may have long lasting effects on the brand and its image. Thus it is important for brands to understand the limitations and threats which shockvertising poses to their brand and brand image.

1.5. Key theories and literature defined

For the purpose of this study several prior studies will be analysed and acknowledged in order to fully understand the existing information related to this study. In a study conducted by Özlem Sanikci at Bilkent University in Turkey the paper “reviews three paradoxes that shock advertisements introduce into the discourse of advertising” (Sandıkcı, 2011 : 42); representational paradoxes, ideological paradoxes and interpretive paradoxes. The discourse of shockvertising will be discussed in relation to the above-mentioned paradoxes.

The theory of semiotics has been defined by Umberto Eco in his book entitled *A Theory of Semiotics* (1979; 7) as anything that can be implicated as a sign. The study of semiotics is relevant to shock advertising in that the outcome of the tactic contains metaphors. These metaphors communicate messages or signs to consumers which can be perceived in different ways.

Several variables of shock advertising will be discussed. These variables are as follows the level of shock, the violation of societal norm and memory recall. (B Urwin and M Venter, 2014) These aspects of shock advertising will be discussed in order to evaluate the effectiveness of shock advertising.

Jennifer Algie and John Rossiter from the University of Wollongong in Australia conducted a study involving 12 different road safety television advertisements. The basis of their study will be used in order to identify the role played by fear in shock advertisements.

Robert Klara suggests that for viewers of shock advertisements there is “a not-so-fine line between love and disgust.” (Klara, 2012) This supports the identified need of the current study, to identify the limitations of shockvertising.

1.6. Key concepts

- The discourse of advertising and shockvertising
- The effectiveness of shockvertising
- Fear appeals

1.7. Research questions

Primary research question:

1. What, if any, are the limitations of shock advertising within Cape Town in the mind of 18 - 30 year olds?

Secondary research questions:

1. To what extent does the level of shock impact the effectiveness of an advertisement in the mind of 18 - 30 year olds in Cape Town?
2. What does not work in shock advertising in the mind of 18 - 30 year olds in Cape Town?
3. What are the potential consequences for brands and their brand image making use of shock advertising?

1.8. Hypothesis

1. The level of shock of an advertisement will affect the viewers' memory recall.
2. The viewers level of shock is influenced by there relationship with the content of the advertisement.

3. The content of shock advertising requires provisional testing to ensure that the intended message is not misinterpreted negatively.

2. Literature review

2.1. Introduction

In order to fully understand shock advertising and its limitations it is important to review the literature which has previously been synthesised. This will better the research possibilities of this study as an understanding of the previous literature will be reached. The review will undergo the following processes. The theoretical foundation of prior literature will be outlined thereafter shock advertising will be defined and its importance outlined. The review will then examine previous literature in relation to the current study.

2.2. Theoretical foundation

Previous studies have situated their research within an interpretivist paradigm. This is due to the nominalist nature of the results required for these studies. According to Merriam Webster.com (1830) nominalist can be defined as “a theory that there are no universal essences in reality and that the mind can frame no single concept or image corresponding to any universal or general term”. This approach to shock advertising is needed as the concept calls for an understanding of human response.

2.3. Shockvertising defined

“‘Shock advertising’, or ‘shockvertising’, usually contains content that sets out to offend or startle viewers to leave a lasting impression.” (Leggatt, 2015) The use of this advertising tactic is due to a cluttered media environment. Therefore, advertisers turn to shock advertising in order to gain the attention of consumers and better the recollection of the message through the violation of societal norms. (Urwin & Venter, 2014 : 203) Urwin and Venter (2014 : 204) acknowledge “seven types of shock appeals that marketers can use to shock the audience”. These being disgusting images, sexual references, profanity,

distasteful images, impropriety or indecency, moral offensiveness and religious taboos (Dahl, Frankenberger and Manchanda, 2003).

2.4. Importance of shockvertising

“According to a white paper presented in London last year (2016) at the Center for Innovations in Business and Management Practices, Advertising agencies are facing difficulties in reaching the customer effectively, so they are using shock advertisements to pierce through this data clutter. ” (Klara, 2012) Thus, the importance of this marketing mechanism is to gain the attention of the consumer and communicate the message of the advertised product and/or service in a memorable fashion.

2.5. Shockvertising vs advertising

In a study conducted by Özlem Sanikci at Bilkent University in Turkey the paper “reviews three paradoxes that shock advertisements introduce into the discourse of advertising.” (Sandıkci, 2011 : 42) Sandikci (2011 : 43) argues that the controversy associated with shock advertising has a direct link to the advertising tactics intent to demur the conventions of advertising. The researcher then demonstrates that shockvertising disregards the “established norms and principles of advertising through three sets of paradoxes” (Sandıkci, 2011 : 43) being representational paradoxes, ideological paradoxes and interpretive paradoxes.

2.5.1. Representational paradoxes

“Advertising, given its commercial goal of creating a positive image for the brand, is guided by a representational strategy of showing the pleasurable and happy experiences associated with the product.” (Sandıkci, 2011 : 43) This positive association is intended to remain in the mind of the consumer in relation to the brand and product and/or service. Therefore, advertising belongs to the realm of fantasy and fiction. Shock advertising, however, often makes use of human truths and current social and political issues along with the fantasy of advertising. “The disjuncture between the subject matter and the

representational logic of advertising discourse creates a shock delivered to the advertising from itself.” (Sandıkçı, 2011 : 43)

2.5.2. Ideological paradoxes

Advertising is considered to be an illusion or distraction from societal and political issues and has been referred to as suggesting a promise of happiness. It is argued that advertising promotes a sense of false needs, wants and role models. (Sandıkçı, 2011 : 43) This in its self can be considered to have a negative impact on society by continuously communicating a lack of self-worth due to the inability to meet the unrealistic sense of happiness promoted in advertising. Shock advertising conflicts this notion of happiness and problematises “the personal world of consumption” (Sandıkçı, 2011 : 45). Shockvertising brings reality to the fantasy world of advertising to shock the consumer who is programmed (through exposure) to expect a promotion of a product/service, yet, the brand implementing the advertisement itself will still relate the content back to the brand.

2.5.3. Interpretive paradoxes

“The absence of product information or, in some cases, the product itself, the pretense of photo-documentary style, the use of socially and politically charged images, and the presence of a blatant mockery of consumption, contradict with the expectations of an audience, who is accustomed to seeing in advertisements a blissful world constructed around the product” (Sandıkçı, 2011 : 45). This shocking nature of this advertising tactic confronts the viewer with content which contradicts their expectations and their assumed interpretations of the advertisement.

The researcher concludes that the contradictory nature of the content within shock advertisements produces a shock appeal on its own. Thereafter, the content itself will communicate the shocking message to the consumer. These conclusions suggest that shock advertising is effective in setting itself aside from the clutter. The interpretation of shock advertising will then take place after the consumer has experienced the initial shock of the confrontation mentioned above.

