Provocative Advertising
The Swedish Youth’s Response

SARA ANDERSSON
ÅSA PETTERSSON

Social Science and Business Administration Programmes
Department of Business Administration and Social Sciences
Division of Industrial Marketing and e-Commerce

INTERNATIONAL BUSINESS AND ECONOMICS PROGRAMME
Supervisor: Lars Bäckström
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We hope that this thesis will entice the readers to make further research within the problem area and that the thesis will be interesting and useful reading material for other students.

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Sara Andersson                                           Åsa Pettersson
Abstract

In today’s society people faces thousands of different types of commercials and advertisements everyday. It is impossible for the audience to pay attention and remember all of them. Due to this marketers stretch the limits more and more in order to break through the advertising clutter and to be noticed among the audience. In some cases they cross the limit of what is considered acceptable and the advertisements are perceived as provocative and inappropriate. This has lead to the purpose of this thesis, which is to gain an understanding of how provocative advertising is perceived by the Swedish youth. It deals with provocative advertising, how it is perceived, if it is successful in gaining attention and the risks that might occur when using provocative advertising appeals. The scope of this study was narrowed by focusing on Swedish University students and their perceptions of provocative advertising in printed form. This study has a qualitative approach and was conducted with a mainly descriptive purpose. The chosen research strategy was a case study and the primary data was collected through two focus groups interviews. The findings of this study shows that provocative advertising in many cases is perceived as inappropriate and goes beyond what is considered acceptable. Further the study shows that provocative advertising is better in gaining youth’s attention and is remembered better than other advertising appeals. One possible risk with this type of advertising is that it can be perceived as highly inappropriate which might lead to brand avoidance among the audience and thereby decreased sales.
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1. INTRODUCTION

This chapter will present background to the subject of the thesis. Further a problem discussion about provocative advertising will be provided in order to introduce the reader to the subject. Then the purpose and research questions will be stated. Moreover, the demarcations of the study will be presented and finally an outline of the thesis will be provided.

1.1 Background

Every day people all around the world are exposed to different types of marketing messages that affects our purchasing behavior. Marketing influences people in so many various ways that it unavoidable stirs controversy. Modern marketing activity is disliked by some people, they blame it for ruining the environment, heaping the public with senseless advertisements, creating superfluous wants, teaching greed to young people and committing numerous other sins (Kotler & Armstrong, 1987).

The marketing mix

In today’s society marketing is of great importance for companies to reach and attract its customers and to stay competitive. In addition, marketing is a complex process operating in an intricate business environment and there is a lot to take into consideration in order to become successful in the market (Wells, Burnett & Moriarty, 1992). When creating a marketing campaign the advertiser has to consider the marketing mix, which also can be referred to as the four P’s. The marketing mix consists of product, price, promotion and place, and when they are combined together a successful marketing campaign can be created. Promotion is the element of the marketing mix that most often provides the first impression of the company or product to the customer. Promotion can be described as activities that communicate the product or service and its qualities in order to target customers and convince them to buy (Kotler, Armstrong, Saunders & Wong, 1999). This means that promotion entails an ongoing process of communication between an organization and its target markets (Meijer & Styvén, 2001). This process, called the marketing communication process, involves a message that is transferred from a sender, who encodes the message, to a receiver, who decodes it (Shiffman & Kanuk, 1997).

Communication process

The sender is the communicator that transmits the message, such as an advertiser or a sales person. The sender encodes the message that involves translating thoughts into symbolic forms. In order to create a message that will communicate effectively with the target audience the sender selects specific signs from a wide variety of words, sentences, structures, symbols and nonverbal elements (Shimp, 2003). The message that is communicated is a symbolic expression of what the sender intends to accomplish. An assortment of marketing message forms is advertisements, sales presentations, package design and point of purchase signs (ibid.). The message is transmitted from the sender to the receiver through a media channel that exists in various forms for example television, radio, newspapers, magazines, the Internet and billboards. In addition, messages can be transmitted to customers directly via salespeople and indirectly via word of mouth communication (ibid.). The receiver is the prospective and present customer to whom the message is communicated (ibid.). Moreover the receiver is the person that decodes the message. The way the message is decoded depends on the personal characteristics and personal experiences of the receiver such as attitudes, personality and
perceptions (Meijer & Styvén, 2001). How accurately the intended message is received or whether it needs to be altered is monitored by feedback. The use of feedback is also a good control mechanism that gives the advertiser an opportunity to correct ineffective or misdirected messages (Shimp, 2003). It is of great importance that the advertiser considers the fact that the sent message can be interrupted by extraneous and distracting stimuli, also called noise (ibid.).

Advertising

When creating a message the advertiser can use different tools within the promotional mix such as personal selling, advertising, sales promotion and publicity. All of them have their own unique role to play in order to create value in the customers mind and convince them to purchase that specific brand (Shimp, 2003). Jobber (2001, p. 353) defines advertising as “Any paid form of non-personal communication of ideas or products in the prime media, i.e. television, the press, posters, cinema and radio”. Moreover, according to Turner (as it appears in White, 2000) advertisements inform, persuade, remind, influence, change opinions; they may even alter attitudes and feelings. Shimp (2003) claims that advertising involves mass communication via newspaper, magazines, radio, television and other media, or direct communication pinpointed to each business-to-business customer or ultimate consumer.

Over the years the technological development has lead to improvements in the advertising media. Nowadays satellite and cable television channels are common within advertising, however, advertisers can use teletext pages, videotapes and CDs as well. The printing technology has also been improved which has lead to better reproduction and as a result better-quality print advertisements, for example sharper focus, full color advertising is now commonplace in newspapers. Computer animation or computer manipulations of images to create special effects are other results of technology development and it has contributed to the creative side of advertising (Brassington & Pettitt, 2000).

Although television and the Internet have tremendous impact on advertising, print advertising continues to be important. According to Wells et al (1992), the techniques used in printed advertising are the easiest to understand and analyze. Printed advertisements can appear in various media, such as newspapers, magazines, brochures and billboards (Wells et al, 1992). As mentioned earlier, people are exposed to loads of advertisements every day and therefore advertisers continuously have to be one step ahead of their competitors in order to get the consumer’s attention. Therefore advertisements needs to break through the clutter of advertising in a unique way, in other words be creative and differentiate themselves from the mass of mediocre advertising (Shimp, 2001). One way for the advertiser to break through the clutter is to shock the audience by using provocative advertising, a method that is frequently used nowadays, however, not always appreciated among the audience (Dahl, Frankenberger & Manchanda, 2003).

Regarding persuasion in advertising, it is founded on the psychological appeal to a consumer (Wells et al, 1992). Further Wells et al (1992) describe appeals as something that makes the product particularly attractive or interesting to the consumer. The use of different appeals in order to awake emotions is only one of a variety of techniques that are used in order to break through the advertising clutter (Shimp, 2001). Common appeals are fear, sex, security, disgust and sensory pleasure and appeals generally pinpoint the expected response of the prospect to the product and message (Wells et al, 1992).
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Since consumers are different and react to advertising in various ways, advertisers use different appeals to reach out to their target audience. Experiences that trigger our emotions are saved and consolidated in lasting memory since the emotions generated by the experiences signal our brains that the experiences are important to remember. Joy, surprise, acceptance, anger, fear, sadness, disgust and anticipation are the eight basic universal emotions that become affected by the surrounding. Successful appeals to these basic emotions will make people remember the message and act. If the emotional appeal is successful, the number of exposures required for the audience to understand, learn and respond to the calls to action will be limited. The emotionally compelling scenes may only need to be seen once by people, still they will be remembered for a lifetime. (ARG, 2004)

1.2 Problem discussion

Considering the facts written in the background, it is not an easy task for the advertiser to create a successful marketing campaign. It takes a lot to break through the clutter and get an advertisement noticed and remembered. One has to be creative, and as Trevor Beattie stated in Howell (2000) “The role of a creative person is to push communication to the edge of acceptability”. Provocative advertising is one technique frequently used by many advertisers that may be effective to break through the advertising clutter. It is a technique that uses a deliberate appeal within an advertisement in order to shock at least a few of the audience (Vézina & Paul, 1994). Throughout this thesis we will use both the term provocative advertising and shocking advertising, depending on what literature says, and since the above definition provide them with the same essential meaning. The reason why many advertisers use provocative appeals is since they believe it will attract attention, recall and recognition for their product (Dahl et al, 2003). A question that occurs is whether provocative appeals actually create these effects or not? Dahl et al (2003) claim that provocative appeals are generally regarded as one that deliberately, rather than inadvertently, startles and offends its audience.

There are different kinds of provocative appeals, Dahl et al (2003) mention seven types; disgusting images, sexual references, profanity/obscenity, vulgarity, impropriety, moral offensiveness and religious taboos.

Benetton and Barnardo’s are two companies known for being frequent users of provocative advertising. Barnardo’s, the United Kingdom’s largest children’s charity, has used pictures of a heroin injecting baby in advertisements for Children’s charity and Benetton has featured photographs with several of the provocative appeals in their advertisements, such as sex, disgust, religious taboos and moral offensiveness.

The opinion whether provocative advertising is a legitimate and creative technique or not, varies among both companies and people (Dahl et al, 2003). When creating an effective advertisement by using provocative advertising, the advertiser does not create the message with the intention to appear unethical. However the advertisements need to be harsh, in order to be effective, if it is too much or unjustified, it will be counterproductive and if too little it will probably not cut through (Howell, 2000). Regarding Barnardo’s, they have utilized hard-hitting pictures and messages about children’s tragic fortunes in their advertisements to get the viewer’s attention and to make their brand name memorable (Howes, 2004). There is no doubt that some of Barnardo’s advertisements are provocative, however, Barnardo’s claims that it is rather the nature of their work that is provocative than their advertisements (ibid.).
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Benetton as well uses provocative pictures in order to attract attention, however, in addition the company attempts to promote a discussion regarding issues people would normally glide over if they approached them from other channels. Examples of these issues are racism and religious taboos, things that Benetton considers should be discussed more widely (Ganeshan, 2002).

The problem that might occur when using provocative advertising is that the receiver might misinterpret the intended message and find the company being offensive and unethical. Due to this, companies are hardly willing to admit that they use provocation in their advertisements and they might even avoid using it. In addition, as we mentioned earlier people are different and react in different ways to advertisements depending on personality, attitudes and perceptions (Meijer & Styvén, 2001).

Differences between countries and societies are also contributing factors when it comes to the interpretation of advertisements (Wiles & Wiles, 1995). Wiles and Wiles (1995), referring to De Mooij and Keegan (1991), writes that successful marketing is often achieved by planning and implementing a culturally congruent strategy. Culture is the sum total of capabilities and habits attained by humans, as members of society, including their beliefs, morals, arts, knowledge, customs and laws (ibid). According to White (2000) the values of a society and the characteristics of a culture such as body language, religion, frames of references, are specific factors within countries that might influence the way people perceive and interpret advertisements. Considering the fact that countries vary in several aspects the marketer must keep in mind that people in different countries may perceive provocative advertisements differently (ibid). In some countries provocative advertisements work excellent, while the same advertisement in another country might be judged as unethical and offending. Consequently, which techniques that are effective depend on who you are targeting, their personality and characteristics (ibid). According to Dahl et al (2003) the use of shocking advertising is effective on the stereotypical youth since this type of advertising targeted to the youth has the potential be perceived cool and relevant to the audience’s specific needs.

Considering the discussion above, we find it interesting and educative to examine the use of provocative advertising in printed advertisements and how the Swedish consumers react to this kind of advertising. Provocative advertising is often referred to as controversial and offensive and frequently creates animated discussions whether the use of it is appropriate or not. The fact that limited research has been conducted to measure the Swedish consumer’s attitude towards provocative advertising justifies our purpose.

As much of today’s advertising target the youth market we are inclined to particularly focus on the youth as consumers.

From this problem discussion we can derive the purpose of our study.

1.3 Purpose

The purpose of this thesis is to gain an understanding of how the Swedish youth perceive provocative advertising.

To satisfy the stated purpose, the following research questions are addressed:
RQ1: How can the youth’s understanding of provocative advertising be described?

RQ2: How effective is provocative advertising in gaining youth attention?

RQ3: How do the youth perceive the risks in provocative advertising?

1.4 Demarcations

In order to narrow down the scope of the study, we have chosen to concentrate the study on Swedish youth and Swedish students since no studies within this area have been conducted in Sweden. In addition, we find it easiest to use students due to our limited time, both since we work with our research at the university, which means that we can easily arrange meetings with students, and we believe that students are more willing to spend one or two hours of their time on our research. Further, we have chosen to focus on provocative advertising in printed advertisements and Swedish consumer’s perceptions of these types of advertisements.

