THE STOPPING POWER OF DIMENSIONAL GRAPHICS

Daimler-Chrysler | PT Cruizer Ad

WHITE PAPER

A study by The PreTesting Company, Inc., an independent research company that tests advertising, analyzed two versions of an advertisement run by Daimler-Chrysler for its PT Cruiser vehicle. Two versions of a four-page tip-in ad for the PT Cruiser were created for testing: one utilizing dimensional graphics on the cover page of the ad, and one without. The test ad integrated a 3 ½ x 2 ½ – inch animating image of the PT Cruiser affixed to the first page of the ad. The image showed the PT Cruiser exterior turning on an axis, then zooming in on the trunk, which opened to demonstrate different seat configurations inside the car. The control ad incorporated a traditional photo of the PT Cruiser exterior.

The research was based on mall-intercept interviews in 10 U.S. cities. Subjects were ages 25-50 with a minimum household income of $40,000. There were an equal number of men and women, and people with and without a college degree. The analysis by the PreTesting Company measured and quantified the results of time spent looking at the cover page, time spent looking at the rest of the ad, and total time spent looking at the entire ad. Subjects were measured across two exposures to the advertisement.

The results of the study are astounding. The analysis showed, among other things, that test subjects spent on average **five times longer viewing the page** with the dimensional graphic and almost **twice as much time viewing the rest of the ad**, even though there was *no other difference in those pages*. The study also proved that a second exposure to an ad incorporating a dimensional graphic can further lead to **increased reader involvement**.

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RESULTS:

- **Increased Stopping Power**
  Readers spent **five times** longer viewing the cover page with the dimensional graphic than the one without.
- **Increased Involvement**
  The test group showed an **85% increase** in the time spent viewing the other pages of the ad, pages that were identical in the test and control groups.
- **Continued Performance in Repeat Exposure**
  In the second exposure, viewers spent **two times** as long looking at the ad with the dimensional graphic than the ad without.
- **Consistent Performance**
  Increased viewing time for the ad with the dimensional graphic was observed regardless of gender, age or education.
- **Higher Product Perceptions and Ranking**
  Viewers of the ad containing the dimensional graphic **rated the product as being better** and ranked it higher than did the control group.

QUANTIFIABLE AND MEASURABLE MARKETING RESULTS!

An ad or promotion containing a dimensional graphic can be 5 times more effective than traditional advertising in stopping the viewer in his or her tracks and grabbing their attention.

An advertisement containing a dimensional graphic delivers almost twice the amount of time a reader will spend with the rest of the ad, keeping them involved with the advertiser's message longer.

A single ad containing a dimensional graphic can generate an increase of over 200% in the time spent on the entire marketing message.

Contact us to learn how incorporating dimensional graphics into your marketing message can lead to increased stopping power and generate lasting results!

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