2.6. *Misunderstood or misrepresentation*

The theory of semiotics has been defined by Umberto Eco in his book entitled *A Theory of Semiotics* (1979; 7) as anything that can be implicated as a sign. The study of semiotics is relevant to shock advertising in that the outcome of the tactic contains metaphors. These metaphors/signs communicate messages or signs to consumers which can be perceived in different ways. "The sign is used to transmit information; to say or to indicate a thing that someone knows and wants others to know as well" (Eco 1988, 27).

In relation to shock advertising this definition of signs relates directly to the interpretation of the advertisements themselves. Eco suggests that signs fit into a "canonical model of communication : source – sender – channel – message – receiver" (Marchand, 2017). When referring to shock advertising the sign is individually interpreted. This suggesting that the limitations of shock advertising depend on the individual consuming the content of the shock advertisements personal opinion and associations with the content itself.

2.7. *Measuring the effect of shockvertising*

Brandon Urwin and Marike Venter from the University of Witwaterstrand conducted a study questioning the effectiveness of shock advertising amongst generation Y. Generation Y is referred to as members of society born between the 1980s and 1990s. The researchers considered three variables of shock advertising, namely, level of shock, norm violation and memory recall. These variables were considered in relation to five types of shock. (Urwin & Venter, 2014 : 203). The method used in order to gain information was that of a questionnaire which was distributed to 300 university students. In addition the researchers "aimed to explore the effectiveness of shock advertising" (Urwin & Venter, 2014: 203) and therefore pinpoint whether the tactic has become obsolete and ineffective as a marketing strategy (Urwin & Venter, 2014: 203).

The analysis of the three main variables: level of shock, norm violation and memory recall will be discussed in order to gain a better understanding of the limitations of shock advertising.

2.7.1. Level of shock

The level of shock “can be described using a scale from high to low” (Urwin & Venter, 2014: 204). This scale inevitably effects the interpretation of the advertisement in the mind of the consumer. If the level of shock is too low the advertisement will unlikely accomplish its goal of creating an impact by grabbing the consumers’ attention and retaining the message. However, if the level of shock is too high the message is likely to be ignored by the consumer due to their emotions towards the comment of the advertisement. (Urwin & Venter, 2014: 204) Therefore, in order to gain the attention of the costumer and improve the recollection of the message, the product and/or service and the brand itself marketers must reach a effectively moderate level of shock. The three variables mentioned in Urwin & Venter’s study suggest that there is a need to define the limitations of shock advertising.

2.7.2. Norm violation

Norm violation refers to the conflict of societal morals or beliefs. These beliefs and morals are created within society through their definition of what is considered acceptable and what is not (Urwin & Venter, 2014: 204). Shock advertising is the product of content which goes against these societal norms. The responses to such norm violations is considered to vary amongst members of society within different demographic segmentations. This is due to different religious beliefs, geographical differences and other demographic variables. Consumers have been said to respond to norm violation with emotions of embarrassment, discomfort and anger due to the feeling that they are being unfairly treated (Urwin & Venter, 2014 : 205). These negative emotions towards shock advertising and norm violation in particular could lead to negative perceptions of the brand. This suggests that the norm violation of the shock advertisement requires a specialisation to specific target audiences within different demographic groups.

2.7.3. Memory recall

In order for advertisements to fulfil their purpose they must maintain a place in the mind of their consumers. Memory recall can be positive, negative or there is no recollection of memory at all. In relation to shock advertising the memory of the advertisement has the potential to have an adverse effect on the brand as whole. If the shock advertisement

succeeds in retaining the memory of the consumer, it could communicate positively or negatively. If the memory recollection is positive the advertisement will have a positive effect on the brand and/or product/service. If the memory recollection is negative the advertisement will have an adverse effect on the brand and/or product/service. This implies that there is a risk presented by the implementation of shock advertising. Thus, there is need to distinguish the limitations of shock advertisers.

2.8. Fear in shockvertising

In a study conducted by Jennifer Algie and John Rossiter from the University of Wollongong in Australia an examination of fear appeals was done. The study focuses on that of 12 road safety television advertisements. In order to decipher the effectiveness of fear appeal within shock advertising the researchers analysed viewers' reactions to the 12 road safety television advertisements. Two groups of 30 students were selected to be exposed to six road safety advertisements aimed at encouraging better road safety (Algie & Rossiter, 2010 : 264). The study revealed that the viewers felt tense throughout the advertisements and only felt a sense of relief towards the end of the advertisement which is said to relate to the concluding recommendations of the advertisement. (Algie & Rossiter, 2010: 266) The use of fear appeal within the context of road safety brings to light the reality of the repercussions of dangerous driving habits. This is done in the hope that the consumer will consider the memory of the fear induced by the advertisement whilst driving.

The researchers conclude that the use of fear appeal in shock advertising is most effective when the viewers have a sense of relief towards the end. This implying that the combination of fear and relief in shock advertising encourage effective outcomes and is thus an effective marketing mechanism.

2.9. Limitations defined by demographic

Robert Klara discusses the limitations of shock advertising in his article "Advertising's shock troops." He states "for consumers, it's a not-so-fine line between love and disgust" (Klara, 2012) when referring to shock advertising. This identifies the limitations of shock advertising as being broad instead of finite. Klara defends the use of shock

advertising even though the web has “toughened the societal skin” (Klara, 2012) as he considers graphic images maintain their ability to “stand out in a crowded media landscape.” (Klara, 2012). Klara analyses the effectiveness of past shock advertisements namely that of the following brands: Equinox, Burger King and Benetton.

2.9.1. Equinox’s campaign titled “Happily ever...”

Equinox is a “upscale fitness-club chain” (Klara, 2012). The brand released an advertisement which featured students painting the body of a nude man, these students were nuns. The fitness-club argued that the advertisement provoked thought and had impact, however, the advertisement was considered by the Catholic Action League as distasteful and disrespectful (Klara, 2012). The advertisement was removed but was discussed long after its removal. When questioned, the brand confirmed that the advertisement had no negative effects on the brand itself, in fact the communication around the advertisement benefited them. This could be influenced by the fact that the advertisement most likely reached more members of society whom are not a part of the specific religious group than those who are.

2.9.2. Burger King’s “Seven incher”

The fast food company is positioned in “12 300 locations” of which 90% are franchised (Klara, 2012) making the regulation of advertisements and marketing mechanisms hard to maintain. One of the locations published advertisements which “took cues from a pornographic video box” (Klara, 2012). These advertisements were published in order to promote the release of a new product. Although the franchisee produced these advertisements on their own accord and the news of the shock advertisements spread from Singapore to Fox News the marketing mechanism yielded positive consumer sales (Klara, 2012).

2.9.3. Benetton's Killer advertising

The brand is known for the use of shock tactics to promote the awareness of political and societal issues. Benetton's continuous use of shock advertising has been repeatedly defended by the intent to better society. However, when the brand released an advertisement consisting of images "of inmates awaiting capital punishment" (Klara, 2012) consumers were in uproar about the content celebrating murderers. Benetton argued that the content was aimed at exposing the barbarity of the death penalty but this explanation was not good enough for the American consumers. Members of victims' rights groups protested against the brand and Missouri's prison system sued the brand. The repercussions of this shock advertisement were dismal showing that there certainly are limitations to shock advertising.