1.5 Outline of the study

This thesis consists of six chapters, chapter one started out with presenting a background to the subject of the thesis and then continued with a problem discussion that ended up with the purpose of the study. Three research questions were defined in order to help us reach our purpose. In chapter two the reader will be provided with an overview of previous studies relevant to the purpose and the research questions of this thesis. Chapter three will describe how the research was conducted and which methodological choices that were made. The empirical data collected are presented in chapter four. In chapter five the collected data will be compared with relevant theories by making an analysis. Finally, the sixth and last chapter presents our findings and conclusions.
2. LITERATURE REVIEW

In this chapter theories that are relevant to our research questions, defined in chapter one, will be presented. First some information regarding provocative and non provocative advertising will be described. Further previous studies regarding how provocative appeals in advertising affects the audience will be provided. Finally a few theories and studies regarding ethical acceptance in provocative advertising will be presented.

2.1 Provocative and non provocative advertising

In this section literature concerning provocative advertising will be reviewed. First, provocative advertising, also called shock advertising, and its characteristics will be described. Further, a few examples on how provocative advertising has been used by different companies in their printed advertisements will be provided. Finally, differences between provocative and non provocative advertising will be studied.

To start out, a definition of provocative advertising would be appropriate and Vézina and Paul (1994, p. 179) defines it as: “A deliberate appeal, within the content of an advertisement, to stimuli that are expected to shock at least a portion of the audience, both because they are associated with values, norms or taboos that are habitually not challenged or transgressed in advertising, and because of their distinctiveness and ambiguity.”

When it comes to advertising and creating effective advertisements the marketing manager can choose between several different strategies and appeals. Provocative advertising is, as mentioned in the background, one type of appeal and it is closely related to other execution strategies, such as humor, fear, sex, irritation and warmth appeals (Vézina & Paul, 1994). However, even though the different appeals are closely related, the same authors claim that it is important to distinguish provocative appeals from other appeals. Provocative advertising is an original and distinctive execution strategy and it includes much more than other appeals since they for instance also can refer to political or racial issues (ibid.). Although the potential to shock has always been present in advertising, it is not until recently provocation has been used as a complete and deliberate communication strategy (Vézina & Paul, 1994). According to Dahl et al (2003) a provocative advertising appeal is in general regarded as one that intentionally, rather than unintentionally, startles and offends its audience. In other words, some advertisements are created in order to purposely shock its audience. Shock or offense is evoked through the process of norm violation, extensive transgression of law or customs, breaches of a moral or social code or things that outrage the moral or physical senses (Dahl et al, 2003). Usage of these characteristics in advertisements can, as mentioned in the problem discussion, be disgusting images, sexual references, profanity/obscenity, vulgarity, impropriety, moral offensiveness and religious taboos (ibid.).

Disgusting images refers to advertisements containing blood, body parts or secretions, orifices, urinary/fecal, gases, odors, diseases, parasites, bodily harm, death and decay. Sexual references, on the other hand, refer to advertisements showing implied sexual advertisements, masturbation, sexually suggestive nudity or partial nudity. Swear words, obscene gestures and racial epitaphs are characteristics that distinguish a profane/obscene advertisement. Regarding vulgarity in advertising, it contains crude or distasteful acts by humans or animals, such as farting, nose picking, humping, licking or drinking from the toilet. Impropriety advertisements involve violations of social conventions for dress and manners. When using
harming innocent people/animals, gratuitous violence or sex, alluding to people or objects that provoke violence, violating standards for fair behavior, putting children in provocative situations and victim exploitations in advertisements it is called moral offensiveness. Finally, religious taboos in advertisements are when the marketer inappropriately uses spiritual or religious symbols and/or rituals (Dahl et al., 2003). The use of these appeals often lead advertisements to debates in media and it can be discussed whether provocative appeals are more effective then the use of other appeals in advertising.

Further, the authors claim that provocative appeals have been used in a public health context in order to discourage alcohol abuse, encourage seat belt safety and promote AIDS awareness, domestic violence awareness, colorectal cancer screening and sexually transmitted diseases.

2.1.1 How provocative appeals have been used

Benetton, an Italian clothing retailer is a frequent user of provocative appeals in their advertisements (Dahl et al. 2003) and the company is often said to be the originator of provocative appeals in advertising. It was in the end of the 1980’s that Benetton’s advertisements occurred with photos that were highly provocative, referring to for instance, racial issues (an angelic looking white child embracing a black one whose hair is shaped into devils horns), religion (a priest in black kissing a nun in white), death (full color faces of death row inmates, with their name and date of execution printed) and disease (a photo of David Kirkby, an AIDS victim, and his family taken moments before his death) (Vezina & Paul, 1994; Ganeshan, 2003). These are just a few examples of themes in Benetton’s advertisements since the company started to utilize provocative appeals in their advertising strategy.

Not far after Benetton began to use provocation appeals in their advertisements the strategy was soon adopted by various other clothing and fashioned brand names (Vézina & Paul, 1994). More and more companies followed Benetton and started to deliberately violate norms for social values and personal ideals. According to Dahl et al (2003) it is the norm violation aspect of the shocking appeal that is assumed to underlie its ability to break through the advertising clutter and capture the attention of a target audience who then listens and acts on the related message. French Connection United Kingdom, F.C.U.K, another clothing company with a name similar to another four-letter word, began to use sexual references that violate norms of morality in order to break through the advertising clutter. The company has in their billboard advertisements urged consumers to F.C.U.K “all night long” and F.C.U.K “think my clothes off” (ibid.). According to Dahl et al (2003), the provocative strategy is nowadays widely used in the United Kingdom and it even has its own name, “Yobbo advertising”, which can be described as the wish to shock and offense the audience into become aware of whatever means possible. Advertisers themselves, typically justify provocative appeals in advertising for their ability to break through the clutter, get noticed and get peoples attention (Dahl et al, 2003).

Barnardo’s is, as mentioned in the problem discussion, another frequent user of the provocative strategy in their efforts to raise money to help suffering children in the United Kingdom (Howes, 2004). Their core concept used in all Barnardo’s communication is “Giving children back their future”. In their campaign on child poverty 2003 they used pictures of babies born into poverty in the advertisements, an example of this is a picture of a newly born baby with a cockroach coming out of its mouth. The cockroach is according to
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Barnardo’s, an effective symbol of poverty since it is an unpleasant and unwelcome pest that thrives in squalid living conditions and blights the lives of those children and their families that are unable to escape. This advertisement is only one out of many advertisements with disgusting pictures of newly born children. Barnardo’s agrees that the advertisements consist of hard-hitting images and that it might be perceived as shocking and disgusting among its viewers. However, Barnardo’s claims that these images will cut through the prejudice and apathy that they know exists, and engage with the target audiences and drive them towards supporting the company’s vital work. Barnardo’s says that they want the advertisements to provoke debate surrounding child poverty and establish this issue as significant. Although, Barnardo’s says that the advertisements are not intended to cause shock or anxiety, the key role of the advertisements is to create awareness and deliver the message across the nations that children growing up in poverty are robbed of their future.

2.1.2 Elements in provocative advertising

When using the provocation strategy it comprises of several concepts and within these concepts are three main components, distinctiveness, ambiguity and transgression of norms and taboos, which are of high significance when creating a provocative ad (Vézina & Paul, 1994).

**Distinctiveness**

According to Childers and Houston (1984), the distinctiveness of an advertisement is a very important element of provocative advertising strategy. Advertisements that can be perceived as similar to other advertisements might lose some of its provocative power, no matter what the content is (ibid.). Consumers have an ability to get used to a particular type of provocation, due to this, imitation by competing advertisers may weaken the effect of an advertising strategy based on provocation. Thus, when using provocative appeals in advertisements the challenge for the advertiser is to constantly be innovative, maintain originality in the advertisements and keep in mind that distinctiveness is important in order to create a successful advertisement (Childers & Houston, 1984). Distinctiveness has in a variety of experiments often been utilized with the tangible aspects of the advertisements such as size, color, movement and position (ibid.).

**Ambiguity**

Distinctiveness is, as mentioned above, a significant element of a provocative advertisement, however, it is not sufficient in itself to trigger provocation (Vézina & Paul, 1994). Another important characteristic, when creating provocative advertisements, is the extent to which the advertisement leaves room for various interpretations, if not of its content, at least of the intentions of the advertiser (ibid). Further, the authors claim that ambiguity has potential to increase the provocative dimension of provocative advertising and the basic precept behind this intentional ambiguity is that a provocative message which contains no ambiguity at all is more likely to be dismissed immediately by those receivers that are shocked and, consequently, is more likely not to be processed at all. In other words, the basis of the provocative appeal of an advertisement is often the nonsense it intentionally manifests, therefore making it difficult to encode (ibid.). The notion of ambiguity in advertising has been addressed in various ways, although mostly indirectly, within literature and research dealing with the general topic of persuasion.
Transgression of norms and taboos

According to Vézina and Paul (1994), the third component is the use of transgression of norms and taboos when creating advertisements with provocative appeals. Provocation is most likely to occur when the content in the advertisement refers to something that is generally perceived by the viewers as taboo. Advertisements that are only distinctive and ambiguous are not likely to shock by itself and would rather tend to be overlooked, therefore, transgression of norms and taboos might be the most vital element when using provocative appeals in advertisements (ibid.). Vézina and Paul (1994) also state that recently the transgression of norms and taboos has gained a lot of attention of more and more researchers. According to Vézina and Paul (1994) standards of public decency have changed much in the twentieth century, and advertising has been one of the elements contributing to changed norms, therefore it is now possible to find studies discussing the issue of decency in advertising. It should also be pointed out that reciprocally, changing social norms have probably also affected advertising practices. Sexual appeals in advertising can be regarded as one specific type of transgression since the subject of sexuality is considered as indecent and taboo in varying degrees all over the world (ibid.). In addition, say that recent research on sexual appeals used in advertising tends to show that, regardless of the controversy surrounding these appeals, the sexual content of advertisements increases the amount of attention and interest gained by the advertisements as well as the level of purchase intention (Severn, Belch & Belch, 1990). However, besides the issue of sexuality, it could definitely be assumed that other topics could preserve a similar degree of shock value across national and cultural boundaries. Examples of these topics, as mentioned earlier, could potentially include violence, racial issues and drugs (Vézina & Paul, 1994).

2.1.3 Non provocative advertising

Provocative appeals in advertising are not the only way to create awareness and attract people’s attention. Several other strategies and appeals, where the intention is not to create provocation or shock, can be used in the creation of advertisements. According to Kotler and Armstrong (1987), there are three different types of appeals, and the most appropriate appeal will be chosen depending on what the advertiser or the company wishes to achieve with the marketing campaign. These appeals are emotional appeals, rational appeals and moral appeals (ibid.). This section will present a brief explanation of these appeals and then the focus will be on emotional appeals where different themes will be described.

Appeals that are directed to the audience’s sense of what is right and proper are moral appeals and they are often used to urge people to support social causes such as a cleaner environment, better race relations, equal rights for women and aid to the needy (Kotler & Armstrong, 1987). Moral appeals are less often used for everyday products (ibid.).

Further, Kotler and Armstrong (1987) say that rational appeals in advertisements relate to the audience’s self-interest and the advertisements show that the product will produce the stated benefits. Messages showing a product’s quality, economy, value or performance are examples on rational appeals in advertising (Kotler & Armstrong, 1987). Comparative advertising is a way for the advertiser to present a products performance by directly or indirectly compare their products against competitive offerings (Shimp, 2003). Comparative advertising normally claim that the promoted item is superior in one or several purchase aspects (ibid.).
Emotional appeals are one way to communicate the intended message and these appeals are used in an attempt to rouse up negative or positive emotions that will encourage purchase (Kotler & Armstrong, 1987). Emotional appeals include several different themes, fear, guilt, regret and shame are negative appeals that are used in order to convince people to do things they should do, such as have an annual health checkup and brush their teeth. These negative appeals are also used with the intention of getting people to stop doing things they should not do, for example drink too much, overeat and smoke (Shimp, 2003). Further the author claims that advertisers appeal to consumer’s fears in attempt to motivate consumers to process information and to take action by identifying the negative consequences of not using the advertised product or engaging in unsafe behavior, such as drinking and driving, smoking and using drugs. The appeal to consumer’s fears may appear in social disapproval or physical danger. Products such as mouthwashes, deodorants and toothpastes use threats that appeal to fears when underlining the social disapproval that might occur if our breath is not fresh or if our underarms are not dry (Shimp, 2003). According to Shimp (2003), the advertiser can use products and themes such as being uninsured, automobile tires, unsafe sex and driving under the influence of alcohol or any other drugs in order to induce fear of physical danger or impending problems. The fundamental issue for the advertiser, when using fear appeals, is to determine how intense the threat in the ad should be so that the advertisement is not perceived as unethical (ibid.).

