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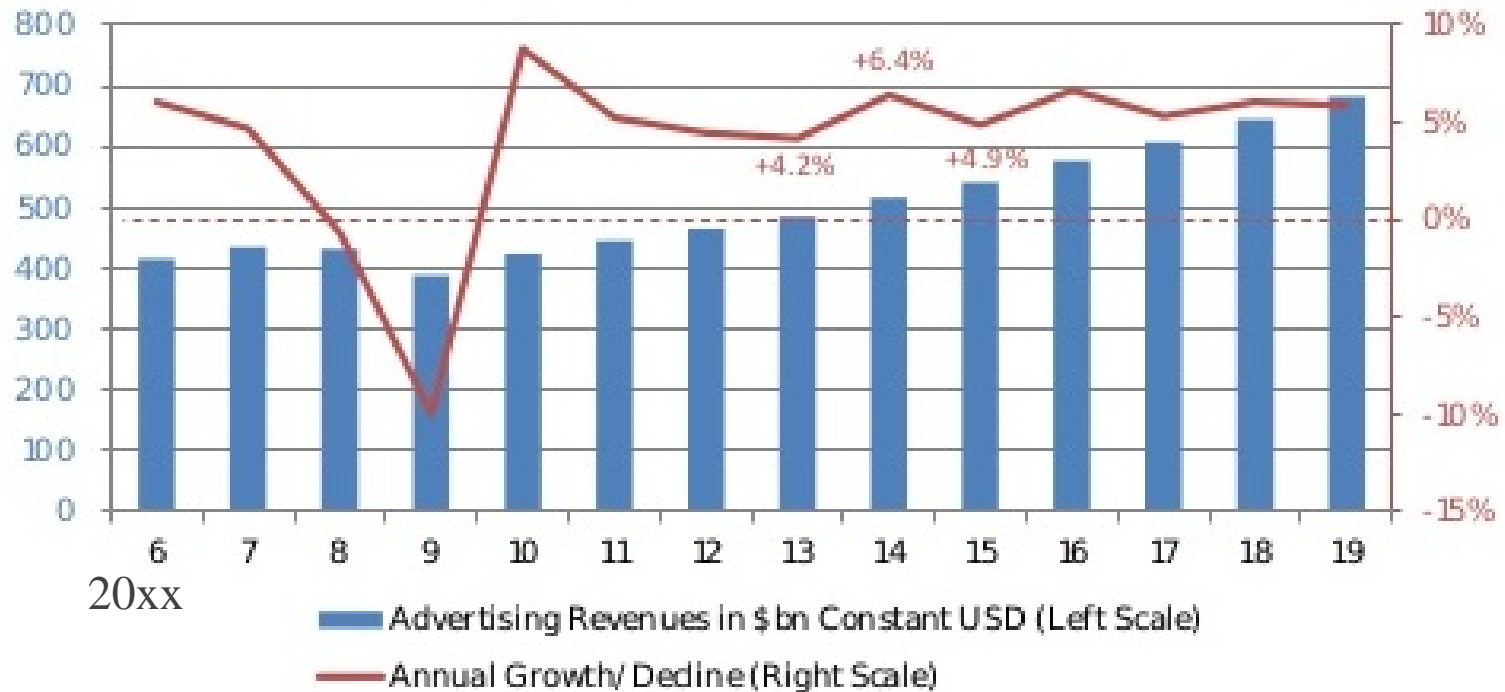


## PERCEPTION OF OFFENSIVE ADVERTISING: CROSS CULTURAL PECULIARITIES

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## Problem definition



1. Budget wars

2. Media deviation

3. **Content effectiveness**

Basic approaches when planning advertising campaigns on global markets:

1. Advertising messages are standardized (universal) for all markets (countries), it is the only element in the text adaptation (translated).
2. The advertising idea is universal, but in some regional markets a different message is produced, which takes into account some features of the region. The most of it is about the people appearing in the message.
3. Advertising messages are unique, fully adapted to the particular market.