The above examples of shock advertising suggest that the content needs to be crafted for the brands' specific target audience. The different demographic variables within society outline limitations to shock advertising due to the potential adverse effects the marketing mechanisms messages and content often communicate.

2.10. Relevance to the current study

Studies done prior to the current study make use of qualitative research methods in order to fully understand shock advertising. The current study will follow similar methods in data collection and like prior studies will measure consumers' reactions to the marketing mechanism. The majority of the former studies have, however, researched the effectiveness of shock advertising as a marketing tactic. The current study aims to identify the limitations presented by shock advertising which inevitably determines the success or failure of the advertisement.

2.11. Conclusion

In conclusion, the studies done prior to the current study will not only guide the research methods implemented in order to gain the information needed for the current study but will also create a theoretical backbone for the current study. The majority of the previous studies identify both positive and negative aspects of shock advertising. They also have contradictory opinions on the effectiveness of shock advertising. This calls for further research into the topic and implies the need for the limitations of shock advertising to be clearly defined in order for the tactic to maintain its function.

3. Methodology

3.1. Research design

This study will be situated in the interpretivist paradigm which aims to “integrate human interest into a study” (Research Methodology, 2016). This is because the study aims to fully understand the limitations, advantages and disadvantages of using shock advertising for a brand. Due to the research relying predominantly on the opinions of the sample group, the questions asked will be designed through an anti-positivist lens. This will produce predominantly qualitative data which will accommodate the research questions best. The qualitative nature of the study and the need to understand consumer perception means that the study will undertake a nominalist approach.

The current study can be understood as an exploratory study. “The objective of exploratory research is to identify key issues and key variables and to gain a greater understanding of a phenomenon, a group of people or social setting.” (Maree, 2016: 55) This directly aligns with the objectives of the current study. “Exploratory qualitative studies tend to be primarily inductive.” (Maree, 2016: 55) Inductive reasoning begins with making specific observations from which patterns are identified allowing one to further hypothesise and then develop general theories. (Maree, 2016: 55)

The research will take the form of an in-depth interview which will be conducted in order to better understand consumers response to shockvertising. Following these in-depth interviews the same group of respondents will be interviewed a week later in order to gain an understanding of their memory recall.

3.2. Research plan

3.2.1. Sampling

The sample group required for this study is that of members who are frequently exposed to advertising and are aware of some of the basic variables of advertising which affect the effectiveness of the advertisements. In order to ensure that the data collected from this sample are accurate the sampling will resemble that of homogenous sampling. This

sampling style aims to “to give a detailed picture of a particular phenomenon.” (Maree, 2016 : 86)

The sample group will consist of both males and females who are between the ages 18 and 30 and live in Cape Town, South Africa. These respondents will all be attending an advertising tertiary educational institute and will therefore have a general knowledge on advertising as well as an interest in advertising overall. They are active consumers of multiple media platforms such as magazines, social media, websites, blogs, billboards and posters.

3.2.2. Methods for data collection and analyses

“Qualitative studies do not treat data collection and data-analysis as two separate processes, but see them as an ongoing, cyclical and iterative process.” (Maree, 2016: 86) Therefore, I will make use of a cyclical and iterative process of data collection, reflection and analysis. (Maree, 2016 : 86) This meaning that the data collection and analysis is ongoing and progressive. The initial research will be analysed and this information will then be used to develop, improve and identify gaps in the data for the next phase of research. This process will be followed throughout the study until reaching a point where the data gathered is sufficient.

The methods used to gather this data consist of a combination of online surveys and in-depth interviews which implement aspects of ethnographic observational research. The data collection process will undergo six phases.

Phase 1:

Part 1 of open ended interviews with 7 respondents form the sample group gaining a better understanding of the norm-violation of shockvertising. Implementing aspects of observational research whilst exposing the respondents to shock advertisements and comparing the effectiveness of these advertisements.

The participants will be asked to give verbal consent whilst being recorded before the interview begins. Once the consent of the participants has been given, they will receive a

verbal warning concerning the shocking content within advertisements shown to them. Once consent is given and the warning has been heard the interview will begin.

Phase 2:

The analysis of the data collected from phase 1 along with the identification of gaps found in the data. This information is used to improve the following phases of research.

Phase 3:

Part 2 of open ended interviews taking place a week after part 1 and gaining an understanding of the 7 respondents memory recall of the advertisements shown to them in part 1.

The participants of this interview have already given their consent as well as received verbal warning with regards to any content shown to them. Therefore, any ethical concerns have been sufficiently dealt with.

Phase 4:

The analysis of the data collected from phase 3 along with the identification of gaps found in the data. This information is used to determine if there is a need for further research to take place.

3.2.3. Reliability and validity

In order to ensure the reliability of the research outcomes, the reliability of the instruments used must be tested. Therefore, the in-depth interview will be measured through the use of test-retest reliability.

To ensure the validity of the research instruments the following four types of validity must be considered; face validity, content validity, construct validity and criterion validity. Face validity “cannot be quantified or tested” (Maree, 2016 : 240), however, the instruments used will be scrutinised by members educational supervisors. In order to ensure the validity of the content the instrument, a provisional version will be shared with educational supervisor. The construct validity will be measured through the ongoing supervision of an educational supervisor ensuring the construct validity is fully examined. The criterion validity is measured through the level of correlation between the instrument and criterion. (Maree, 2016: 240)

3.3. Anticipated contribution

The most important contribution of the study is that it offers the potential to act as a guideline for brands looking to implement shockvertising. If the research proves to identify limitations to shockvertising the study holds the potential to limit the negative consequences which can effect a brand after a shockvertisement has gone wrong.

3.4. Ethical considerations

With regard to the ethical considerations of this study there are two main aspects to consider. Initially it is important to consider the content of the advertisements shown and how this will affect the respondents. Therefore, all content shown throughout the research should follow a warning. This will ensure that all respondents will have an understanding of what to expect going into the research process and will be aware of the shocking content within. Secondly, the privacy and protection of participants is crucial. All participants will be required to complete consent forms allowing the data collected to be used throughout the study. The data collected from the respondents will remain anonymous in the interests of the participants to ensure their protection.

Please take the time to view the ethical consent form in appendix A.

3.5. What has been shown?

In order to test the limitations of shockvertising respondents will be exposed to four shock advertisements. Two of which are considered effective and two which are considered ineffective based on the consumer response to the advertisements. The two ineffective advertisements are that of Peta and Goodyear and the two effective advertisements are produced by the Helen Bamber foundation and Body Shop and The Western Cape Government. Please find the links to all of the mentioned advertisements in Appendix B.

3.5.1 Effective shockvertisements

The Helen Bamber foundation and Body Shop: This advertisement, *Torture by another name*, shows a women comparing two lives. The one of an ambitious young girl named Elena who had hopes and dreams of becoming a nurse and the other of a girl named Maria who has been forced into sex trafficking and has detached herself from all emotions. The advertisement ends by explaining that Maria was once Elena and that women who are enslaved into sex trafficking lose more than just their names. The shock stems from the harsh reality of the content displayed within the advertisement even though it doesn't display any explicit sex scenes.

