

# Exploring the Impact of Type-ins on Brand and Message Recall

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A research study was conducted to determine the effectiveness of type-in advertisements for generating brand and message recall. A news website was created to run the experiment. Users in the experimental group were exposed to one of two forms of type-ins: type-ins used as interstitial advertisements between two pages of an article, or type-ins used on Internet forms in place of traditional “captchas.” Control groups were presented the exact same website and news articles but viewed traditional interstitial advertisements and static banner advertisements in place of type-ins. Both type-in formats generated a profound and statistically significant lift in brand and message recall. Furthermore, we were unable to find a significant decrease in user experience for users who viewed type-ins compared with users who viewed traditional interstitial and static banner ads.

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## Executive Summary

In response to a growing discontent with click-through rate as the predominant form and measure of online advertising, a flurry of new digital advertising products have emerged over the last year. One of the more recent is the type-in, where a user is asked to enter a phrase from an ad in order to complete a form or to gain access to additional content.

How effective are type-ins in creating brand recall? How effective are they in creating recall for specific brand messages? And, equally as important, do type-ins disrupt the user's experience? These are the questions we set out to answer in our research.

To do so, we constructed an experiment where users visited a website and were exposed to different forms of advertising. We measured brand recall, message recall, and experience of users who were exposed to type-ins and compared those results with users who viewed traditional online advertisements.

In this report, we discuss the following key results:

- Type-ins were significantly better than traditional online advertising formats at generating brand recall.
- Type-ins were significantly better than traditional online advertising formats at generating recall of the advertised message.
- The presence of type-ins did not significantly harm user experience.

## Objectives

While online advertising in the past decade has been dominated by goals of high click-through rates and product conversions, the marketing world has come to realize that online brand advertising is a crucial part of a firm's overall marketing campaign. With less emphasis on click-throughs, advertisers have continuously explored new advertising formats in their quest to increase effectiveness. Recent research has found that online advertisements play a significant role in generating brand impressions - even when users don't click or even recall seeing an ad.

Along with recognizing the importance of online branding, advertisers have discovered that interactive ads are more effective than traditional one-way publishing. Indeed, the quantity and depth of rich media advertising has exponentially risen over the past few years as advertisers have experimented with all sorts of interactive advertisements to ensure that viewers are more engaged with the advertised brand. For example, a growing body of research has found that interactive ads that contain mini-games can create an increase in recall and a favorable impression towards the brand.

Amidst the flurry of advertising, however, publishers also have realized that intrusive and distracting ads can have severe negative repercussions. If users are upset with their experience when viewing a website, they often don't return. Moreover, marketing research has shown that when a user views an ad she perceives to be intrusive, she often forms a negative association with the advertised brand.

The type-in is a newer form of online advertising, created with a goal to walk the fine balance between interactivity and intrusiveness while effectively creating desired brand impressions. Type-ins usually resemble static advertisements, except the user has to explicitly type in a phrase from the ad in order to continue. This interaction ensures the visitor focuses explicitly on the target message and then physically types the target message - all in a process that should take only 1-2 seconds.

The main objective of our work was to measure the impact of type-ins compared with other traditional advertising formats - both for the impact on brand and message recall as well as for the impact on user experience.

Further information on the research mentioned above can be found in the Recommended Resources section below.

## Methodology

A sample website was created which displayed a news article regarding a popular reality television show. At the end of the article, users submitted a poll where they voted on a show-related question. After voting, visitors viewed a 5-minute video clip as a distraction before completing a survey.

Within this website, ads were placed in one of two spots:

1) In between two pages of the article, as an interstitial:

Or

2) In HTML form where users voted. In this case, the type-in took the place of the popular “captcha.” Rather than typing in a random mix of letters, the users had to type-in a phrase from the adjacent banner ad.

To test the impact of type-ins, a set of creatives were designed for each of these two scenarios. This creative contained a phrase or slogan in quotes.

Control groups and experimental groups viewed the exact same creatives. However, experimental users were forced to type in the words in quotes in order to continue along with the website while control groups had no such requirement. By keeping the creatives exactly the same, we were able to focus our results on the specific impact of the type-in.