Just as appeals to fear, appeals to guilt attempt to trigger negative emotions. People feel guilty when they break rules, violate their own standard or beliefs or behave irresponsibly (Shimp, 2003). Appeals to guilt are powerful since they motivate emotionally mature individuals to undertake responsible action leading to a reduction in the level of guilt (ibid.). Shimp (2003) continues by saying that advertisers appeal to guilt and attempt to persuade prospective customers by asserting or implying that feelings of guilt can be relieved by using the promoted product.

In addition, Kotler and Armstrong (1987) claim that positive emotional appeals such as love, humor, compassion, pride and joy, also are used by the advertiser to attract attention and motivate purchase. The positive emotional appeal seems to work especially well for product categories that naturally are associated with emotions such as foods, jewelry, cosmetics, long-distance telephoning and fashion apparel (Shimp, 2003).

It is not unusual that advertisers take advantage of humor to achieve a variety of communication objectives, for example to gain attention, influence attitudes, enhance recall of advertised claims and create customer action (ibid.). All of us, no matter if you are a politician, actor, public speaker or professor, we all use humor to create a desired reaction at one time or another (Shimp, 2003). Further, a conducted survey determined that advertising agency executives believe that humor is particularly effective for attracting attention and creating brand awareness (ibid). Nonetheless, advertisers should proceed carefully when contemplating the use of humor. First, the effects of humor can vary due to differences in audience characteristics, things that strikes some people as humorous may not be funny at all to others. Second, it is important to remember that the definition of what is funny in one country or region of a country may not necessarily be the same in another. Finally, humorous messages might be so distracting to an audience that receivers simply ignore the message content (Shimp, 2003).

All of these various appeals have their advantages and are appropriate for different advertising messages depending on what the advertisers intentions are with the advertisements. In today’s
society where people are exposed to various types of advertisements every day, it is important that the advertiser outline an appeal or theme that will produce the desired response, reach out to the target audience and break through the clutter. All of the above described appeals have its advantages and advertisers are all the time striving to create successful and attention getting advertisements. Due to this, more and more advertisers have chosen to go for appeals that are provocative and shocking since advertisements built on these appeals are most likely to get the audiences attention. This leads us to our second research question.

2.2 Effectiveness of provocative advertising

After having described provocative and non provocative advertising, this section will concern how effective provocative advertising is in order to attract attention among youth.

We have noted that there are a limited number of researches that covers responses to provocative advertising. However, there are models available in literature that presents how shocking stimuli attracts attention. But even though there is a limited range of academic researches within this topic, we have found two studies relevant for our research that we will focus on, one study of Dahl et al (2003) of how students react on shocking advertising, and one research of provocation in advertising made by Vézina and Paul (1994).

Dahl et al (2003), made a study in order to test for effects on advertising attention, recall and recognition in an HIV/AIDS prevention context, by using one shocking, one fear and one informational advertisement. One-hundred-and-five undergraduate students participated in the experimental study, and in their main study, the respondents was exposed for the three posters mentioned above together with four other decoy advertisements for a few minutes. After they had left the room they were asked which advertisements they remembered seeing in the room. Then they were asked which poster that attracted their attention the most. The findings showed that 96,9 per cent of the respondents recalled the shock advertisement, while only 78,1 per cent recalled the advertisements in either the information or fear conditions. Accordingly, the results showed that provocative appeals outperformed fear and information appeals on measures of recall.

Regarding the question of which advertisement that attracted their attention the most 84,4 per cent claimed that provocative advertising drew the most attention compared to fear (40,6 per cent) and information (46,9 per cent).

Among respondents who named the shock advertisement as the one that attracted their attention the most, 77,8 per cent mentioned a specific norm violation as a factor in drawing their attention. Within the fear advertisement there were only 7,7 per cent who identified norm violation and in the information advertisement only 6,7 per cent identified it. This result gave the researchers the conclusion that norm violation is the key to heightened awareness of shocking advertisement content and, shocking advertisement is superior to non-shocking advertisement in its ability to attract attention.

Vézina and Paul (1994) chose to investigate provocative advertising’s ability to attract attention among their respondents by asking them whether they have seen an advertisement for a specific brand within the past few months. Levi’s scored the highest with 57 per cent followed by Benetton (33 per cent), known for its provocative advertisement technique. Although only 33 per cent of the respondents claimed that they have seen a Benetton
advertisement, 13 per cent said they had heard about Benetton, which was the highest score among all brands for that question. Further, Benetton scored highest on the question if the respondent had seen examples of and heard of the Benetton advertising campaign with 20 per cent. These results suggest the positive effect of provocation in advertising on the levels of brand awareness and attention. Further in Vézina’s and Paul’s report it is written that, these results support claims that Benetton’s creative advertising strategy allows them to operate with an budget for advertising and promotion four to five times less than average for the industry.

Recall was another factor that Vézina and Paul (1994) tested in their study. They asked the respondents to describe a recent advertisement for some selected brands. The results indicated that the level of objective knowledge of the contents of advertisements is significantly higher for Benetton, since 26 percent of the respondents described an advertisement properly, than for other brands, such as Mex and Gap, where only 3 per cent described it adequately. From this study, the results suggest that provocation in advertising has a positive effect on the level of knowledge of the advertisement’s content.

As mentioned earlier there are several models outlining how shocking stimuli attract attention and facilitate other elements of cognition. One model is presented in figure 2.1 below.

*Figure 2.1: Model of consumer reactions to shock appeals*

![Model of consumer reactions to shock appeals](image)


The starting point in this model is the exposure of advertising, further, the processing of information from advertising involves a cognitive appraisal that determines whether the advertisement violates a social norm or/and a personal norm. Any object or event such as an advertisement that appears unexpectedly causes surprise, which is a significant part of the process that attracts attention to the stimulus or event.

Dahl et al (2003) write that empirical findings in this area shows that people seems to engage in a higher level of attributional thought for unexpected events than they do for expected stimuli. Further, since people try to understand the source of their surprise, this surprise will encourage further cognitive activities (Dahl et al, 2003). After attention the processing of advertising turns to comprehension, which involves a literal understanding of the message. Further the shocking stimuli will facilitate elaboration which is the production of message-related thoughts, and the message retention will be enhanced due to the fact that unexpectedness and other stimulus novelty encourages cognitive processes that effects on memory (ibid.). In addition the shocking stimuli should influence behavior. Even though this study shows that provocative advertising is superior to other appeals in attracting attention and recall, there are also many risks to consider before using this strategy.
2.3 Risks of provocative advertising

In this section studies regarding risks with provocative advertising will be provided. It starts out by presenting studies dealing with how advertising throughout the years have been a target for criticism, and the connection between criticism and ethical issues in advertising. Then studies regarding risks related to the use of provocative appeals and consumer’s perception of it will be reviewed.

2.3.1 Ethics in advertising

Advertising is a dynamic public forum in which business interests, creativity, consumer needs and government regulation meet (Wells et al, 1992). Since advertising has a high visibility it is particularly vulnerable to criticism, some consumers accuse advertisers for permeating every inch of their personal space with offensive and irrelevant messages (ibid.). According to Shimp (2003), advertisers on a regular basis make decisions that are related to ethical implications in order to create advertisements that are appropriate and acceptable among its audience. In our context, ethics involves matters of right and wrong, or moral, conduct pertaining to any aspect of marketing communications. Ethics is quite easy to define, however it is not always easy to identify what is or is not ethical conduct in marketing communications (Shimp, 2003). Wells et al (1992) states that advertisers face extensive regulation, although every issue is not covered by a clear, written rule, therefore many advertising-related issues are left to the discretion of the advertiser. Advertisers make decisions all the time and when taking these decisions the advertiser has to consider the objective of the advertising campaign, the attitudes of the target audience, the philosophies of the agency and the advertiser and legal precedent (ibid.). Even if advertisers do consider all these aspects in the decision making process the outcome will not always be considered as ethical among the target audience, people are different and have different perceptions about what is ethical correct and what is not. There have always been negative attitudes towards advertising and it is doubtful that they will ever disappear, thus it is of high importance that the advertiser is aware of the social issues facing advertisers (Wells et al, 1992).

2.3.2 Provocative advertising and ethics

A variety of ethical criticism have been leveled against advertising and especially in today’s increasingly tight and saturated commercial environment and where advertisers do not hesitate to use any kind of strategy to reach consumers (Vézina & Paul, 1994). Provocative appeals are a viable option for advertisers to break through the advertising clutter, however, it can also be risky to use provocative appeals (ibid.). The use of provocation as an advertising strategy has often created discussions in media whether it is an ethical correct strategy. Further the authors claim that the efforts to provoke and shock may create a high level of awareness, however it could also end up in a low level of acceptance or even a high level of disapproval. According to Boddewyn and Kunz (1991) only a few distasteful and offensive advertisements can broadly discredit the whole industry.

Advertising critics argue that many advertisements are insulting to human intelligence, vulgar and generally offensive to the taste of many consumers. Unquestionably, a huge amount of all advertisements are offensive and disgusting and it has almost always been that way (Shimp,
2003). According to Wells et al (1992) taste changes over time and what was considered as offensive 50 years ago may not be perceived as offensive today. Usually there is no simple explanation of why a particular product or advertisement is perceived as provocative or offensive, thus some factors are more readily identifiable than others (Boddewyn & Kunz, 2001). Wells et al (1992) claim that the current issues and the question of taste and appropriateness in advertising are nowadays concentrated to provocative advertising and the use of sexual appeals, nudity and violence. An advantage for the advertiser is to be aware of current standards of taste since that might help to take the right decisions in the aspects of ethics (ibid.). Wells et al (1992) continue by saying that due to the fact that all of us have our own ideas as to what constitutes good taste it is very difficult to create a general guideline for good taste in advertising. Various things offend different people and what might be perceived as good taste to some people might be distasteful to others (ibid.). Regarding provocative advertising it has been discussed over and over in media since it often is considered to be unethical. According to Peter Shaw, a director of brand consultancy, shock tactics may increase awareness in the short term, however they can also cause severe damage to the brand over a longer period (Croft, 2002). Studies have been made in this area to find out how provocative advertisements are perceived by consumers.

2.3.3 Consumer's perception of the risks of using provocative advertising

Advertising has been charged with a number of ethical braches, most of which focus on its obvious lack of societal responsibility (Treise & Weigold, 1994). According to Meijer and Styvén (2001), consumer disbelieve of advertising is of great importance because it hinders advertising credibility and reduces marketplace efficiencies (Meijer & Styvén, 2001). By using provocative appeals in advertisements and thereby maybe offending the audience can result in a drop of sales or at an extreme, a boycotting of the advertised product and the company (ibid.). Treise and Weigold (1994) supports these opinions, they argue that if consumers find a particular advertising practice to be unethical or immoral, a number of unwanted outcomes may follow. Quite often provocative advertisements and its norm violation appear in bad taste Vézina and Paul (1994) and Meijer and Styvén (2001) state that the outcomes that follow can vary from consumers’ apathy toward the advertised product to more serious actions such as boycotts or demand for government regulations. It is also important to consider the cultural aspects, since they play a significant role in consumers’ perceptions of provocative advertisements (White, 2000). Countries are different and cultural differences are present all the time, due to this the advertiser has to be prepared that an advertisement that is successful and appropriate in one country can be perceived as provocative and not at all appropriate in another country (White, 2000). White (2000) continues by stating some country specific factors that contribute to how people perceive and interpret advertisements. Those factors are primarily concerned with the nature of society in the individual country, the values of that society and characteristics of the culture that may involve body language, frames of references, sense of humors, taboos, religion (ibid.).

As mentioned, sex appeals in advertisements can appear as provocative and offensive and when it comes to sex, there are huge differences between countries in the acceptance of it (Boddewyn & Kunz, 1991). The authors give some examples on how the view on sex vary in different countries, in highly conservative Moslem countries, for example, any display of female bodies or any hint of sexuality is strictly forbidden. In Malaysia, on the other hand, when a man and woman are shown alone in a room for more than three seconds, it implies they hade intercourse (ibid.). Scandinavian countries are quite permissive towards sexuality in
advertisements and rarely insist on modesty in advertisements. In France advertisers frequently show partially dressed or nude women as well as sexually suggestive language. In the United States it is not rare to see men and women in intimate and suggestive poses, however, advertisers avoid any form of display of frontal nudity, except in some fashion print advertisements and men’s magazines (ibid.). Considering all of this it can be understood that people in different countries will probably interpret provocative advertisements in a variety of ways. Further, Boddewyn and Kunz (1991), claim that sex and decency in advertising is an important issue since it affects the acceptability of all advertising and so is the case with all kind of provocative advertising.