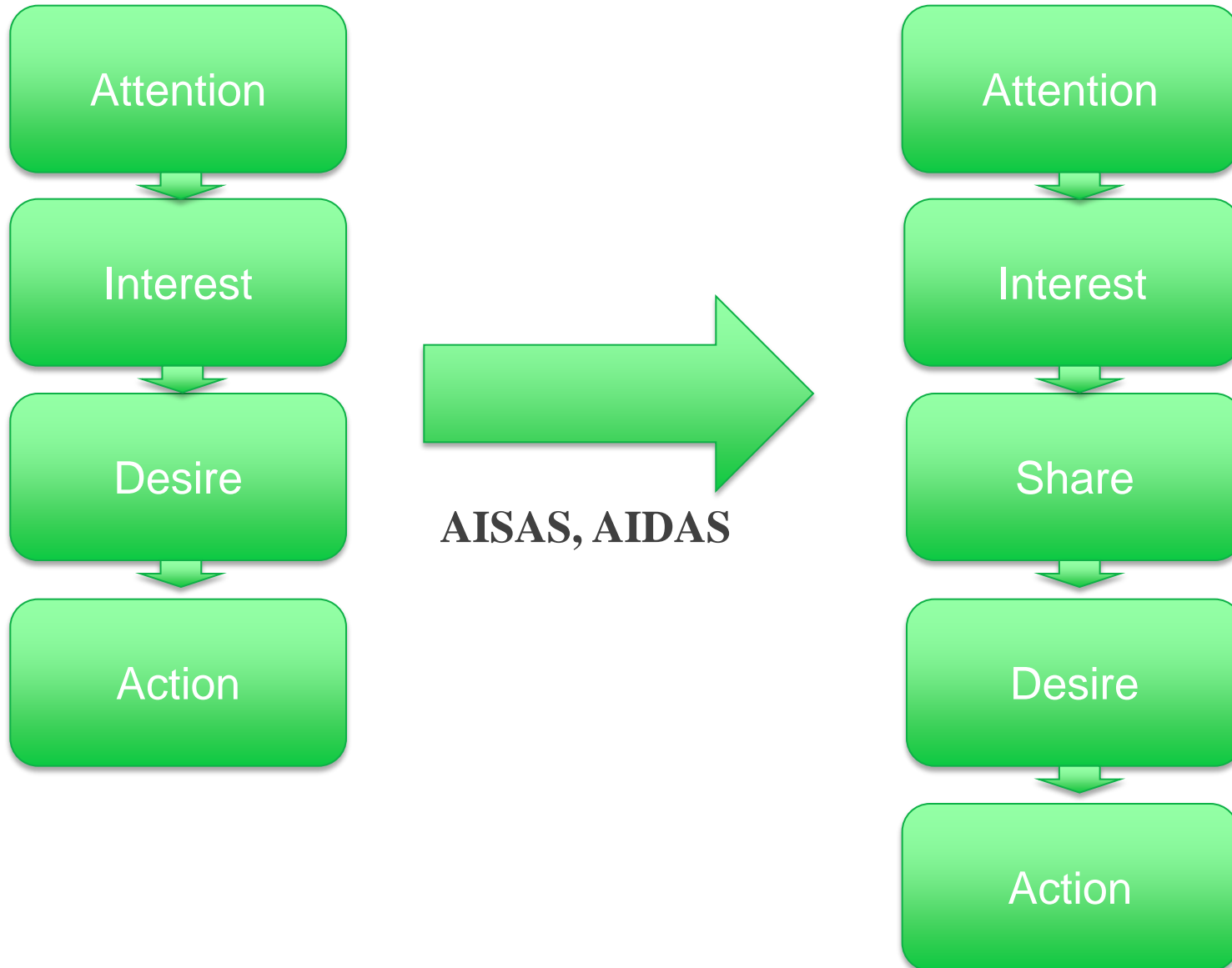


**The objective of the study is to reveal the emotional attitude towards different advertising contents in different national cultural, social and demographic groups.**

1. Emotional perception of advertising depends on the socio-demographic characteristics.
2. It is possible to standardize the disgusting advertisement for different national cultures.
3. If the advertising causes more negative emotions (in the aggregate), the attitude towards the brand is getting worse.