The Western Cape Government : The shockvertisement, *The first kiss*, starts with the usual girl meets boy storyline, however, every time they nearly get their romantic kiss they are interrupted. Their final interruption is a friend calling them to get in the car, they all get in and put on their seat belts except for one. The couple finally gets their kiss in a traumatic accident where the one male who didn't put his seat belt on kills the other three people in the car. The advertisement has been widely discussed online and amongst people who have seen it. "Shock tactics, maybe, but if this can shock a few people into wearing seatbelts, then I'd say it's a job well done. It's certainly has left me with an increased motivation to encourage seatbelt-wearing by my passengers. Message received, loud and clear." (Patricios, 2017)

3.5.2. Ineffective shockvertisements

Goodyear : Goodyear released an advertisement which was criticised for being sexist. The advertisement shows a woman dressed in a skirt and blazer with a pair of high heels who has a flat tyre. She attempts to change the tyre and ends up stumbling backwards and off the edge of a bridge to her untimely death. The advert was considered to depict women as being incapable of changing her tyre and was deemed ineffective.

Peta : Peta is known for their advertisements implementing shock tactics, however, an advertisement called *What if you were killed for your coat* was rejected by no other than Peta themselves. The advertisement shows a woman walking along a series of shopfronts when a man comes and clubs her to death in order to remove her fur coat. The

advertisement was not released as its scheduled release date was soon after 9/11 and was deemed “too violent to air” (PETA, 2017).

4. Findings

The findings for this research have been gathered from two phases of in-depth open ended interviews which were conducted with a week between the two phases. Please see the transcribed version of the in-depth interviews in appendix C. The following findings are the result of above mentioned research and will be discussed in relation to the respondents level of shock, perceived success and memory recall. The feedback from the respondents throughout the research left the aspect of norm violation void of importance to the study, therefore, the norm violation will not be discussed.

4.1. Level of shock

The respondents were asked to state their level of shock after watching each of the advertisements being *Torture by another name*, *Run on flat*, *Peta* and *The first kiss*. The data was collected and translated into the average of the level of each shockvertisement out of 10.

Torture by another name : 7,5

Run on flat : 3,8

Peta : 4,7

The first kiss : 7,8

It is evident that the respondents found *The first kiss* and *Torture by another name* the most shocking. *The first kiss* has the highest average level of shock with majority of the respondents saying that the situation was relatable. "Its relatable, we've all been in a situation like this." Which leads one to believe that the more relatable the content of the advertisement is the more shocking it is going to be.

4.2. Perceived success

The respondents were asked if they considered each of the advertisements successful in achieving its goals. The advertisements shown to the respondents were selected on their perceived success and/or acceptable content based on the online response after they were aired. This aspect of the study aims to detect whether despite the critiques received by the

two advertisements deemed ineffective, if the respondents consider the advertisements effective or not.

Torture by another name : 100% of the respondents considered this advertisement successful

Run on flat : 30% of the respondents considered this advertisement successful

Peta : 30% of the respondents considered this advertisement successful

The first kiss : 100% of the respondents considered this advertisement successful

4.3. Memory recall

4.3.1. Phase 1

The first phase of the research aimed to gain the respondents ability to state the brand name after watching the advertisements. This will assist in determining if the advertisement is successful in communicating its intended message as well as creating brand awareness.

Torture by another name : 43% of the respondents were able to identify the Body Shop

Run on flat : 71% of the respondents were able to identify Goodyear

Peta : 100% of the respondents were able to identify Peta

The first kiss : 14% of the respondents were able to identify The Western Cape Government

4.3.2. Phase 2

The research underwent two phases of in-depth interviews with a week between the two phases. The second phase aimed to identify the respondents ability to remember the advertisements shown to them. This will assist in identifying the effectiveness of the advertisements.

Torture by another name : 100% of the respondents were able to remember the story line/events and message within the advertisement

Run on flat : 71% of the respondents were able to remember the story line/events and message within the advertisement

Peta : 43% of the respondents were able to remember the story line/events and message within the advertisement

The first kiss : 86% of the respondents were able to remember the story line/events and message within the advertisement

4.4. Insights

Gaining insights can be understood as “the act or result of apprehending the inner nature of things or of seeing intuitively” (Merriam-webster.com, 2017). The insights gained from the above findings as well as the fully transcribed in-depth interviews (see Appendix C) will better assist in answering the research questions of the study.

1. The advertisements were deemed ineffective by the respondents when they violated something that went against their personal values and/or beliefs.
2. The advertisements were considered more effective and emotive when the respondents were guilty of the issues addressed within the content of the advertisements.
3. The level of shock directly effects the respondents ability to remember aspects of the advertisement. The higher the level of shock the more likely the advertisement is to be remembered.
4. The level of shock directly effects the viewers ability to link the advertisement to a brand name. The lower the level of shock the higher the likelihood of viewers to recall a brand name after watching an advertisement.
5. The viewers perceived effectiveness of the advertisement links to their ability to remember the content within the advertisement.

4.5. The limitations

The purpose of this study is to identify the limitations of shockvertising. This has been done through the implementation of both primary and secondary research over the period of a year. To ensure that the study has fulfilled its purpose the primary and secondary questions have been answered in relation to the hypothesis. The limitations of shockvertising can be identified as being relative to three specific aspects being the violation of the viewers beliefs and/or values, guilt and level of shock.

The aspect of violating viewers beliefs and/or values acts as a limitation to shockvertising as viewers alter their opinions on brands when advertisements go against them. When respondents were asked if they thought the *Run on flat* advertisement was effective several

said no due to the way that women were depicted. This did not only impact the viewers view on the advertisement but on the brand as a whole : “Um ya I think so but either way I wouldn't go to them because of this advert.” . Therefore, my hypothesis that the viewers level of shock is influenced by there relationship with the content of the advertisement is proven true.

The aspect of guilt plays a large role in the effectiveness of shockvertisements. If consumers are guilty of the content which intents to shock it makes their level of shock higher and increases the effectiveness of the message being communicated. This meaning the higher the level of guilt which viewers will experience, the more effective the advertisement will be. This links to the hypothesis that the viewers level of shock is influenced by there relationship with the content of the advertisement.

The aspect of viewers level of shock is, as to be expected, the most influential aspect in ensuring the effectiveness of a shockvertisement. The level of shock influences the memory recall of the advertisement and the viewers ability to link a brand to the advertisement. The higher the level of shock the more likely the advertisement is to be remembered, yet, the lower the level of shock the higher the likelihood of viewers to recall a brand name after watching an advertisement. Therefore, brands need to identify the objectives of the advertisements in order to align their level of shock with their objectives. It is evident from the above mentioned findings that the hypothesis that the level of shock of an advertisement will affect the viewers' memory recall is true.