To test recall with brand and message, users were simply asked, “If you can recall seeing an advertisement, what was the brand?” This question was followed up with “If you can recall the message of the advertisement, what was that message?”

To test the impact on user experience, we implemented a user experience measurement methodology that focuses on user enjoyment, fulfillment, and positive affect. We implemented a measurement scale that has been used in a variety of user enjoyment experiments (see Lin, Gregor, and Ewing in the recommended resources for more information).

A total of 234 users participated in the study.

## Key Findings

Type-ins proved to be extremely effective at generating brand and message recall. Eight different type-in advertisements tested on 234 users. **The increase in brand and message recall was substantial and statistically significant.**

In addition to the increase in brand and message recall, **user experience surveys showed that type-ins had no significant impact on user experience.**

Further testing is required to obtain an accurate assessment of the exact magnitude of these increases. However, our initial results indicate very favorable results.

**On average, on a relative basis, we found that type-ins increased brand recall 111% and message recall by a factor of twelve** compared with the exact same creatives displayed as non-interactive, static advertisements.

The following two figures show results from two of the eight advertisements.

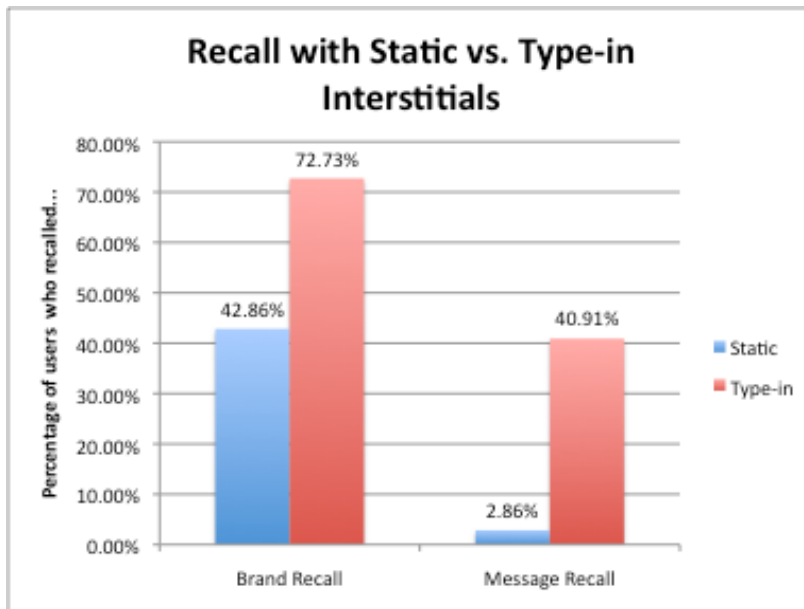


Figure 1: Recall from users who viewed an interstitial travel advertisement

**Type-in interstitials are significantly more effective than static interstitials at creating brand and message recall.**

The lift in recall is statistically significant, and some type-ins were actually almost 20x more effective than their static counterparts at increasing recall for the specific advertised message.