## Communication model



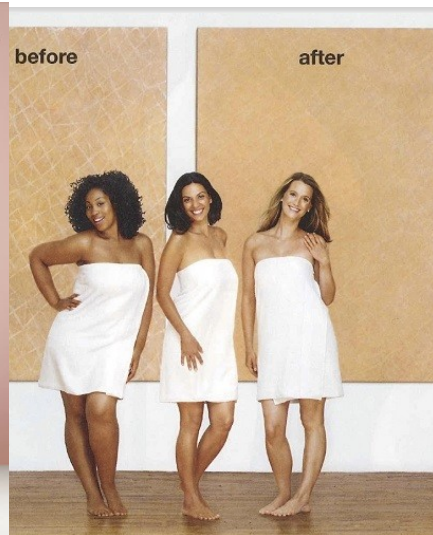
## EMOTIONS' SCALE

Question	Emotion
<b>I had fun and was happy to look at</b>	Joy/Fun/Happiness
<b>I was surprised</b>	Surprise
<b>It was interesting for me</b>	Interest
<b>It's disgusting. I feel natural revulsion</b>	Disgust
<b>I was ashamed. It's a public disgrace - to show this ad</b>	Shame
<b>I was really angry. I was furious</b>	Anger



<b>Brand</b>	<b>Short name (content) of advertising</b>	<b>Offensiveness</b>
<b>Axe</b>	Angels	Religion
<b>Skittles</b>	“Skittlespox”	Mockery of teenagers
<b>Mentos</b>	Freezing man	Torture
<b>Samsung</b>	Robohusband	Sexism
<b>New Yorker</b>	Old Lovelace	Mockery of old age
<b>Dove</b>	Washed black woman	Racism
<b>Sysley</b>	The brand is like a drug	Drug promotion
<b>Dolce &amp; Gabbana</b>	Many men and women on the floor	Sexism
<b>McDonald's</b>	Bun - chest	Mockery of young children







Estimate	Axe	Skittles	Mentos	Samsung	New Yorker	Dove	Sysley	D&G	McDonald's
Attitude before	3.14	3.99	4.00	4.35	3.00	4.19	3.03	3.78	3.30
Attitude after	3.17	3.38	3.27	3.89	2.88	3.88	2.06	3.37	2.65
t-value	0.53	7.76	7.42	5.59	1.20	3.72	9.51	4.92	7.40