5. Conclusion

It can be concluded that the limitations of shock advertising consist of three variables being the violation of consumers values and/or beliefs, guile and level of shock. These three variables can be adjusted to fit the needs of any given brand. It is, however, suggested that brands making use of shockvertising implement some kind of trial run to ensure that the tactic does not create long term harm for the brand name. Further studies can be done to identify the outcomes of altering/adjusting the level of each of the above mentioned variable to identify a shockvertising formula.

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Appendix B



1. <https://www.youtube.com/watch?v=00FHtdFCpy0>

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2. <https://www.youtube.com/watch?v=JhUN9Gv0M9Y>

Run on flat. (2008). [video] Goodyear.

3. <https://www.youtube.com/watch?v=R07-gZxxwDI>



What if you were killed for your coat. (2007). [video] America: Peta.

4. <https://www.youtube.com/watch?v=SR021-qyLJ8>



The first kiss. (2016). [video] South Africa: The Western Cape Government.

Appendix C

Phase 1 - Interview 1

Torture by another name

1. After watching this advertisement what specific emotions/feelings does this trigger?

shock, sadness, fear - being a women myself and the reality of this being a possibility to happen to me, graphic, unsettling

2. How do you feel that the advertisements have influenced your thoughts on the topic addressed?

It definitely made it more real because there is very little light shed on it so it made it more relevant and a reminder that it happens every day

3. Which brand was advertised?

I have no idea. I took absolutely no notice of the brand I was way too shocked

4. What would you rate your level of shock out of ten?

a solid 9

5. What do you feel the advertisement was attempting to achieve?

I think just the seriousness and life long impact it has and that it leads to a loss of identity

6. To what extent do you think that it was successful in achieving its goals?

If its goals were to shock than very successful

7. Which changes would you suggest advertisers could make to this advertisement to make it ore effective?

I don't know any changes they could have made to make that any more effective- I really don't think they could change anything.

8. Do you have any other comments you would like to make?

I would like to see fewer of them. Its strange because you don't want to see these even though you know there is such a need for the message to be communicated.

Run on flat

9. After watching this advertisement what specific emotions/feelings does this trigger?

confusion - Im not sure what they were getting and shock when she falls off the bridge

10. In what way do you feel that your emotions towards the advertisement relate to the violation of societal norms?

I didn't like that the advert was slightly sexist. I didn't like the way they portrayed the woman as being incapable of doing things on her own - in her heels and useless.

11. How do you feel that the advertisements have influenced your thoughts on the topic addressed?

I dont feel that the content was necessary for the message. the shock was unnecessary

12. Which brand was advertised?

Goodyear

13. How has your opinion on the brand been altered?

Yes it definitely Ive got a less pleasant opinion of them. I didn't like their ad at all

14. What would you rate your level of shock out of ten?

4/5

15. What do you feel the advertisement was attempting to achieve?

I think that you need to have good tyre that don't blow out I guess

16. To what extent do you think that it was successful in achieving its goals?

Um ya I think so but either way I wouldn't go to them because of this advert.

17. Which changes would you suggest advertisers could make to this advertisement to make it ore effective?

I would have made it more relevant. Not depicted women the way they did because it was offensive and it could have been a whole lot less offensive.

Peta

18. After watching this advertisement what specific emotions/feelings does this trigger?

disgust mostly

19. In what way do you feel that your emotions towards the advertisement relate to the violation of societal norms?

I think in terms of societal norms the purpose of the ad was to try equate women abuse to the killing of animals for fur and I think both issues create these reactions of disgust and shock

20. How do you feel that the advertisements have influenced your thoughts on the topic addressed?

Hugely - I felt some shame after watching it because I do know that there are people in my family that own fur coats and the ad captured how normal its become because nobody turned or reacted to the woman being beaten as if its not a thing at all

21. Which brand was advertised?

Peta I think

22. How has your opinion on the brand been altered?

Yes I hadn't seen any of their adverts before but I think that it was really effective. A good cause and a good brand.

23. What would you rate your level of shock out of ten?

8

24. What do you feel the advertisement was attempting to achieve?

Because the killing of animals is so prevalent and happens so much that they want to communicate that its as disgusting as beating a women

25. To what extent do you think that it was successful in achieving its goals?

Very much so

26. Which changes would you suggest advertisers could make to this advertisement to make it ore effective?

i wouldn't make any changes. If it was any less graphic it would be easier to watch but would lose the impact

First kiss

27. After watching this advertisement what specific emotions/feelings does this trigger?

Absolute shock, it gave me goosebumps, for some reason it made me quite sad and emotional so ya a lot of sadness

28. In what way do you feel that your emotions towards the advertisement relate to the violation of societal norms?

I think that the fact that it didn't matter that the other three people in the car had their seat belts on and it was the one without his on that killed the rest. Its a pretty harsh reality that even though you might make sure you are safe sometimes your safety is in the hands of others

29. How do you feel that the advertisements have influenced your thoughts on the topic addressed?

I will definitely think again when getting in the car. Im guilty of not putting my seatbelt on so I actually feel a bit ashamed. it was easy to relate to because I am often the one who doesn't put my seatbelt on.

30. Which brand was advertised?

I have absolutely no idea I was way too shock up

31. What would you rate your level of shock out of ten?

a 10

32. What do you feel the advertisement was attempting to achieve?

To encourage people to wake up and put your seat belts on and make sure that your family and friends do the same

33. To what extent do you think that it was successful in achieving its goals?

Unbelievably successful

34. Which changes would you suggest advertisers could make to this advertisement to make it ore effective?

I would possibly make it less graphic. I found it extremely graphic with the bones breaking and stuff so I guess it could be a little bit less gory while maintaining its effectiveness

35. Do you have any other comments you would like to make?

I think they were really clever in incorporating an element of young love because you almost become invested in the relationship which makes the end result more emotional

Phase 2 - Interview 1

1. What aspects do you remember from the advertisements previously shown to you?

- *trafficking*
- *tyre advert even though it was the least effective - had the least impact the first interview*
- *last kiss - seatbelt - gory and graphic*

2. What was the message being communicated?

- *stop sex trafficking*
- *to get good tyres*
- *wear your seatbelt*

3. What emotions do you associate with these advertisements/brands?

- *disturbed - two personality/stolen identity*
- *unsettled by sex and seatbelt*
- *made more of an effort to wear my seatbelt*

Phase 1 - Interview 2

Torture by another name

36. After watching this advertisement what specific emotions/feelings does this trigger?

cut from my emotions and I found it disgusting to see ya it was horrible

37. In what way do you feel that your emotions towards the advertisement relate to the violation of societal norms?

Ya because like literally all the feelings that she had I could feel them and it shows us that we are literally blind. society just tries to stop looking even though we know its there

38. How do you feel that the advertisements have influenced your thoughts on the topic addressed?

It obviously made me aware of it and how the people affected. Its revolting. Obviously we want to change it after watching this but HOW?

39. Which brand was advertised?

I have no idea

40. What would you rate your level of shock out of ten?

A good 8

41. What do you feel the advertisement was attempting to achieve?

That its happening everywhere its not something small its a big business and we should all be aware of it. Awareness is the first step

42. To what extent do you think that it was successful in achieving its goals?

Yes I think it was very successful. I think that I definitely received the message

43. Which changes would you suggest advertisers could make to this advertisement to make it ore effective?

I don't think that I would change it

44. Do you have any other comments you would like to make?

I obviously think it was shocking and revolting but the way that they did it you cant see anything disgusting so its really good because you get the message without seeing too much of what you don't want to see.