Vézina and Paul (1994), went through with a study where the purpose was to present some results of one of the first empirical assessments of consumer reaction to provocative advertising. The preliminary results of their study when it comes to peoples perceptions of provocative advertisements were that exposure to extremely provocative appeals seems to lead to negative reactions and affect consumers attitudes towards brand employing provocative execution strategies (Vézina & Paul, 1994). On the other hand, Vézina and Paul (1994) also discovered that a moderate level of provocation appears to have an equal or slightly superior effect than a conventional creative strategy. An additional conclusion were that consumers tend to hold positive attitudes towards advertisements containing provocative appeals in general, however, when exposed to a provocative/shocking advertisement they react negatively. According to the authors this outcome could indicate to a “distantiated tolerance” towards provocative appeals in advertising. The findings of the study also pointed to that younger people, among others, show more positive reactions towards both the provocative strategy and the provocative appeal itself and due to these results provocation may ultimately translate into a valuable segmentation strategy Vézina and Paul (1994).

### 2.4 Conceptual framework

Miles and Huberman (1994) claim that a conceptual framework explains, the primary things that are to be investigated, the key factors, constructs and variables either by a graphical figure or by using a narrative form. In addition it presents the presumed relationship between them (Miles & Huberman, 1994). Therefore we will in this part explain what we will collect our data on, to be able to answer our research questions. We will choose the concepts that we find most relevant to this thesis, particularly to our research questions, among the theories presented.

#### 2.4.1 Provocative advertising

The concepts regarding provocative advertising that we find relevant to this thesis will be outlined here.

Vézina and Paul (1994) gave this definition of provocative advertising, we want to study whether this definition is appropriate to youth, and if not, how they perceive it.

*Provocative advertising is a deliberate appeal, within the content of an advertisement, to stimuli that are expected to shock at least a portion of the audience, both because they are associated with values, norms or taboos that are habitually not challenged or transgressed in advertising, and because of their distinctiveness and ambiguity*”
- Disgust, obscenity/profanity, vulgarity, impropriety, moral offensiveness and taboos, are examples of how provocative advertisements can be perceived of the audience (Dahl et al., 2003).

- Provocative advertising does intentionally rather than unintentionally startles and offends its audience (Dahl et al., 2003).

### 2.4.2 Effectiveness in gaining youth attention

The literature we find most relevant regarding provocative advertising’s effectiveness in gaining youth attention and to compare with collected data, will be presented below.

- We want to investigate if provocative advertisements do attract attention as most authors claim (Vézina and Paul, 1994; Dahl et al., 2003).

- Shocking appeals are superior to other appeals on measures of attention and recall (Dahl et al., 2003).

- Is norm violation the key to heightened awareness of shocking advertisement content as the model below suggests (Dahl et al., 2003)?

![Diagram of conceptual framework](image)

### 2.4.3 Risks perceived by youth

In this section the literature and concepts we find relevant to the risks of using provocative advertising will be provided.

- “Shock tactics may raise awareness in the short term, but they can cause severe damage to the brand over a longer period” (quoted by Peter Shaw as appeared in Croft, 2002).

- Consumers tend to hold positive attitudes towards advertisements containing provocative appeals in general, however, when exposed to a provocative/shocking advertisement they react negatively (a conclusion quoted by Vézina & Paul, 1994).

- Provocative appeals are a viable option for advertisers to break through the advertising clutter, however, it can also be riskily to use provocative appeals (Vézina & Paul, 1994).

Based on the above, we have summarized our conceptual framework in figure 2.2.
Figure 2.2 Conceptual frame of reference

![Conceptual frame of reference diagram]

**RQ 1**
- What provocative advertising is.
- How provocative advertising is perceived by the audience.
- Whether provocative advertising startles and offends intentionally.

**RQ 2**
- Whether provocative appeals attract attention.
- Provocative appeals in measures of attention.
- The key factor to heightened awareness.

**RQ 3**
- The effect of provocative advertising in the short term and long term.
- The difference of attitudes towards provocative advertising before and during exposure.
- Risks of using provocative advertising.

SOURCE: Authors’ Construction
3. METHODOLOGY

The previous chapter provided an overview of literature and theories related to the research questions of this study. This chapter will present the methodology of our study and how we went about collecting data in order to answer our research questions, thus fulfilling the purpose of our thesis. The chapter starts out with the purpose of the research, further the research approach and research strategy will be presented. Then, a description on how the data collection was carried out and how the sampling was conducted follows. Finally, the choice of general analytical strategy will be explained and the quality standards of the research are established.

3.1 Purpose of the research

To inform the reader of what is desired to be achieved, and how to use the result of it, is to state the purpose of the study (Eriksson & Wiedersheim-Paul, 2001). Further the authors state that the way of carrying out research has a number of purposes (ibid.), two of them involves describing and exploring.

Many investigations have the purpose to describe various phenomenon’s, such as condition, events and course of actions. Description of a study often involves identifying, document and mapping out. All descriptions have a starting point, the researchers choose perspectives, aspects, interpretation and observation etc. Every single description needs a purpose in order to make sense. When one wants to explain, understand, predict and decide, a good description is truly needed (Eriksson & Wiedersheim-Paul, 2001).

Exploratory studies are, according to Saunders, Lewis and Thornhill (2000), valuable when the aim is to seek new insights, ask questions and when researchers want to re-assess phenomena. In other words, as Reynolds (1971) expressed it, exploratory research should give the researchers a better understanding of the research area. Further, exploratory studies most often start with a wide research area, in order to progressively become narrower as the research evolves (Saunders et al. 2000).

Due to the above discussion our research involves elements from both, it is primarily descriptive due to the fact that two of our research questions reflect a need to describe the nature of a specific problem area, and that we will both document and identify the findings during our research. In addition, it is exploratory since there are very few researches done within this subject earlier and therefore our purpose is to gain an understanding of our research area, provocative advertising.

3.2 Research approach

There are two different types of research approaches quantitative and qualitative (Holme & Solvang, 1997). Denscombe (2000), claims that the distinction between qualitative and quantitative data rather pertains to the handling of data than the research method per se. Quantitative researches use numbers to analyze and are associated with descriptions while qualitative uses words and are more associated with analysis (ibid.). Further, even though both quantitative and qualitative researchers are concerned with the individuals’ point of view, qualitative researchers believe that they can get closer to the respondents through
METHODOLOGY

observations and interviews (Lincoln, 2003). Moreover, Denscombe (1998) claims that qualitative research often is associated with small-scale studies. According to Holme and Solvang (1997) the purpose of a qualitative research is to gain a deeper understanding in the studied area rather than to generalize.

In contrast to qualitative research, the quantitative approach is characterized by distance, and the researcher tends to gather a limited amount of information from many different sources (Holme & Solvang, 1997). Denscombe (2000) claims, that a quantitative approach is a kind of objective research, since data are founded on numbers and the results are presented in diagrams or tables.

According to Holme and Solvang (1997) the choice of research approach depends on the problem formulation stated in the research. In our thesis we have chosen a qualitative approach since our aim is to gain an understanding within the problem area and that we will analyze with words. In addition, we will do a small-scale study and since we are using focus groups, we feel that it is important with a closer contact to our respondents.

3.3 Research strategy

Yin (2003) discusses five different strategies that may be used in a research, named in table 3.1. Each one has its own advantages and disadvantages, and present different ways of data collection and analyzing of empirical evidence (ibid.). The choice of research strategy depends on three different conditions, as you also can see in table 3.1; first, the type of research question posed, second, the control an investigator has over actual behavior events, and finally, the focus on contemporary as opposed to historical events.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Form of research question</th>
<th>Requires Control of Behavioral Events?</th>
<th>Focuses on Contemporary events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experiment</td>
<td>How, why?</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Survey</td>
<td>Who, what, where, how many, how much?</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Archival analysis</td>
<td>Who, what, where, how many, how much?</td>
<td>No</td>
<td>Yes/No</td>
</tr>
<tr>
<td>History</td>
<td>How, why?</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Case study</td>
<td>How, why?</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>

SOURCE: Yin, 2003, p. 5

The fact that our study focuses on contemporary events and that all our research questions are formulated to “how” questions, does only exclude one of the various strategies that Yin suggests, namely history. According to Sullivan (2001), surveys typically are collecting data from large samples of people. Since this thesis rather involves collecting data from small samples of people we find surveys inappropriate. Regarding archival research it is based almost exclusively on documentary secondary data (Saunders et al. 2000), which this study is
not and might therefore exclude archival research as well. This left us with a choice between a case study and an experiment.

A case study involves a larger amount of details with a smaller number of individuals, which makes it possible to achieve a deeper understanding of each individual (Lundahl & Skäravad, 1992). This is what speaks for a case study in our research that, as mentioned earlier involves a smaller number of individuals. On the other hand, when it comes to recall, we wish to corroborate the findings that Dahl et al (2003) concluded in their study of shocking advertising, by using the same strategy that they did, namely a small experiment. However, Yin (2003) claims, that the different strategies are not mutually exclusive, in other words it is possible to use multiple strategies in one study. Due to that, we have chosen to use an experiment within a case study. The reason why we chose to conduct a case study with elements of experiments rather than the other way around is because the experiment constitutes such a small part of this study. The fact that the experiment is the only part of the study that requires control over behavioral events, excludes experiments, from the main part of the study, and leaves it with one option only, namely a case study.

### 3.4 Data Collection

According to Eriksson and Wiedersheim-Paul (2001), there are two different categories for data collection, primary and secondary. Primary data are collected for the first time by the researchers, while secondary data are information already collected from previous researchers (ibid.).

Yin (2003) claims that data for case studies can arrive from many different sources, the six that are most commonly used and those Yin finds most important are; documentation, archival records, interviews, direct observation, participant-observation and physical artifacts. According to Yin (2003) all sources of evidence has its own advantages and disadvantages, however, no one of them has a complete advantage over the others, and they are very complementary. Yin (2003) recommends the use of multiple sources of evidence in a case study, which is called triangulation. He claims that it increases validity due to the fact that the multiple sources of evidence provide multiple measures of the same phenomena (ibid.).

We have used four different sources of evidence in our study; interviews, documentations, direct- and participant observations, all presented with its strength and weaknesses in table 3.2 on the next page. Though, we consider interviews as our main source of evidence.
**Table 3.2: Sources of evidence: strength and weaknesses**

<table>
<thead>
<tr>
<th>Source of Evidence</th>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Documentation</td>
<td>- Stable: can be reviewed repeatedly</td>
<td>- Retrievability: can be low</td>
</tr>
<tr>
<td></td>
<td>- Unobtrusive: not created as a result of the case study</td>
<td>- Biased selectivity: if collection is incomplete</td>
</tr>
<tr>
<td></td>
<td>- Exact: contains exact names, references, and details of an event</td>
<td>- Reporting bias: reflects (unknown) bias of author</td>
</tr>
<tr>
<td></td>
<td>- Broad coverage: long span of time, many events, and many settings</td>
<td>- Access: may be deliberately blocked</td>
</tr>
<tr>
<td>Interviews</td>
<td>- Targeted: focuses directly on case study topic</td>
<td>- Bias due to poorly constructed questions</td>
</tr>
<tr>
<td></td>
<td>- Insightful: provides perceived casual inferences</td>
<td>- Response bias</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Inaccuracies due to poor recall</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Reflexivity: interviewee gives what interviewer wants to hear</td>
</tr>
<tr>
<td>Direct Observations</td>
<td>- Reality: covers events in real time</td>
<td>- Time-consuming</td>
</tr>
<tr>
<td></td>
<td>- Contextual: covers context of event</td>
<td>- Selectivity: unless broad coverage</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Reflexivity: event may proceed differently because it is being observed</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Cost: hours needed by human observers</td>
</tr>
<tr>
<td>Participant Observations</td>
<td>- (Same as above for direct observations)</td>
<td>- (Same as above for direct observations)</td>
</tr>
<tr>
<td></td>
<td>- Insightful into interpersonal behavior and motives</td>
<td>- Bias due to investigator’s manipulation of events</td>
</tr>
</tbody>
</table>

**SOURCE:** Adapted from Yin, 2003, p. 86

According to Yin (2003) a focused interview is conducted during a short period of time, therefore it is more open-ended, and the researcher tries to start a discussion by asking the respondents more unstructured questions (ibid.). Denscombe (1998) claim that unstructured interviews give the respondents the opportunity to use their own words and develop their own thoughts, which is a good way when doing research about complex questions, which we are doing.

Our focused interview will be conducted by using two different focus groups. The reason for our choice is that the data we need to collect in order to answer all our research questions requires two different sessions. This since the experiment that will be conducted as part of the data collection for our second research question requires respondents that are totally unaware of the studied subject. Further, in order to find the answer for research question three we need to ask the respondents questions before exposure of provocative advertising.