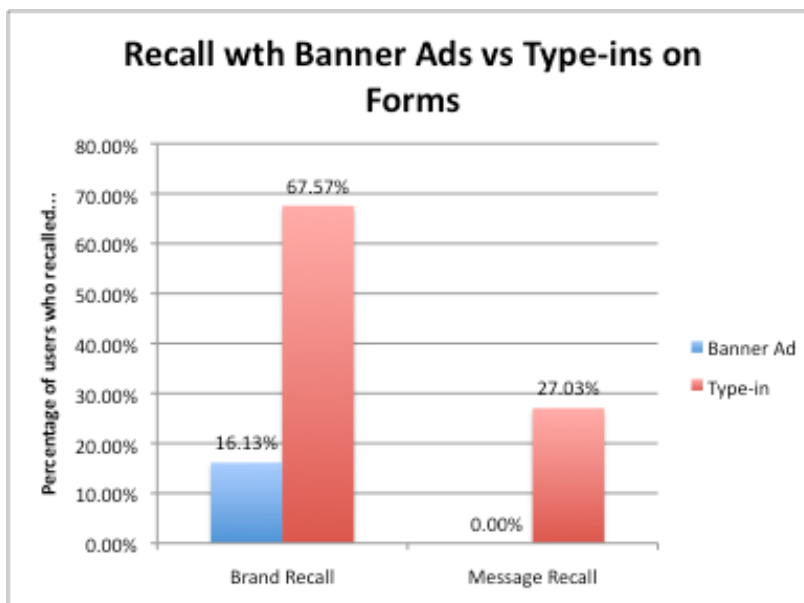


Figure 2: Recall from users who viewed a travel ad when submitting a form on the website.

**Form type-ins are also significantly better at generating brand and message recall than are traditional banner ads that appear on forms.**

These differences were statistically significant across various creative implementations, with increase in brand recall sometimes reaching 4x.

The following figure shows user enjoyment results across all four experiment cases.

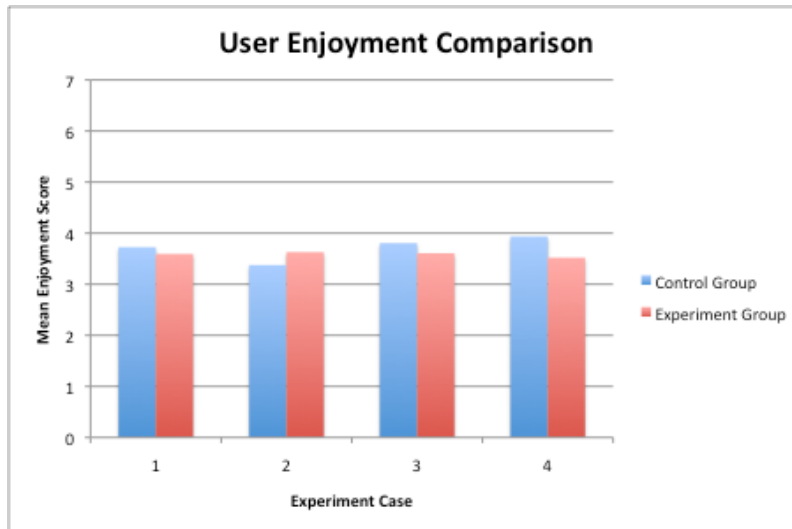


Figure 3: Average User Enjoyment scores between users who viewed type-ins vs. those who did not.

**Type-ins had no significant impact on user enjoyment.**

Across all four experiment cases, there was no significant difference in user enjoyment between users in the control group and the experiment group.

## Conclusions

Advertisers and publishers should notice the benefits of type-in advertisements, particularly when a brand is looking to alter brand associations and perceptions.

Type-ins have shown to be extremely effective at increasing brand and message recall. These increases were present both when type-ins were used in place of interstitials and also when type-ins were used in place of popular “captchas” when visitors submit HTML forms.

Publishers should take note that we were unable to show any significant decreases in user experience when type-ins were used.

## Recommended Resources

The following resources provide more information related to concepts mentioned in this brief.

<sup>1</sup> Yoo (2008). Unconscious Processing of Web Advertising: Effects on Implicit Memory, Attitude Toward the Brand, and Consideration Set. *Journal of Interactive Marketing*.

<sup>2</sup> Rosenkrans (2009). The Creativeness and Effectiveness of Online Interactive Rich Media Advertising. *The Journal of Interactive Advertising*.

<sup>3</sup> Burns and Lutz (2006). The Function of Format. *Journal of Advertising*.

<sup>4</sup> Wise, Bolls, et al. (2008). Enjoyment of Advergames and Brand Attitude: The Impact of Thematic Relevance. *The Journal of Interactive Advertising*.

<sup>5</sup> Clemons (2009). Why Advertising is Failing on the Internet. <http://techcrunch.com/2009/03/22/why-advertising-is-failing-on-the-internet/>. TechCrunch.

<sup>6</sup> Lin, Gregor, Ewing (2008). Developing a Scale to Measure the Enjoyment of Web Experiences. *The Journal of Interactive Marketing*.