Cronbach's alpha is equal to 0.81

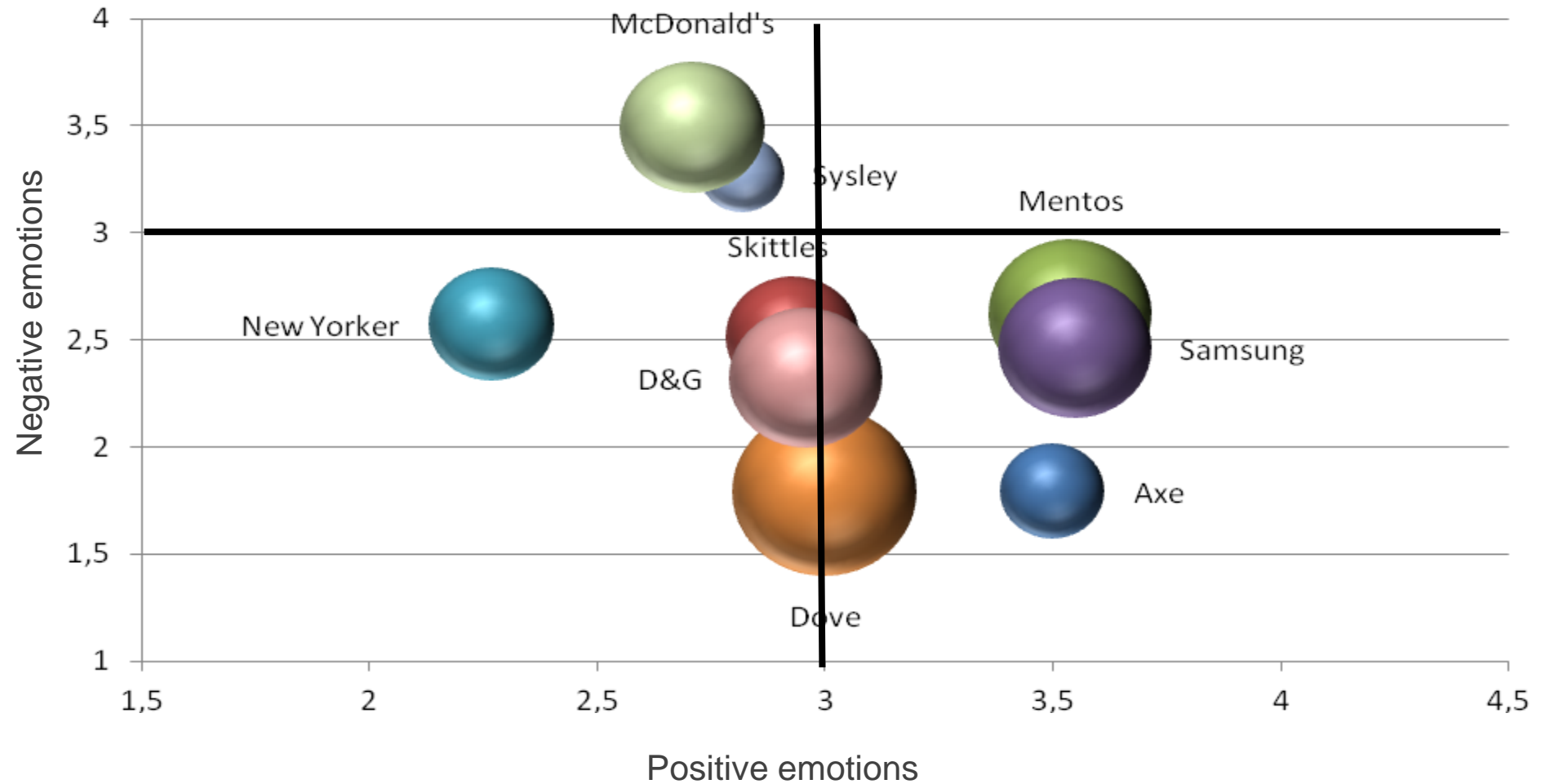
Maximum error – 7%

Offensiveness	Mode media	Exceptions
Religion	Internet	-
Mockery of teenagers	Internet	Atheists (TV)
Torture	Internet	-
Sexism	Internet	-
Mockery of old age	Internet (with limitations)	-
Racism	Magazines	-
Drug promotion	Nowhere	Atheists, LifeStage2 (Magazines)
Sexism	Magazines	-
Mockery of young children	Nowhere	-

## DIFFERENCES

Ad appeal/ Category	Male/ Female	Lifestage1 /Lifestage2	Western Europe / Eastern Europe	Christians /Atheists
Religion	0.31	0.33	0,76	0,01
Mockery of teenagers	0.89	0.42	0.18	0,05
Torture	0.04	0.93	0,62	0,13
Sexism	0.75	0.77	0,60	0.73
Mockery of old age	0.12	0,67	0,52	0,72
Racism	0.03	0.81	0,61	0,67
Drug promotion	0.03	0.02	0,95	0.00
Sexism	0.03	0.68	0,55	0,01
Mockery of young children	0,69	0.53	0,98	0.91

# POSITIVE-NEGATIVE



1. Despite the positive emotions caused by the ad, the attitude towards the brand may deteriorate.
2. Respondents tend to avoid extreme rates: there is only a little number of mean values less than 2 and more than 5.
3. All hypotheses, formulated in the beginning of the article, are confirmed:
  - offensive ad can change attitude towards brand
  - there are differences in perception due to various factors
  - offensive ad can be standardized on global market