**3.4.1 Focus Groups**

Focus groups consist of an interviewer or moderator and a small group of people, normally six to nine participants (Denscombe, 1998). If the focus group is too small or too big it might result in less effective participations (Cooper & Schindler, 2001). Hair, Bush and Ortinau (2000) write that any size smaller than six participants is not likely to generate the right type of group dynamics or energy necessary for a beneficial group session. Further, a too small group might lead to a situation where one or two people can take over the discussion regardless of the efforts of the moderator (ibid). Another scenario, according to Hair et al (2000), is that the moderator has to become highly active to keep a flow in the discussion. On
the other hand, a too big focus group can easily limit each person’s opportunity to contribute insights and observations (ibid). The participants in the focus group have been brought together in order to discuss and examine attitudes, opinions, feelings and ideas within a specific research area (Denscombe, 1998). The outcomes of the discussion are used to increase understanding of that particular research area (Mitchell & Branigan, as it appears in Meijer & Styvén, 2001).

Depending on the topic that will be discussed, it is often preferable to have separate focus groups for different subsets of the population (Cooper & Schindler, 2001). Therefore, the participants are often similar to each other since homogeneity allows for a more free-flowing conversation among the participants within the groups (Krueger, 1994). By using focus groups, which produce qualitative data, the researcher is provided with insight to the attitudes, perceptions and opinions of participants (ibid). According to Mitchell & Branigan (2000, as it appears in Meijer & Styvén, 2001), the use of interaction between research participants to generate data is a vital feature of the focus group. Krueger (1994) claims that provision of refreshments during a focus group interview is recommended since it might contribute to a more relaxed atmosphere.

Focus groups are used widely today for diverse research applications (Zikmund, 2000). Focus groups have major advantages over more structured, single-person interviews (Sullivan, 2001). According to Cooper and Chindler (2001), the fact that focus groups quickly and inexpensively can grasp the core issue of a topic is the primary advantage. Further, focus groups are relatively brief, easy to execute, inexpensive, extremely flexible and can provide quick results (Zikmund, 2000). Cooper and Schindler (2001), write that focus groups provide the manager, researcher or client with a chance to observe reactions to their research questions in an open-ended group setting. Rather than being force-fit into a formalized method, the participants within the focus groups can respond in their own words (ibid.).

However, there are also some shortcomings to consider when using focus groups. As mentioned earlier, the size of the focus group is of importance to run a successful session. Meijer and Styvén (2001) referring to Krueger (1994), Mitchell & Branigan (2000), Morgan (1997) and Threlfall (1999) write that focus groups represent a loss in control compared to individual interviews. The participants can interact and influence each other, consequently they are capable of influence the course of the discussion. Further, bias can occur from participants who either want to agree with the moderator or want to be regarded in a positive light generally (ibid.). Zikmund (2000) says, the moderator also plays an important role, a moderator that is not sensitive and effective might lead to a situation where a single, self-appointed participant may dominate the session. Other participants may react negatively toward the dominant member, and their statements might be influenced by the negative impression of the dominant person (ibid.). According to Hair et al (2000) the data structures evolved from focus group interviews have a tendency to lack representativeness with regard to the target population, thus the result are less generalizable to a larger population. Further, the data are more difficult and subjective to analyze (Sullivan, 2001).

The reason why we chose to use focus groups was because we wanted to examine attitudes, opinions and feelings. Further, we believed that focused interviews in the form of focus groups would give us better and more extensive data than the use of individual interviews. In addition we wanted our topic to be discussed, in order to fulfill our purpose to gain an understanding within the problem area.
3.4.2 Other sources of evidence used

We have chosen to complement our focused interviews with documentations that according to Yin (2003) have the character of corroborating and augmenting evidence from other sources. Further Yin (2003) claims that this kind of information can take many different forms in form of letters, memoranda, agendas, written reports of events and newspaper clippings or other articles that appear in media or in community newspapers. The documentations used in this study are the different printed advertisements that we will use in order to start a discussion among our focus groups. We consider these advertisements as secondary data, due to the fact that they are already created by others with a different purpose in mind.

As a primary source we will use observations in this study, both direct and participant observations will be used. Direct observations of the respondents’ interaction and behavior will be made by one of the researchers that will assist the moderator. The moderator on the other hand, will be guiding group discussions and might therefore be considered as making participant observations. The researchers will listen to the tape that will be recorded during the interview with the two different focus groups, which also will be regarded as direct observations.

As mentioned in the research strategy, we chose to use experiments within our case study in order to complement the chosen research strategy. Sullivan (2001) mentions three different experimental designs; pre-experimental design, true experimental design and quasi-experimental design. We have chosen to use a form of quasi-experimental design, it is a form of experiment that Zikmund (1994) calls one-shot design or after-only design. In a one-shot design the researcher rather “tries something out” than conducting a formal experiment. It is a simple and not very time consuming experiment, which contains an experimental treatment and a measurement after treatment, on one group of participants only (ibid.). The reason why we chose this kind of experimental design is mainly due to our limited time. This experimental design also suits the design of Dahl et al’s (2003) the best, which is the one we want to corroborate.

3.5 Sample selection

In this section information about how we sampled the respondents for the focus group interviews will be provided. The advertisements shown during the focus group sessions will also be presented in this part.

3.5.1 Choice of respondents

For our study we have chosen to use Swedish students at Luleå University of Technology as our respondents. We followed Denscombe (1998) suggestion of using 6-9 people in our focus groups. Morgan (1997) claim that wide gaps in life style or social background can lead to an insecure and uncomfortable environment among participants and thus the focus group interview might not be as successful as hoped for (ibid.). Therefore students feel like a good choice since they are quite homogenous when it comes to lifestyle, age and economic situation. In addition, students are also often available and easy to get in contact with.
When using focus groups, Morgan (1997), claims that it is important that the participants feel comfortable and relaxed so they can talk to each other and carry out a discussion. Our choice of students was also the most suitable choice since our time was very limited. We believe that it would have been much more time consuming to use people outside the university. Considering the above facts, we felt that our choice to use students for our study would be appropriate.

By making inquiries among our friends, if they knew someone talkative who would be willing to participate in our study, our sampling was carried out. We ended up with two different groups of respondents, some of them knew each other while others did not know anybody. According to Morgan (1997) the mixture of people familiar with each other and strangers is not a negative feature in focus groups. When choosing samples the decisions should be founded on the basic criterion of whether a particular group of people is able to discuss the topics comfortably and in a way that will be useful to the researcher (ibid.). We chose to use friends to our friends that were unfamiliar with the topic of our study, and in addition these people did not know us personally. These two factors were essential for the outcome of the focus groups, this since we did not want the participants to be influenced by us.

3.5.2 Choice of documentation

We have chosen to conduct two focus group interviews, one plain focus group (focus group 1), and one containing a small experiment (focus group 2).

In our first focus group interview, we will start with asking the respondents for their opinion of the use of provocative advertisement. Then we will show them a few provocative advertisements (see appendices E & M-Q), and a few non-provocative advertisements (see appendices R-U), in order to stimulate and facilitate a group discussion, to be able to observe their reactions and in addition to provide examples of provocative advertisements.

In our second focus group, we will show nine different advertisements to the respondents (all shown in appendices D-L), two provocative advertisements, two with fear appeals, two with informative appeals and finally three other non-provocative advertisements. The provocative advertisements pictures a child infected by AIDS with huge wounds all over the body lying on a bed (see appendix D), and the middle parts of a naked female body with a stamp saying HIV positive (see appendix E) Our aim of showing these advertisements is to investigate their ability to be recalled and gain attention among youth.

Since our study will be conducted in Sweden, and that Swedish citizens read more than three periodicals regularly, which is the highest percentage in International periodical statistics (Wiles & Wiles, 1995), we have chosen to use printed advertisements. In addition the literacy rate in Sweden is extremely high, 99 per cent, and print advertising occupies the highest percentage of expenditures in media advertising (ibid.).

3.6 Data analysis

Data analysis contains of examining, categorizing, tabulating, testing or otherwise recombining both quantitative and qualitative evidence to address the initial propositions of a study (Yin, 2003). Further Yin (2003), claims that every case study should strive to have a
general analytic strategy and that the strategy should help the researcher to choose between various techniques and also to conclude the analysis in a successful way. There are three general analytical strategies: relying on theoretical propositions, setting up a framework based on rival explanations and developing a case description (ibid.). Relying on theoretical propositions means that the researcher collects data with research questions and previous studies as a basis. The second strategy tries to define and test rival explanations. Rival explanations can be described as other possible influences that may distort the results of the research. The third strategy, developing a case description, means that the researcher presents the data in a descriptive way, however, this is considered as less favorable and should only be used when there is little or no access to previous research (Yin, 2003).

The researcher can start to analyze the gathered empirical data after he/she has chosen one of the three strategies above. The qualitative analysis consists of three simultaneous occurring flows of activities: data reduction, data display and conclusion drawing and verification (Miles and Huberman, 1994). Data reduction helps the researcher in the process of selecting, focusing, abstracting, simplifying and transforming the collected data. Further, data reduction sharpens, sorts, focuses and organizes data so that final conclusions can be drawn and verified (ibid.). Data display is the second major analytical activity. This activity takes the reduced data and displays it in an organized, compressed way, to draw conclusions more easily (ibid.). In the final stage, conclusion drawing and verification, the researcher interprets the meaning of occurrences, noting regularities, patterns, explanations, possible configurations, casual flows and propositions (ibid.).

This study relies upon the theoretical proposition that provided the material for introduction, research questions and literature review. This strategy is appropriate for our study since we have some previous studies within our subject. Two steps from Miles and Huberman’s (1994) suggested three step analysis activities will be used when analyzing our collected data. A data reduction will be carried out by comparing theories and empirical data in a within-case analysis. Later, conclusions and verifications will be drawn based on the within-case analysis.

3.7 Validity and reliability

According to Denscombe (1998), the term validity involves to which extent research data and the methods to receive data are considered precise, valid and accurate (ibid.). However the term has different meaning depending on whether it concerns research data or the research methods. Regarding the data, validity involves whether it reflects the truth, reality and covers the conclusive questions, and when it comes to the methods, validity rather focuses on the question: are we measuring the terms appropriate indicators and are the results achieved precise (ibid.).

Yin (2003) discusses four different tests, used in all social science methods in order to establishing the quality of a research. These methods are summarized in table 3.3 below, that describes the test, recommend the tactics for increasing validity of a case study and reveals in what phase in a case study the tactic should be used.
Table 3.3: Case study tactics for four design tests

<table>
<thead>
<tr>
<th>Tests</th>
<th>Definition</th>
<th>Case study tactic</th>
<th>Phase in research</th>
</tr>
</thead>
</table>
| Construct validity | Establishing correct operational measures for the concepts being studied | • Use multiple sources of evidence  
• Establish chain of evidence  
• Have key informants review draft case study report | Data collection  
Data collection |
| Internal validity   | Establishing a casual relationship, whereby certain conditions are shown to lead to other conditions, as distinguished from spurious relationships | • Do pattern-matching  
• Do explanation building  
• Address rival explanations  
• Use logic models | Data analysis  
Data analysis  
Data analysis |
| External validity     | Establishing the domain to which study’s findings can be generalized.    | • Use theory in single case studies  
• Use replication logic in multiple-case studies | Research design  
Research design |
| Reliability          | Demonstrating that the operations of a study, such as the data collection procedures, can be repeated, with the same results. | • Use case study protocols  
• Develop case study database | Data collection  
Data collection |

SOURCE: Adapted from Yin, 2003, p. 34

In order to increase the construct validity of our research, we have used multiple sources of evidence during our data collection (documentation, direct and participant observations and interviews). We handed our interview guide to our supervisor, before conducting the focused interview, to make sure that the questions were clear and made sense. In addition, we recorded and took notes during the focused interview in order to miss as little of the important information as possible, which also contributed to enhanced construct validity. Further, we are aware of the possible distortions that might have been caused by conducting the interview in Swedish and then translated its discussion into English. However, we believed an interview in Swedish to be the best way to make our Swedish respondents feel comfortable and therefore the most effective way of conducting a successful interview.

When it comes to internal validity we used pattern matching during our analysis, which according to Yin (2003) involves the comparison of empirically based pattern with the pattern predicted in already existing theories within our conceptual framework. External validity does according to Yin (2003) test whether the findings of a study are generalizable, in other words if our findings is applicable to other Swedish students. However, as mentioned earlier, focus groups have, due to its limited target population, less generalizable results to a larger population (Hair et al, 2000). This together with the fact that our research findings are based on students’ perceptions and views, unable us to claim that this research has external validity.

