

Small ads may send punchier message

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THE old adage that less is more has been upheld in an advertising study conducted by the University of South Australia researchers.

Their analysis of 15 and 30-second television commercials found the shorter and cheaper advertisements "punch above their weight".

About 450 people took part in the study, which analysed a range of campaigns including those for banks, cars and beer.

The Ehrenberg Bass Institute for Marketing Science study found the shorter spots were 80 to 90 per cent as effective as the longer spots but brand identification was the same.

Researcher Jenni Romaniuk said participants viewed the advertisements under "natural conditions", and were later tested on recall, and brand identification.

"Given that they're half of the time, they actually punch above their weight," she said.

"They're not half as effective as a 30-second ad - they're slightly less effective but in some (circumstances) they're equally as effective."

Ms Romaniuk said there was a common perception a 30-second ad provided more time to build a story, convey a message and create branding links.

But the results suggest advertisers could get more for their dollar and may need to reconsider the 30-second spot.