Run on flat

45. After watching this advertisement what specific emotions/feelings does this trigger?

I didn't think that changing a tyre would be dangerous. I was kind of curious because I wanted to see what happened next but I obviously didn't expect the way it ended.

46. In what way do you feel that your emotions towards the advertisement relate to the violation of societal norms?

It was stereotyping women because of her skirt and high heels as if she cant really do it.

47. Which brand was advertised?

Run of flat

48. What would you rate your level of shock out of ten?

6

49. What do you feel the advertisement was attempting to achieve?

To make you realise that changing a flat tyre is not as simple as we think.

50. To what extent do you think that it was successful in achieving its goals?

I think it was effective but they shouldn't have shown women in that way

51. Which changes would you suggest advertisers could make to this advertisement to make it ore effective?

I think that changing the way she was dressed would be a less stereotypical way of communicating the message.

Peta

52. After watching this advertisement what specific emotions/feelings does this trigger?

I was a bit shocked but at the same time I was thinking that she didn't deserve him to come and beat her.

53. In what way do you feel that your emotions towards the advertisement relate to the violation of societal norms?

I think that it could have been a women beating a man and I still would have received the message.

54. How do you feel that the advertisements have influenced your thoughts on the topic addressed?

I think that its a really good way of advertising this because they literally dont get a choice. So I think the message was very clear.

55. Which brand was advertised?

Peta

56. How has your opinion on the brand been altered?

I think yes in a positive way because they trying to create awareness in a positive way. I try stay away from all products that test on animals or abuse animals in any way because I am a huge animal lover.

57. What would you rate your level of shock out of ten?

6

58. What do you feel the advertisement was attempting to achieve?

Its literally just questioning people about their actions and asking them if it was happening to them would they still do it?

59. To what extent do you think that it was successful in achieving its goals?

It was definitely effective because people can relate to it

First kiss

60. After watching this advertisement what specific emotions/feelings does this trigger?

shocking ya its really shocking and disgusting you want to vomit

61. In what way do you feel that your emotions towards the advertisement relate to the violation of societal norms?

I never wear my seatbelt when I'm sitting at the back so this scared me a lot more because I can relate to the advertisement.

62. How do you feel that the advertisements have influenced your thoughts on the topic addressed?

I will be more conscious of it and try to wear my seatbelt more.

63. Which brand was advertised?

I just remember be the change

64. What would you rate your level of shock out of ten?

8

65. What do you feel the advertisement was attempting to achieve?

To show us the reality. We always think it wont happen to us but its showing us the reality of what putting your seatbelt on can do

66. To what extent do you think that it was successful in achieving its goals?

I think I will be more conscious of it now so yes it has been effective. But, I dont think that everyone should be able to watch this. Its very graphic so not everyone can watch it because it can be harmful to them.

67. Do you have any other comments you would like to make?

When I saw it the first time I was literally trying to hide but it really opened my eyes.

Phase 2 - Interview 2

1. What aspects do you remember from the advertisements previously shown to you?

- *shocking*
- *first kiss*
- *lose more than there name*
- *images*

2. What was the message being communicated?

- *first kiss*

3. What emotions do you associate with these advertisements/brands?

- *brilliant*

4. Do you have any other comments you would like to make?

- *Whats so interesting is I never thought I would forget those shocking adverts.*

Phase 1 - Interview 3

Torture by another name

68. After watching this advertisement what specific emotions/feelings does this trigger?

well obviously shock, a lot of confusion. I didn't know what they were trying to achieve in the beginning I suppose some ads do that and come together at the end but the shock kind of ruined that flow for me so I was pretty confused.

69. In what way do you feel that your emotions towards the advertisement relate to the violation of societal norms?

Not necessarily violates because I think it depends on were its been shown

70. How do you feel that the advertisements have influenced your thoughts on the topic addressed?

Its obviously showing the worst parts of it but its quite sad that people are using it in advertising because its a pretty hectic topic but with regard to creating awareness. Ya it made a big difference.

71. Which brand was advertised?

The only one I saw was body shop which was confusion because it seems totally separated from their brand image.

72. How has your opinion on the brand been altered?

My opinion on body shop has changed but just to confusion.

73. What would you rate your level of shock out of ten?

6/7

74. What do you feel the advertisement was attempting to achieve?

Particularly awareness and almost waking us up to the reality of whats going in the world and that these women lose so much, emotionally too.

75. To what extent do you think that it was successful in achieving its goals?

It communicates the message that women lose more than just their name but I just don't know how it links to the brand.

76. Which changes would you suggest advertisers could make to this advertisement to make it ore effective?

Almost having a help factor so giving people a solution. They tell us whats happening but don't give us a solution so Im just left with a bad conscious. So I think they need a call to action.

Run on flat

77. After watching this advertisement what specific emotions/feelings does this trigger?

stupidity and not as much shock as the previous

78. In what way do you feel that your emotions towards the advertisement relate to the violation of societal norms?

Ya well with the whole act on feminism its almost like a misogynistic view where the women cant change the tyre on her own so with regard to that societal norm yes

79. How do you feel that the advertisements have influenced your thoughts on the topic addressed?

I dont think it was necessary to show this level of shock of the message they are communicating

80. Which brand was advertised?

Goodyear

81. How has your opinion on the brand been altered?

it has changed because they have tried to go for a tactic that doesn't link to their brand image

82. What would you rate your level of shock out of ten?

2

83. What do you feel the advertisement was attempting to achieve?

It was trying to communicate the impotence of using goodyear over other brands

84. To what extent do you think that it was successful in achieving its goals?

I don't think it as successful because it was exaggerated and unrealistic

85. Which changes would you suggest advertisers could make to this advertisement to make it ore effective?

To make it more effective I would take away the shock and make it more humorous

Peta

86. After watching this advertisement what specific emotions/feelings does this trigger?

humour obviously some aggression for me personally a bit of guilt because I don't wear fur but I wear a lot of leather

87. In what way do you feel that your emotions towards the advertisement relate to the violation of societal norms?

It goes against the fashion industry because fur is considered normal.