Reliability is according to Yin (2003) a test with the objective to be sure that the same findings and conclusions made by one investigator should arrive from another investigator that followed the same procedures and conducted the same case study all over again. In order to increase the reliability, we created our interview guide trying to avoid leading and subjective questions. However, since people’s perceptions and views are individual and may change over time, it may be difficult for another researcher to achieve the same results as we did, even if it is made on the same sample. Thus, the reliability of our study is quite low.
4. EMPIRICAL DATA

In this chapter the collected empirical data will be presented. The data collection was conducted through two focus group interviews of which one contains a small experiment. First we will describe how our different focus group sessions were conducted, and then we will present data from both focus group sessions by following the order of our frame of reference.

4.1 Focus group interviews

The first focus group interview involved 9 students from Luleå University of Technology. The participants were in the ages between 22-26 years and studied at the international business and economic program and at civil engineering education programs. The interview was conducted the 26th of April, 2004, in a small conference room at the university library. We served lemonade and cakes during the interview in order to get a more informal atmosphere and make the respondents feel more relaxed. We started out with informing the participants that the aim of the interview was to create discussions in order to bring forward their different perceptions and attitudes towards the studied subject and not to reach consensus. In addition we gave them a brief explanation of the studied subject, namely provocative advertising. You can find the interview guide in appendix A.

Our second focus group was conducted by a small experiment and an interview discussion with seven students, also from Luleå University of Technology the 28th of April, 2004. This group consisted of three women and four men in the ages 22-27, and they were not informed about the subject in our thesis. All they knew was that they were supposed to participate in an experiment regarding advertising. The experiment took place in a small conference room at the university library. We had placed nine different posters on the white board, two provocative advertisements (see appendices D & E), one advertisement for Doctors for life picturing an AIDS infected baby with open wounds all over the body, and one Benetton ad picturing the middle parts of a female body with the stamp “HIV positive”), two with fear appeals, two with informative appeals and three other non-provocative advertisements. The chairs were placed close to the whiteboard in order for the participants to have a good view over the advertisements. When all the participants arrived we told them that we had forgotten something necessary for the experiment and we left them alone in the experimental room. By doing this, we gave them an opportunity to get exposed to the different advertisements. After 1.5 minutes we came back and told them to come with one of us to another room. We took a short walk around the library, while the other researcher removed the advertisements from the whiteboard. After one minute the researcher and the participants returned to the experimental room. We gave each of them an enquiry (appendix B) that asked them to describe what advertisements they remembered seeing at the whiteboard and how they attracted their attention.

After the data from the small experiment was collected, we continued our second focus group session with explaining the purpose of our study and the experiment to the participants. We informed them that we would in the following discussion aim at bringing forward their different perceptions and attitudes towards the studied subject and not to reach consensus. In addition we gave them a brief explanation of the studied subject, namely provocative advertising, just as we did in our first interview session. The interview guide is available in appendix C.
4.2 Empirical findings

In this section the data from our different focus group sessions will be presented following the conceptual framework.

4.2.1 How to describe how provocative advertising is understood by youth

When we gave the respondents the definition of provocative advertising by Vézina and Paul (1994), the participants fully agreed to the stated definition. One of the respondents said: “That is a very good definition, isn’t it?” and the others nodded and had nothing to add.

We placed a variety of provocative advertisements (see appendices E & M-Q) and a few non-provocative advertisements on the whiteboard (see appendices R-U). The respondents reacted very negative when seeing the provocative posters, especially the Barnardo’s advertisements (appendices O-Q). Then we asked them how they would describe the different provocative advertisements with adjectives. “Disgusting”, “frightening”, “inappropriate” and “a bit troublesome to look at”, were how the participants claimed that they perceived the provocative advertisements.

Further the participants initially commented how they perceive provocative advertising:
“There is a certain limit when it becomes disgusting, even so disgusting that you don’t want to take part of the message”.  
“Regarding the one with the methanol bottle (Barnardo’s ad, see appendix O), I wouldn’t even care about reading the text in the ad”.  
“That baby (Benetton advertisement, see appendix M) tells me nothing about the clothes, it kind of deviate from its purpose. However, Benetton often uses different advertisements”.  
“What the Benetton ad does is that it is based more on its name and the logo rather than the product and the brand name”.

When giving the statement, “provocative advertising intentionally startles and offends its audience” the participants considered it for a while before saying anything. Then one of them, slightly uncertain, said:  
“Maybe it doesn’t always offend, it depends on the provocative advertisement, if speaking what it intentionally does in general, I would rather say startles solely”.

Another participant believed that it startles with the purpose to provide a solution for the startled phenomena. A third participant claimed that she did not feel startled by the Benetton ad with the middle parts of a female body (appendix E), she rather felt it was inappropriate and that provocative advertising rather uses shocking techniques to attract attention, startle and offend is only two examples of how they can perform that.

4.2.2 Provocative advertisements effectiveness in gaining youth attention

The data showed that the provocative Benetton advertisement was the only advertisement recalled by all the subjects. The advertisement for “doctors for life” was recalled by six of the respondents, while only one of the respondents recalled the advertisements containing fear appeals. The informational advertisements were recalled of respectively one and two of the respondents. The advertisement that was on third place in measures of recall was recalled
EMPIRICAL DATA

only by four of the respondents, it was the non-provocative advertisement for Sloggy, picturing a very fit young man running in his underwear.

When it comes to attention, we asked them to scale how effectively each advertisements that they recalled attracted their attention, on a scale 1 – 5 (1 = does not attract attention very well, 5 = attract attention very well). The table 4.1 below shows how each subject scaled the advertisements they recalled (R = respondent). The gaps mean that the respondents did not recall the advertisement.

Table 4.1: How effectively the different advertisements attract each respondent’s attention

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Appeal</th>
<th>R1</th>
<th>R2</th>
<th>R3</th>
<th>R4</th>
<th>R5</th>
<th>R6</th>
<th>R7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sloggy</td>
<td>non-provocative</td>
<td>2</td>
<td>3</td>
<td></td>
<td></td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Doctors for Life</td>
<td>provocative</td>
<td>5</td>
<td>5</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Benetton</td>
<td>provocative</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>National Institute on drug abuse</td>
<td>fear</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Playlife</td>
<td>non-provocative</td>
<td>1</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Cancer Society</td>
<td>informative</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yoggi</td>
<td>non-provocative</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HEP</td>
<td>fear</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>FWA</td>
<td>informative</td>
<td>4</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SOURCE: Students’ Construction

The participants commented what they believed was the essential thought behind the use of provocative advertising. Their different comments were:

“To attract attention”
“Every day people are exposed to thousands of informative messages and people have to sieve among all these messages, therefore something exceptional is needed to attract people’s attention”.
“I think that companies can’t afford not to use provocative advertising if they are aiming at attracting attention”.

One of the participants claimed that he had read in an article that it only takes two seconds to decide whether to save a paper or not. For example, if you get back to your office after vacation and find a huge pile of advertising to go through, you will only spend a few seconds to decide which ones to save and which to throw away. Those advertisements containing something shocking or something “extra” are the ones that are most likely to be saved.
“It feels like the company wants to take the customer through the first two steps in the AIDA-model*, awareness and interest. Although I don’t think that they can create desire among customer by using provocative advertising, they need another approach to achieve that”.

* According to Brassington & Petitt (2000) the AIDA-model stands for awareness, interest, desire and action, and refers to what is necessary for a brand to become successful.

The key factor to heightened awareness
The participants commented what they thought it was within provocative advertising that attracts people’s attention. The quickest answer was:
“It is definitely not the text”. Another participant adds “A picture says more than thousand words”. Other comments were:
“A strange picture, something you react to and don’t expect, in other words, something that diverges from the reality”.
“A norm violating picture, not just one that is shocking, it has to violate to a norm too, if it is a shocking picture that, you are used to see, it is only disgusting. However, if it violates to something, maybe one will remember it”. Further the same participant gave an example, by pointing at the ad, picturing two homosexuals in an intimate situation (see appendix N) and said that it is a good example of an ad that might be perceived as norm violating.
Another participant continues: “Yes, seeing two men making out, doesn’t agree with the overall norms in today’s society. Showing this picture on a poster will suprise people and that attracts their attention”.
“Yes I agree but what I consider norm violating, somebody else might consider okay, some people accept homosexuality more than others, it depends on each individual’s perception of different norms”.
“I think that a surrounding that is not familiar to you, that is not part of your daily life can become provocative”.

4.2.3 The risks of provocative advertising perceived by youth

We gave them the statement that “provocative advertising can raise awareness in the short term, but it can cause severe damage in the long term”. The first reaction was:
“Benetton has been doing this for a long time, and it hasn’t caused any damage to anyone, they have built a brand around this. I believe that it should have caused even more damage if they started to picture clothes in their advertisements, in a non-provocative way, to reach their consumers”. A second participant questioned his argument, she claimed that if it has been damaging or not is something we can’t be sure of. “However, Benetton is a successful company, and have been for many years”, the first speaker defended his first statement. A third student added that: “It is important to have a balance between the level of provocation and appropriateness in the advertisements in order to create a successful ad”.
“Considering Benetton, that has been using a provocative strategy for several years, and still is successful on the market it seems like the strategy has succeeded”, was another argument among the participants.

Further, the discussion continued with following arguments:
“If a company’s provocative advertisements are perceived as disgusting, norm violating etc, then the company might get a reputation as unethical and that can never be good for a company.” All the other participants nodded and agreed to this argument.
“I believe that it also depends on people and their characteristics. People perceive things differently and also act differently and that means that some people might stop buying from companies they believe are unethical in their advertising.”
“However, there are also people that might think a company is unethical in their advertising but still it doesn’t affect their behavior, they continue to support the company anyway.” The majority of the participants agreed to this argument as well.
“Companies must be aware of the fact that the use of provocative advertising might involve risks, provocative advertising can cause loathe for the brand” was the argument that ended the discussion for this question.

Attitudes before and after exposure to provocative advertising
We asked them before any exposure of provocative advertising, what their general attitudes towards it are. Their different arguments are presented below:
“It depends on the message, it works for some products but not for all products. For their purpose they are effective, for example to picture a damaged lung caused by smoking in an anti-tobacco campaign.”

“In order to break through the advertising clutter and gain attention you have to do something conspicuous, something that surprise people, therefore provocative advertising is an excellent strategy”. Another participant said that provocative advertising can be used in other ways as well, not only to frighten its audience. He continued by saying that provocative advertising often seems to deviate from the whole concept, therefore it is important with a main theme.

We observed and listened thoroughly during their exposure of provocative advertising, to find out how their attitudes towards it during exposure were. As already mentioned the respondents reacted very negative when seeing the provocative posters, especially the Barnardo’s advertisements (appendices O-Q). One participant said:
“I really think that the advertisements with the babies (Barnardo’s) are to cross the line of appropriateness”. Somebody else continued: “Yes, I find those advertisements very disgusting”.

The respondents commented the statement “Provocative appeals are a viable option for advertisers to break through the advertising clutter, however, it can also be riskily to use provocative appeals” as presented below:
“Of course, people may feel disgusted of those advertisements, and boycott them”
“There are certain limits, provocative advertising can be an excellent way to create awareness, however, if you cross the limit it can become devastating to the brand”.
“It depends on the person, something I find is repellant and truly inappropriate, somebody else might perceive as totally okay, there is a limit but the limit is very subjective”
“I really think that those advertisements can decrease sales for a company, I would rather give money to another children’s charity organization than Barnardo’s after seeing those advertisements” (see appendices O-Q).

We continued the discussion by letting them answer what risks they identified for the use of provocative advertising. There different responses are presented below:
“Well, as discussed, decreased sales due to crossing the limit of appropriateness with their very disgusting pictures must be a risk”
“There must be a risk that they obtain problems when trying to expand in to other countries and cultures, since different cultures have different norms and attitudes towards disgusting pictures of various kinds. Like nudity and sex, for example, are probably things that wouldn’t be successful in Arab-countries where women have to wear veils over their faces constantly”.
“Yes, what people in one country find acceptable, people in another country might perceive as highly unacceptable”.
“There must be a great risk that they get sued for there advertisements, if people feel offended of them”.
5. ANALYSIS

This chapter will present an analysis of the empirical data provided in the previous chapter. The disposition of the chapter is determined by the order of the research questions, and the within-case analyses are conducted in connection to the topic of each research question. The collected empirical data will be compared to the frame of reference, presented in chapter 2, in order to discover similarities and differences.

Comparing empirical data with the frame of reference is called pattern matching and it is suggested by Yin (2003) as a suitable analytical strategy when we are relying on theoretical propositions. We will only conduct a within-case analysis since our study is a single-case study. Each research question will be analyzed in separate sections.

5.1 Understanding provocative advertising

In this section we will describe provocative advertising and how it is perceived by the youth. As stated in our demarcations this is done from the perspective of Swedish students.