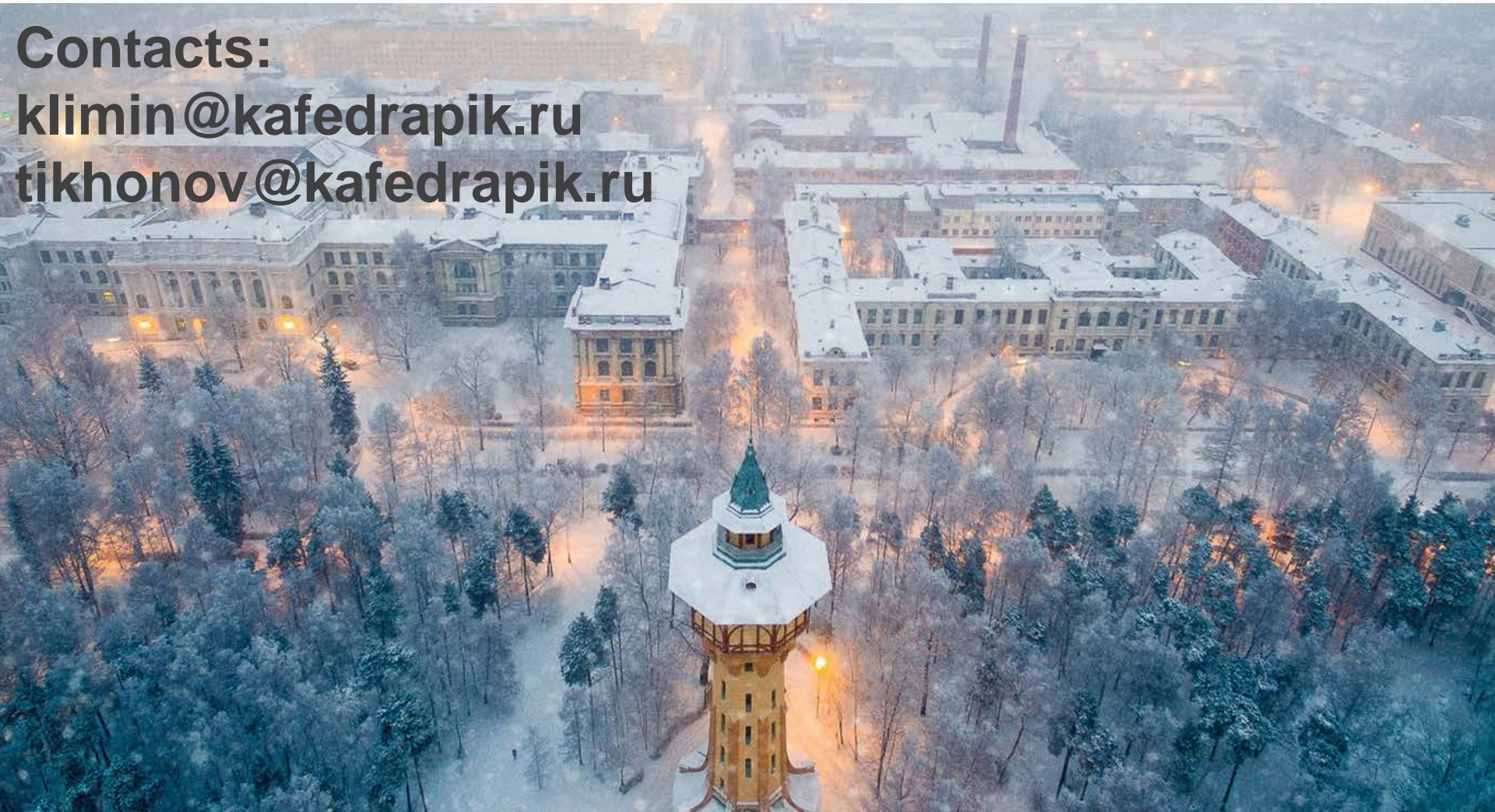




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**THANK YOU FOR YOUR ATTENTION!**

Dear colleagues, the survey is ongoing now.  
So, if you interested in results and can help with  
international participants, please, let us know and we  
would share the link!