88. Which brand was advertised?

Peta

89. How has your opinion on the brand been altered?

No because all of their ads are very similar to this. It is all relevant to the brand and its identity

90. What would you rate your level of shock out of ten?

Well because ive seen them before about a 6

91. What do you feel the advertisement was attempting to achieve?

Awareness against fur

92. To what extent do you think that it was successful in achieving its goals?

I think it was very effective

93. Which changes would you suggest advertisers could make to this advertisement to make it ore effective?

I would given the woman more reason to feel connected to - maybe her texting her kids etc

94. Do you have any other comments you would like to make?

First kiss

95. After watching this advertisement what specific emotions/feelings does this trigger?

frustration, predictability, shock, sadness

96. How do you feel that the advertisements have influenced your thoughts on the topic addressed?

I think the ad is a bit exaggerated but I have been in an accident so i always tell everyone to put their safety belts on

97. Which brand was advertised?

I literally tried to look but I couldn't see I know it has something to do with government

98. What would you rate your level of shock out of ten?

This was was definitely high. I would say a 7

99. What do you feel the advertisement was attempting to achieve?

I think they were trying to create an emotional connection to the people and then take that away from you but I found it frustrating - they could have kissed and then carried on with the night with the accident happening after that

100. To what extent do you think that it was successful in achieving its goals?

I think it was very successful

101. Which changes would you suggest advertisers could make to this advertisement to make it ore effective?

Ya i would really cut them trying to kiss shorter and make it more emotional than just truing to kiss

Phase 2 - Interview 3

1. What aspects do you remember from the advertisements previously shown to you?

- *the story*

2. What was the message being communicated?

- *sex slaves*

- *tyre*
- *road safety*

3. What emotions do you associate with these advertisements/brands?

- *road safety*

Phase 1 - Interview 4

Torture by another name

102. After watching this advertisement what specific emotions/feelings does this trigger?

sad for the people and its torturous for them to have to go through that. It definitely stirs up some hard emotions

103. How do you feel that the advertisements have influenced your thoughts on the topic addressed?

I would want to do something more to help and try and help in some way

104. Which brand was advertised?

No I just saw body shop at the end

105. How has your opinion on the brand been altered?

NO I just no body shop is very organic so I think thats an influence on what they are trying to achieve

106. What would you rate your level of shock out of ten?

A 7 i think

107. What do you feel the advertisement was attempting to achieve?

Mostly awareness

108. To what extent do you think that it was successful in achieving its goals?

I think that they could have done the video slightly different and creating more shock but it was still really good. I think at the end it was quite effective.

Run on flat

109. After watching this advertisement what specific emotions/feelings does this trigger?

This one wasn't very shocking to me I just didn't enjoy the ad at all so it didn't effect me really

110. How do you feel that the advertisements have influenced your thoughts on the topic addressed?

I feel like it definitely gives awareness but I think shock advertising isn't always the best tactic

111. Which brand was advertised?

I have no idea

112. What would you rate your level of shock out of ten?

3

113. What do you feel the advertisement was attempting to achieve?

That changing tyres can be dangerous

114. To what extent do you think that it was successful in achieving its goals?

I don't think so because it felt very silly and literal

115. Which changes would you suggest advertisers could make to this advertisement to make it more effective?

I wouldn't make it literal at all

Peta

116. After watching this advertisement what specific emotions/feelings does this trigger?

Obviously a man hitting a women is never nice to look at. Its just not fun to watch at all.

117. How do you feel that the advertisements have influenced your thoughts on the topic addressed?

Well its kind of like he's beating a women for her fur and they're doing the same to animals. This seems as though it would make people want to do it more instead of stopping them.

118. Which brand was advertised?

Peta

119. How has your opinion on the brand been altered?

No i just think it was very negative to watch

120. What would you rate your level of shock out of ten?

Probably about a 6

121. What do you feel the advertisement was attempting to achieve?

Trying to get more people to buy the fur

122. To what extent do you think that it was successful in achieving its goals?

From my perspective no because I don't know why people would like to buy fur after watching this

123. Which changes would you suggest advertisers could make to this advertisement to make it more effective?

Maybe switch gender roles. Or though I think that might dilute the impact

First kiss

124. After watching this advertisement what specific emotions/feelings does this trigger?

it stirs more emotions than any of the others because its real so I feel guilty

125. How do you feel that the advertisements have influenced your thoughts on the topic addressed?

I think that i will try and wear a seatbelt now but its a pretty predictable ad

126. Which brand was advertised?

I have no idea

127. What would you rate your level of shock out of ten?

probably like a 4 or 5 because Ive seen ads like this before before

128. To what extent do you think that it was successful in achieving its goals?

I think it is really successful because you feel such an emotional connection to the people.

129. Which changes would you suggest advertisers could make to this advertisement to make it ore effective?

I do like their story line but it seems really done so it felt predictable

Phase 2 - Interview 4

1. What aspects do you remember from the advertisements previously shown to you?

- woman being hit to death - trauma

- *tyre*

- *Peta*

- *bodyshop*

2. What was the message being communicated?

- *tyre - dont change your tyre alone*

- *save animals and not wear fur*

3. What emotions do you associate with these advertisements/brands?

- *dont like them because of women power - hate in a way*

Phase 1 - Interview 5

Torture by another name

130. After watching this advertisement what specific emotions/feelings does this trigger?

Well shock, disturbing and uncomfortable

131. In what way do you feel that your emotions towards the advertisement relate to the violation of societal norms?

Its a taboo subject

132. How do you feel that the advertisements have influenced your thoughts on the topic addressed?

no you are aware its happening but you don't see it. You have an opinion this just brings it to light

133. Which brand was advertised?

I don't know

134. What would you rate your level of shock out of ten?

4 because its also environment because if I saw that in a movie theatre with my parents it would be so much worse but watching it in a place I feel comfortable with is different

135. What do you feel the advertisement was attempting to achieve?

Awareness - Its happening to real people

136. To what extent do you think that it was successful in achieving its goals?

I cant remember the brand but I do think it was successful

137. Which changes would you suggest advertisers could make to this advertisement to make it ore effective?

I wouldn't make any changes

Run on flat

138. After watching this advertisement what specific emotions/feelings does this trigger?

humour

139. In what way do you feel that your emotions towards the advertisement relate to the violation of societal norms?

Its stereotypical in the way it makes women look incompetent

140. Which brand was advertised?

Goodyear

141. What would you rate your level of shock out of ten?

142. What do you feel the advertisement was attempting to achieve?

Obviously wants you to use goodyear for your tyres

143. To what extent do you think that it was successful in achieving its goals?

I think that its an ad you would talk about so i guess so - I would tell my friends about this ad after seeing it

144. Which changes would you suggest advertisers could make to this advertisement to make it more effective?

Maybe she doesn't have to die at the end. She could have survived the fall in some way.

Peta

145. After watching this advertisement what specific emotions/feelings does this trigger?

It depends on the context. If you're living off the land its different than if you want to look cool in the mall

146. Which brand was advertised?

Peta

147. How has your opinion on the brand been altered?

I think it was pretty laid back ad coming from peta

148. What would you rate your level of shock out of ten?

2

First kiss

149. After watching this advertisement what specific emotions/feelings does this trigger?

Its relatable - we've all been in a situation like this

150. Which brand was advertised?

Western cape government

151. What would you rate your level of shock out of ten?

9

152. What do you feel the advertisement was attempting to achieve?

Seatbelt awareness

153. To what extent do you think that it was successful in achieving its goals?

I think it was great - fantastic build up

Phase 2 - Interview 5

1. What aspects do you remember from the advertisements previously shown to you?

- *sex trafficking and sexual abuse*
- *tyre*
- *the one with the two teenagers*
- *remember the first and last one the most but the third I don't remember at all*

2. What was the message being communicated?

- *Awareness - it can happen to anyone*
- *tyres was stereotypical but took on the tyre deal informing people to rather use the fillers that automatically do it*
- *drunk driving - major shock - its very true that you shouldn't get in the car with a drunk driver and always put your seatbelt on. It actually only takes a second*

3. What emotions do you associate with these advertisements/brands?

- *shock*
- *first is most impactful*
- *last one is relatable and realistic*

4. Do you have any other comments you would like to make?

- *Were there four adverts or were there three?*

Phase 1 - Interview 6

Torture by another name

154. After watching this advertisement what specific emotions/feelings does this trigger?

uncomfortable, disgusted and irritated because its so common but nothing gets done

155. In what way do you feel that your emotions towards the advertisement relate to the violation of societal norms?

it definitely does because a societal norm talking about this is we all brush it under the rug. Although its becoming more normal to talk about now the whole topic of sex in general is taboo and avoided.