Vézina and Paul (1994) gave the definition of provocative advertising as: “A deliberate appeal within the content of an advertisement, to stimuli that are expected to shock at least a portion of the audience, both because they are associated with values, norms or taboos that are habitually not challenged or transgressed in advertising, and because of their distinctiveness and ambiguity”. This definition was supported by the data collected in our focus group. All the participants within the focus group agreed that it was an excellent definition of provocative advertising. There were no doubts among the participants and their immediate agreement made a discussion unnecessary.

“Disgusting”, “improper” and “frightening” were adjectives that were mentioned among the participants when they were exposed to the provocative advertisements. Beyond these, the participants also perceived the advertisements as unpalatable, ambiguous and troublesome to look at. However, none of the participants pointed out the provocative advertisements as taboo, vulgar and obscene even though we showed examples on advertisements that can be classified within these categories (see appendices E & M-Q). Some of the advertisements were perceived as more provocative than others, although, on the whole the respondents’ answers were consistent with the theories. According to Dahl et al (2003) disgust, obscenity/profanity, vulgarity, impropriety, moral offensiveness and taboos, are examples of how provocative advertising can be perceived of the audience. Even though the focus group participants did not mention the exact same adjectives as presented by Dahl et al (2003) the meaning is virtually the same.

Further Dahl et al (2003) contend that provocative advertising intentionally rather than unintentionally startles and offends its audience. The participants were doubtful to this statement and after a moment of thinking they agreed that the statement was not entirely correct. They all agreed that provocative advertisements can startle and offend its audience, however, they also believed that this kind of advertising can do more than that. According to the participants, they felt that provocative advertising startles more that it offends and sometimes it is more inappropriate than frightening. Further the participants were of the same opinion that provocative advertising is a way to attract attention among the audience and startle and offend is only two ways of how to achieve this aim.
5.2 Provocative advertising’s effectiveness in gaining youth attention

In this section we will describe provocative advertising’s effectiveness in gaining youth attention. As declared in the purpose, this is done from the perspective of Swedish students.

Many authors, among others Vézina and Paul (1994); Dahl et al. (2003), suggests that provocative advertisement does attract attention. This was something we wanted to examine before comparing to other appeals. The participants in our focus group supported this statement. They all agreed that something exceptional is needed to attract people’s attention and shocking appeals is an exceptional strategy to use in order to achieve that. We observed that they seemed to promote provocative advertising, arguments like “companies can’t afford not to use provocative advertising” is a good example. However, one participant expressed his believes that companies probably use provocative advertising to get through the first two steps in the AIDA-model, namely awareness and interest, but provocative advertising seems to be unable to take them any further.

For our study we conducted a small experiment since we wanted to find out if provocative appeals in advertising are more effective than other appeals when it comes to recall and attracting attention. The participants were left alone in a small conference room for about two minutes. Nine different advertisements were put up on the whiteboard in that conference room, where two of them are classified as provocative. All of the participants remembered the provocative Benetton advertisement and six out of seven remembered our second provocative advertisement, Doctors for Life. The provocative advertisements were better recalled than the other advertisements.

Our experiment gave a comparable outcome to an experiment conducted by Dahl et al (2003). Dahl et al (2003) have done an experiment with the same purpose as our experiment. As presented in the theory chapter, Dahl et al (2003) used one provocative advertisement, one advertisement founded on fear, and one informative advertisement in order to see if provocative advertising is recalled better and attract attention better than other advertising strategies. When testing how effective provocative advertising is when it comes to recall, Dahl et al (2003) came to the conclusion that the provocative advertisement proved to be better than the fear and informative advertisements. Our experiment gave the same result as the already existing theories.

Regarding the effectiveness, of attracting the audience’s attention, the results we obtained were that among the nine advertisements on the whiteboard the two provocative advertisements (Benetton and Doctors for Life, see appendices E and D) unquestionable attracted the most attention. A few participants believed that some of the non-provocative advertisements were better in attracting attention than the provocative, however, the majority of the respondents classified the provocative advertisements to attract their attention the best. The experiment conducted by Dahl et al (2003) showed that the provocative appeal outperformed the other two appeals, fear and information. In other words, the result obtained from our experiment is comparable with the results that Dahl et al (2003) attained. The participants in our experiment seemed to have the same perception of provocative advertising as the participants in Dahl et al’s (2003) experiment.
According to Dahl et al (2003), norm violation is the key to heightened awareness of shocking advertisement content, which they also show in a model of consumer reactions to shock appeals. The participants that commented what they thought it was within provocative advertising that catches people’s attention supported this.

One participant believed that a picture has to be norm violating in order to be remembered, his argument created a great discussion in the group, all of them agreed that he had a point. A girl commented the advertisement picturing a gay couple in an intimate situation (see appendix N). She claimed that two men in an intimate situation, does not agree with the overall norms in today’s society. Her statement that norm violation is the essential factor, within the shocking advertisement, that will surprise people and attract their attention supports the model of Dahl et al (2003) (see figure 2.1).

Another participant claimed he believe that ”a strange picture, something you react to and don’t expect”, is what catches peoples attention. Dahl et al (2003) uses unexpectedness as an alternate word for norm violation in their model of consumer reactions to shock appeals (see figure 2.1). Therefore this argument further supports the model and statement of Dahl et al (2003). We observed that all the participants seemed to agree in norm violation as an important factor for attracting people’s attention.

5.3 Risks of provocative advertising as perceived by the youth

In this section we will describe how Swedish youth perceive the risks that can occur when using provocative advertising. Once again this is done from the perspective of Swedish students.

Peter Shaw (2002) stated that provocative advertising may raise awareness in the short term, but the use of it can cause severe damage to the brand over a longer period. The participants only partially agreed to this statement, they said that it might not be the case for all companies that use provocative advertising. For example they argued that Benetton have used this strategy for a long time, and they are still successful. Further, a provocative advertising strategy that might be successful for one company does not imply that it would work for another company. They all thought that a balance between the provocation and appropriateness in an advertisement is of great importance if the advertisement will be successful. They were of the opinion that provocation in advertisements can cause damage for the brand if the ad has crossed the limit for what is perceived as appropriate. Ethics was a subject discussed by the participants as a risk when using provocative advertising. They were also of the same opinion that a company with provocative advertisements may be characterized as unethical and consequently the provocative appeal has caused some damage for the company.

The participants also discussed the fact that people differ and that what might appear as tasteful to one person might be perceived as disgusting and inappropriate to another. Another joint statement was that people also differ in their actions, some people that find a company’s advertisements as too provocative and inappropriate might choose to not buy anything from that company/brand and thereby they take a stand against this type of advertising. In contrast, there are also those that find advertisements too provocative and inappropriate as well, however they do not stop buying from that company/brand. The participants came to the agreement that if a company choose to use a provocative appeal in the advertisement, it is
important to consider the targeted audience and if they would perceive the advertisement in the intended way.

The participants partially agreed with the statement that provocative advertising intentionally startles and offends its audience. They maintained that it might be an appropriate statement for some companies/brands. Although they believe that this does not have to comprise all companies/brands that uses provocative advertising. They claimed that there are many aspects that contribute whether the use of provocation in advertisements cause damage for the company or not.

In general most of our respondents seemed to hold a positive attitude towards provocative advertising when asking them before being exposed for an advertisement in that theme. Even though a few negative arguments came up, for example they believed that it does not work for all products, the positive characteristics of provocative advertising seemed to outweigh the negative ones. In general they perceived provocative advertising as an effective strategy for attracting attention, and necessary to break through the clutter of advertising that faces the world today.

During the interview we noticed that their reactions when showing the provocative advertisements were not as positive as it sounded before exposure. The advertisements from Barnardo’s were the ones that attracted the most attention, all the participants reacted strongly towards Barnardo’s advertisements. They perceived them as inappropriate, and that they deviated from its purpose, in addition they felt the advertisements so disgusting that they did not feel like taking part of the message or support the organization.

The data above that we collected among Swedish students regarding the difference between attitudes towards provocative appeals in advertising in general and during exposure supports the findings concluded in theory. According to theory people seem to hold more positive attitudes towards provocative advertising in general, than they do during exposure.

Further, our finding showed that all the respondents could identify risks to the use of provocative advertising. They identified risks like; decreased sales, risk of being sued and cultural differences that may complicate expansions into other countries. They thought that even though it might be an excellent strategy, it has to avoid crossing the limit of unappropriateness. There opinions highly agrees to theory, since it suggests that provocative appeals are a viable option for advertisers to break through the clutter of advertising, but it can also be riskily to use those appeals.
6. FINDINGS AND CONCLUSIONS

In this final chapter of the thesis the research questions that were stated in the first chapter will be answered and we will draw conclusions from the analysis. The aim with this chapter is to answer our three research questions and when done that, we have fulfilled the purpose of our study. All findings that are relevant to our purpose, research questions and demarcations will be presented here, even if they do not match the already existing theories. Then conclusions will be drawn based on the theory and analyzed data. Finally, implications for practitioners, theory and future research will be presented.

6.1 Research question 1: How can provocative advertising as perceived by the youth be described?

Throughout our research different views and perceptions regarding provocative advertising were provided to us from the participants in our focus groups. The participants had pretty much the same opinions of what provocative advertising is and they all agreed with the definition of provocative advertising that we gave them. According to them provocative advertising is something that distinguishes itself from other marketing messages by using pictures that are provocative in ways such as offending, disgusting, weird and vulgar.

In general the participants were positive to the use of provocative advertising, however, when they were exposed to the provocative and non-provocative advertisements, all of them reacted very negatively toward the provocative ones. Most of them felt that the provocative advertisements were “disgusting”, “frightening” and “inappropriate”. However, we also discovered that some of the provocative advertisements were perceived more negatively than others. For example, the advertisements from Barnardo’s were the ones that were most criticized among the participants, they all believed that Barnardo’s has crossed the limit of what is acceptable in advertising. They did find the other provocative advertisements disgusting as well, however, they did not respond to them at the same negative way as they did with the advertisements from Barnardo’s. In other words, some provocative advertisements are perceived as more inappropriate than others depending on the level of provocation within the advertisement and how it is done.

Further we discovered that the participants thought that the provocative advertisements in most of the cases deviated from its purpose. They felt that the advertisements had nothing to do with the product the companies are selling and therefore the advertisements sometimes could be difficult to interpret.

Another of our findings was that the participants in our focus group were not convinced that the purpose with provocative is to intentionally startle and offend its audience. They were of the opinion that provocative advertising does not always have to offend its audience, it startles more than it offence. They said that they would rather describe the provocative advertisements inappropriate and shocking than offending.

Through our analysis and based on our findings, we have reached the following specific conclusions regarding our first research questions:
FINDINGS AND CONCLUSIONS

- Provocative advertising distinguishes itself by using pictures that are disgusting, offending, vulgar and weird.
- The youth in general, perceive provocation in advertising as generally positive, but when exposed to actual provocative advertisements they may react negatively.
- Provocative advertising is acceptable if it stays within the scope of what is considered appropriate.
- Provocative advertising is perceived as a bit ambiguous, difficult to interpret and do not tell much about the product.
- Provocative advertising may not necessarily offend its audience.

6.2 Research question 2: How effective is provocative advertising in gaining youth attention?

During our small experiment we found that the two most recalled advertisements among the participants were the provocative ones. All the respondents recalled Benetton’s advertisement “HIV Positive”, while six out of seven respondents recalled “Doctors for Life”. None of the non-provocative advertisements were recalled by all of the participants.

Regarding attention and how effective each of the recalled advertisements attracted the participants’ attention we discovered that once again the provocative advertisements, Benetton and Doctors for Life, scored the highest. These two advertisements attracted the participants’ attention the most compared to the other advertisements with non-provocative appeals.

We can also conclude that essential though behind provocative advertising is to attract attention and that companies have to use provocative appeals in order to break through the advertising clutter. It is needed something exceptional and something “extra” if the advertisement is going to be remembered among all the thousands informative messages that people are exposed to everyday.

Another finding considering attracting attention was that the respondents believed that norm violation is primarily the factor within provocative advertising that catches people’s attention. A picture/advertisement has to be norm violating in order to be remembered by the audience. If you are going to react to a certain advertisement among all other marketing messages then the advertisement has to comprise something you did not expect to see, something quite shocking or a strange picture.

Through our analysis and based on our findings, we have reached the following specific conclusions regarding our second research questions:

- Provocative appeals in advertisements seem to be better remembered than other appeals.
- Regarding attracting attention, provocative advertising is more effectively in gaining people’s attention than other types of advertising.
- Attracting attention is the essential thought behind the use of provocative advertising.
- In order to attract attention with provocation the fundamental factor is to have advertisements that violate the accepted norms.
6.3 Research question 3: How do the youth perceive the risks in provocative advertising?

