Memory of Brand Placements in 2D, 3D, and 4D Movie Clips: An Abstract

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Abstract We analyze recall and recognition of subtle and prominent brand placements that are placed in 2D, 3D, and 4D movie clips. In the 4D movie clip, the 3D film is enhanced with a product related ambient scent that is dispensed synchronized with the appearance of a prominent brand placement. Based on two cognitive theoretical approaches (limited cognitive capacity models of information processing, levels-of-processing effect theory), we address the research question whether brand placements in the movies gain or suffer from appearances in 2D versus 3D versus 4D movies. We report data from two independent studies with different movie clips and different subtle and prominent brand placements. In both studies, a 3 (2D, 3D, 4D movie clip) $\times$ 2 (subtle placement, prominent placement) experimental design was used, with technology being a between subject factor and placement prominence a within subject factor. Implications for researchers, advertisers, and the movie industry are derived. Finally, we address limitations and point out directions for future research.

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