156. How do you feel that the advertisements have influenced your thoughts on the topic addressed?

You tend to forget about it and just bringing it up makes me annoyed

157. Which brand was advertised?

Absolutely no idea

158. What would you rate your level of shock out of ten?

8

159. What do you feel the advertisement was attempting to achieve?

It could happen to anyone

160. To what extent do you think that it was successful in achieving its goals?

I think it was successful in communicating the fact that it can happen to anyone but not really that they are losing more than their name but I think that its still effective

161. Which changes would you suggest advertisers could make to this advertisement to make it ore effective?

Make the two look a bit different because it is a bit confusing

Run on flat

162. After watching this advertisement what specific emotions/feelings does this trigger?

A what the fuck moment to be honest - This stuff happens everyday and its pretty hectic to make a joke of it.

163. Which brand was advertised?

Goodyear

164. What would you rate your level of shock out of ten?

6

165. What do you feel the advertisement was attempting to achieve?

I still don't know what its talking about or what run on flat is

166. To what extent do you think that it was successful in achieving its goals?

I don't think it was successful because I don't know anything about what was going on

167. Which changes would you suggest advertisers could make to this advertisement to make it more effective?

Maybe she could have fallen into water and come up. So that they didn't kill her off and explain a bit more about what run on flat is.

Peta

168. After watching this advertisement what specific emotions/feelings does this trigger?

slightly conflicted with myself. Like I understand completely get the wearing fur coats and how it is bad but if you go anywhere in Europe they eat the meat and they wear the skin and its a part of their culture but at the same time I'm against animal testing so I am very conflicted

I also feel a bit guilty because I own fur that has been passed down for generations in my family

169. In what way do you feel that your emotions towards the advertisement relate to the violation of societal norms?

I think that if they supply the demand then there will be less on the black market - if the fur is taken from meat farms then you fulfil the needs while being as ethical as possible

170. Which brand was advertised?

Peta

171. How has your opinion on the brand been altered?

Go get em is all i think

172. What would you rate your level of shock out of ten?

Pretty low because it almost made me feel good afterwards so about a 3

First kiss

173. After watching this advertisement what specific emotions/feelings does this trigger?

Sadness

174. Which brand was advertised?

I never saw a brand

175. What would you rate your level of shock out of ten?

8 - legitimately nearly cried

176. What do you feel the advertisement was attempting to achieve?

Instil fear

177. To what extent do you think that it was successful in achieving its goals?

I honestly think it was incredible

Phase 2 - Interview 6

1. What aspects do you remember from the advertisements previously shown to you?

- *woman who was trafficked*
- *being told about the life she had and that was taken away from her*
- *The kiss was drinking and driving*
- *fur for Peta*
- *tyre*

2. What was the message being communicated?

- *they were trying to say that it can happen to an everyday person*
- *dont drink and drive or wear your seatbelt*
- *changing your tyre*

3. What emotions do you associate with these advertisements/brands?

- *uncomfortable and shocked in a way that I hadn't watched something that made me feel uncomfortable inside and like I just wanted it to stop and I didn't want to carry on watching*
- *the kiss - emotionally jerked because i could see myself in that situation*
- *peta - it was shocking as in why was the person getting beaten - felt conflicted and unsure about my own feelings - its not a topic ive ever been overly passionate about it but I do think that there is a way to utilise fur from animals that are already being killed*
- *didn't agree with the use of a shock tactic for the message they were trying to convey - understand that the drive long tyres are important but the death was too far fetched - it irritated me instead of making me want to buy their product*

4. Do you have any other comments you would like to make?

- *kiss and human trafficking were most effective in communicating there message*
- *Peta was done well but it didn't get me emotionally riled up - I felt pretty neutral about it and it didn't make a lasting effect*

Phase 1 - Interview 7

Torture by another name

178. After watching this advertisement what specific emotions/feelings does this trigger?

Shock and disgust

179. In what way do you feel that your emotions towards the advertisement relate to the violation of societal norms?

I think it definitely does because this is something we aren't used to seeing but its proof that its happening

180. How do you feel that the advertisements have influenced your thoughts on the topic addressed?

I think it just makes it more raw and real

181. Which brand was advertised?

Body shop

182. How has your opinion on the brand been altered?

I didn't really have much of an opinion on body shop before but good on them

183. What would you rate your level of shock out of ten?

9

184. What do you feel the advertisement was attempting to achieve?

Anyone can be the victim

185. To what extent do you think that it was successful in achieving its goals?

In some ways its effective but in others not

186. Which changes would you suggest advertisers could make to this advertisement to make it more effective?

Maybe bringing up her two names at the beginning

Run on flat

187. After watching this advertisement what specific emotions/feelings does this trigger?

There is a bit of humour - I don't think the shock factor was very intense its not in your face

188. Which brand was advertised?

Goodyear

189. How has your opinion on the brand been altered?

Maybe more the importance of having those

190. What would you rate your level of shock out of ten?

3

Peta

191. After watching this advertisement what specific emotions/feelings does this trigger?

Surprised I guess - I wasn't as shocked as the others but it wasn't expected

192. In what way do you feel that your emotions towards the advertisement relate to the violation of societal norms?

If anything it might be that a woman is being beaten but I think that if you changed that it wouldn't communicate the message as well

193. How do you feel that the advertisements have influenced your thoughts on the topic addressed?

I think its a good thing - give em hell

194. Which brand was advertised?

Peta

195. What would you rate your level of shock out of ten?

2

First kiss

196. After watching this advertisement what specific emotions/feelings does this trigger?

sad to know that its a reality

197. Which brand was advertised?

I don't remember

198. What would you rate your level of shock out of ten?

8

199. What do you feel the advertisement was attempting to achieve?

mostly the seatbelt thing to be honest

200. To what extent do you think that it was successful in achieving its goals?

it was definitely successful

Phase 2 - Interview 7

1. What aspects do you remember from the advertisements previously shown to you?

- *sex worker*

- *last kiss*

- *peta*

2. What was the message being communicated?

- *takes away more than just your name*

- *seatbelt*

- *skin*

3. What emotions do you associate with these advertisements/brands?

- *seatbelt consciousness stayed*

- *the shock has subsided*