Swedish students perceive many various risks in provocative advertising. This we found out in our two focus groups. For example our findings show that they perceive decreased sales as a huge risk that may result from an inappropriate message or picture in an advertisement. They believe that disgusting pictures can make people feel disgusted and therefore people may avoid a specific brand. A norm-violating picture can make people boycott a brand since they perceive it as very inappropriate, and when people feel offended, the risk for being sued increases.

In addition Swedish students identify culture as another risk for the use of provocative advertising. They believe that it might be hard for a company to use the same advertisement in all countries they operate in, since norms and attitudes vary between different cultures, and therefore, the level of acceptance are different between them as well.

Another finding we came up with from the interview was that Swedish youth did not fully agree to theory’s statement that provocative advertising may raise awareness in the short term, but it can cause severe damage to the brand over a longer period. They mentioned real examples of a company that have used provocative advertising for a long time but, still are successful. The respondents came to the agreement that if a company choose to use a provocative appeal in the advertisement, it is important to consider the targeted audience and if they would perceive the advertisement in the intended way.

Further our findings show that most respondents seem to hold positive attitudes towards provocative advertising in general, however, when being exposed to it they seem to react negatively. They claimed that some companies can not afford not to use this strategy and that it is an excellent way to attract attention before we showed them examples. However, when being exposed for provocative advertisements they seemed to react negatively, they claimed it was disgusting and inappropriate.

Through our analysis and based on our findings, we have reached the following specific conclusions regarding our third research questions:

- Swedish students perceive decreased sales as a risk for provocative advertising due to brand avoidance and boycott of people finding the advertisements highly inappropriate.
- There is a greater risk for a company/brand to face lawsuits, if using provocative advertising.
- Culture is a great risk for provocative advertising, since cultures differ in norms, attitudes and there perceptions of what are appropriate or not.
- Provocative advertising may be an excellent and effective strategy, but there are several risks with this strategy as well, that demands consideration.
- A company that chooses to use provocative appeals has to consider the target audience, and make sure they perceive the message in the intended way, to avoid risks.
• Provocative advertising involves a risk that people, generally positive towards the strategy, reacts negatively when exposed to the advertisements.

6.4 Implications for practitioners

This section can be viewed upon as advice to advertisers both within companies and on advertising agencies. Our implications are based on empirical data, analysis and conclusions drawn within this study. They are focusing on perceptions and views among Swedish students that may affect the way advertising messages are received and decoded.

Advertisers that use provocative advertising have to be aware that the strategy works only to a certain limit of appropriateness. However, when it crosses that limit of appropriateness, the risks of being sued and the risk of drop in sales will occur. They have to be careful with their advertisements and what they are picturing, people can easily feel disgusted and offended by provocative advertising. In addition, provocative advertising has to violate to a norm in order to succeed in attracting people’s attention. It is the norm violation per se that shocks and make people react and this is also something that advertisers have to be aware of.

People react differently to different advertisements, some people tolerate more disgusting pictures than others, and this depends on their personality and origin. What one person perceives as highly provocative and inappropriate, somebody else might perceive as totally okay. This is a factor advertisers have to consider when conducting their marketing campaigns. This together with the fact that provocative advertising is often perceived as ambiguous and easy to misinterpret, demands the advertiser to consider the target audience thoroughly and make sure that they interpret the message the intended way to eliminate the risk of misinterpretation.

When creating a marketing campaign, culture needs consideration. Just as people in general differs, cultures do to, however, when adapting to several different cultures the advertisers need to be aware of the differences in norms and attitudes, not only the personality within different people. Some cultures do not accept nudity, and some do not accept bloody images, while others do.

Provocation is an advertising strategy that outperforms other appeals in measures of recall and attention. Although there are no scientific evidence claiming that it brings people further in the AIDA-model. Desire is something the advertisers have to deal with as another approach in order to make the brand successful.

6.5 Implications for theory

Our purpose in this study was to gain an understanding of how Swedish youth perceive provocative advertising. In order to achieve this purpose we have answered our research questions and by doing that we have also made a contribution to a limited amount of previous studies regarding the studied subject. The majority of our findings strengthen aspects of theory in connection with youth perception. Further, in our conclusions we have started to explain certain aspects of which many deserve further research in the future, due to the poor research that has been done within this subject so far. These will be presented in the following section.
6.6 Implications for future research

In this section we will present the aspects we consider would deserve further research that we found during the work with this thesis.

- Regarding interpretation, it might be an interesting research area to study the differences of interpretation between genders.

- To compare the perception of provocative advertising between different age groups (for example: teenagers may be more positive towards provocative advertising than 40-50 years olds.)

- Considering the measures of recall and attention, it would be interesting to try our experiment on a much larger sample, and even an older age group.

- To investigate the risks of using provocative advertising from a company’s perspective.

- When it comes to culture, further research of both risks with and perceptions of provocative advertising would be areas to suggest.

- Instead of examining printed advertisements only, it would be interesting to look at other forms of advertising, such as TV-commercials, and see if the same results are obtained as in our study.
REFERENCES


**Personal contacts:**
Howes, D. March 29, 2004, E-mail address dorothy.howes@barnardos.org.uk.
Interview guide, focus group 1

- What is your opinion of the use of provocative advertisement?
  - Is it an effective method?
  - Is it an appropriate method?
  - Is it ethical?
  - Do you have a positive or a negative attitude towards the use of provocative advertising?

We will then show them examples of provocative advertisement and non-provocative advertisement.

- How would you describe the different advertisements, if using adjectives?
- How do you perceive the different provocative advertisements compared to the non-provocative advertisements, what emotions do they awake when looking at them?
- Could you consider buying/supporting these different brands that uses provocative advertisement?

What is your opinion regarding the following statements?

- Provocative advertisement does intentionally startle and offends its audience.
- Shock tactics may raise awareness in the short term, but they can cause severe damage in the brand over a longer period.
- Provocative advertising can be defined as a deliberate appeal within the content of advertising, to stimuli that are expected to shock at least a portion of the audience, both because they are associated with values, norms or taboos that habitually not challenged or transgressed in advertising, and because of their distinctiveness and ambiguity.
- Provocative advertising are a viable option for advertisers to break through the advertising clutter, however, it can also be riskily to use provocative appeals.

- What risks do you identify for the use of provocative advertising?

Do you have anything to add regarding this topic?
**Intervju guide, fokus grupp 1**

- Vad är din åsikt om användandet av provokativ reklam?
  - Är det en effektiv metod?
  - Är metoden lämplig?
  - Är metoden etisk?
  - Har du en positiv eller negativ attityd till användandet av provokativ reklam?

*Vi kommer sedan att visa dem exempel på provokativ respektive ej provokativ reklam.*

- Hur skulle du beskriva de olika reklamerna med adjektiv?
- Hur uppfattar du de olika provokativa reklamerna jämfört med de ej provokativa reklamerna, vilka känslor väcker dem när man tittar på de?
- Skulle du kunna tänka dig att köpa/stödja de olika märkena som använder provokativ reklam?

**Vad är din åsikt om följande uttalanden?**

- Provokativ reklam skrämmer och förolämpar avsiktligt sin publik.
- Chockerande reklam kan öka medvetenheten på kort sikt, men kan orsaka allvarliga skador för märket på lång sikt.
- Provokativ reklam kan definieras som en genomtänkt lockelse inom reklam, till stimulanser som förväntas chockera åtminstone en del av målgruppen, både för att de associeras med värderingar, normer eller tabun som vanligtvis inte är utmanande eller brukar överträdas i reklam, och på grund av deras särprägel och tvetydighet.
- Provokativ reklam är en valmöjlighet för marknadsförare att bryta igenom den stora mängd reklam människor utsätts för idag, men det kan även vara riskfyllt att använda provokativ reklam.

- Vilka risker identifierar du med användandet av provokativ reklam?

Har du något att tillägga angående detta ämne?
Appendix B

Experiment enquiry

1. Which advertisements do you remember seeing on the whiteboard?
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2. Thoroughly describe how they looked like and what brand they advertised?
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3. How effective was the different adverts in attracting your attention? Please scale each of them 1 – 5 (1 = not effective, 5 = very effective)
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Experiment, frågeformulär

1. Vilken/vilka reklamer kommer du ihåg att du såg i grupprummet?

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2. Beskriv noggrant hur den/de såg ut, och för vilket märke reklamen var?

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Interview guide, focus group 2

Further questions for discussion:

- What do you believe is the essential thought behind the use of provocative advertising?

- What is it in a provocative advertisement that makes it attract your attention?

- Do you have anything to add regarding this topic?
**Intervju guide, focus grupp 2**

Frågor till diskussion:

- Vad tror du är den väsentliga tanken bakom användandet av provokativ reklam?

- Vad är det i provokativ reklam som fångar din uppmärksamhet?

- Har du något att tillägga angående det här ämnet?
Did he deserve AIDS?

Think ..before you do it

Doctors For Life
TEL: (031) 764 0443
www.dfl.org.za
Här inne kom vi på idén till vår nya produkt.

Yoggi mini. Nästan fettfri.
Five million Americans have hepatitis. Do you?

The hepatitis B and C viruses are more common and can be more infectious than the HIV virus. Poking of the skin or eyes can signal hepatitis B and C, although most people have no recognizable signs or symptoms. Untreated, hepatitis can lead to scarring of the liver or even liver cancer. You are at risk for hepatitis if you have been exposed to infected blood or body fluids through tattooing, body piercing or sharing razors or toothbrushes. Unprotected sex with many partners or experimentation with illicit intravenous drugs also puts you at high risk. Your doctor can do specific tests to diagnose hepatitis B and C. Get tested. In many cases, hepatitis can be treated.

Get tested.

If you suspect you are at risk, see your doctor or call the AMERICAN LIVER FOUNDATION for free information.

1-800-223-0179
Lady Killer

Among many young women, smoking is viewed as stylish.
It is not. Smoking is deadly.
If you smoke, please consider stopping. For help, information and support please contact your local American Cancer Society.
APPENDIX I

This is your brain.

This is drugs.

This is your brain on drugs.

Call 1-800/662-HELP (662-4357)
National Institute on Drug Abuse Help Line
PARTNERSHIP FOR A DRUG-FREE AMERICA
Varför ska man åka till Rom när man kan stanna hemma och reta påven?


www.p-piller.nu
En ny sajt om tjejer och sex
BE ACTIVE!
AVOID THESE PROBLEMS:
- unwanted pregnancies
- sexually transmitted diseases
- AIDS

USE CONDOMS EVERYTIME
safe sex

is hot sex

USE A CONDOM EVERYTIME

¡CUIDATE, USA CONDOMES!
THERE ARE NO SILVER SPOONS FOR CHILDREN BORN INTO POVERTY

Baby Amy is two minutes old. Poverty has already mapped out her future. Poverty is waiting to destroy Amy’s hope and joy and is likely to lead her to a future of alcoholism. We can’t end poverty but we can provide the practical skills that Amy and thousands of others in the UK need to stop it predetermining their lives. Don’t let poverty destroy a future. Call 0810 036 7222 or visit www.barnardos.org.uk now.
THERE ARE NO SILVER SPOONS FOR CHILDREN BORN INTO POVERTY

Baby Greg is one minute old. He should have a bright future. Poverty has other plans. Poverty is waiting to rob Greg of hope and spirit and is likely to lead him to a future of squalor. We can’t end poverty but we can provide the practical skills that Greg and thousands of others in the UK need to stop it predetermining their lives. Don’t let poverty destroy a future. Call 0800 032 7222 or visit www.barnardos.org.uk now.
THERE ARE NO
SILVER SPOONS
FOR CHILDREN BORN INTO
POVERTY

Baby Mary is three minutes old. Thanks to poverty she faces a
desperate future. Poverty is waiting to crush Mary’s hope and ambition
and is likely to lead her to a future of drug abuse. We can’t end
poverty but we can provide the practical skills that Mary and
thousands of others in the UK need to stop it predetermining their
lives. Don’t let poverty destroy a future. Call 0800 032 7222 or
visit www.barnardos.org.uk now.
Lifesaver.

Condoms can protect you from AIDS and other sexually transmitted diseases. They can be a lifesaver.
IF ONLY EVERY CHILD IN THE UK WAS BORN WITH A SILVER SPOON

If only poverty didn’t crush the spirit and hope and joy of thousands of children every year. If only poverty didn’t rob them of the chance of a positive future. If only there was no such thing as poverty. Then there would be no need for Barnardo’s to use shocking images. There would be no need for us to ask you to call 0800 032 7222. There would be no need for Barnardo’s to exist. If only.

www.barnardos.org.uk

Barnardo’s GIVING CHILDREN BACK THEIR FUTURE