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# Comparison of the impact of display and interactive advertising on awareness and liking of the brand and memorization of the advertising message.

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## Summary of research results.

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## Key information about the study

The study was designed and conducted by prof. Dariusz Doliński and Tomasz Grzyb, Ph.D. from SWPS University in cooperation with the company [Questpass\\_>>](#)

As part of the preparations for the experiment, a new FMCG brand was prepared from scratch, which was Colibri Café coffee.

Three advertising formats were used in the experiment - display advertising, advertising focusing the recipient's attention (watchpasses, i.e. a format that reveals the rest of the article only after watching the advertising film) and interactive advertising in the form of questvertising (questpasses, i.e. ads with a question about the content of the ad, covering the rest of the article until the correct answer is indicated).

Colibri Café's advertising campaigns reached a total of 661,000 Unique Users on two popular Internet portals (one targeted at women, the other visited mostly by men). There were no significant differences between the results on both portals.

Contact with advertisements was in the form of simple browsing of Internet portals, and the respondents were unaware of their participation in the research project.

A representative group of 62,091 people who had contact with the advertising campaigns covered by the experiment was surveyed using the online survey method (survey-wall).

The effectiveness of display advertising, attention-grabbing advertising and questvertising was compared on several dimensions, i.e. familiarity with the previously unknown Colibri Café brand, associating the brand with the advertised feature (origin from South America) and evoking positive associations by the brand.

Verification was carried out in the context of both other fictional brands (Flamingo Café, Tucano Café) and real ones (Jacobs, Tchibo, Lavazza).

The research showed no effect of exposure to display advertising on any of the examined dimensions (brand recognition, liking it and associating it with the feature displayed in the advertisement).

The effectiveness of the attention-getting format (watchpass) was insignificant and amounted to a few percentage points in all dimensions (brand recall, ad message recall and positive associations with the brand) when compared to other fictitious brands. However, the effect disappeared when Colibri Café advertised this way was compared to real brands with an established market position (Jacobs, Tchibo, Lavazza).

The effectiveness of questvertising was over three times stronger than the watchpass format when comparing Colibri Café to fictitious brands. What's more, questvertising was also effective when compared to real brands.

A single contact with the Colibri Café advertisement in the form of questvertising resulted in a very high increase in results in all dimensions. The Colibri Café brand was correctly distinguished from other fictional brands by the majority of respondents who completed the questpass (increase by 28.5 percentage points).

Also, the very message of advertising in the form of questvertising broke through to the awareness of the majority of respondents (the origin of coffee from South America) both when compared to fictitious and real brands (increase by an average of about 15 percentage points in both cases).

After the questvertising campaign, the Colibri Café brand evoked significantly more positive associations (an increase of 26 percentage points compared to fictitious brands). This effect was strong even for brands with a well-established market position (an increase of 11 percentage points).

The second contact with the questvertising ad strengthened the results of the campaign in all dimensions examined. With capping 2, the brand was even better remembered and evoked even more positive associations, catching up in the latter respect with Lavazza, which is considered a premium brand, and ahead of the popular Jacobs and Tchibo brands.

The study also analyzed the behavior of people who went from advertisements to the Colibri Café website. None (!) of the users who went directly from the display ad scrolled down the advertiser's website to half its depth, where one could see the products of the Colibri Café brand. On the other hand, 9% of traffic from watchpass and 15% of people from questpass did so.

When analyzing the behavior of users who went to the Colibri Café website from display ads, a slightly greater involvement was noticed when the contact with the display ad took place a few days after solving the questpass (2% of them scrolled down to half the advertiser's page). This suggests that effectively reaching a person with an advertising message in the form of questvertising can increase his/her involvement in subsequent contacts with display advertising.

The results of the experiment confirm the importance of attention as a factor necessary for advertisement to be effective, i.e. so it can influence the beliefs and attitudes of recipients towards the advertised product.

At the same time, the mere acquisition of attention seems to be only an intermediary factor in the process of influencing the recipients' attitudes. The collected data suggest that the greatest effects are obtained by persuading the recipient to consciously process the advertising message, which may be in the form of a question about the advertisement present in questpasses.

The transition from the level of attention to the level of comprehension increased the effectiveness of the same ad several times.

It was also shown that the transition to the level of conscious understanding of the advertising message affects deeply rooted beliefs and attitudes. Only questvertising advertising was effective in comparing Colibri Café to well-known brands, an effect that did not occur using only an attention-getting format.

It can be concluded that questvertising is a very effective method of breaking already built beliefs, while simply getting to the recipient's attention does not have such power.

Simultaneously the research confirmed that (deliberately) forcing Internet users to pay attention to the advertisement or even to answer a question about the advertisement does not adversely affect the perception of the brand. The attitude of the respondents towards the Colibri Café brand not only did not worsen as a result of the campaign, but in the case of questvertising the brand was even more liked than before the campaign using this format

## 1. INTRODUCTION

According to the principle "Sales begin where the eyes stop" (Aitchinson, 1999), it is widely accepted that advertising should attract the senses of the recipient. However, in conditions where a huge number of unwanted ads reaches the average person every day, it is extremely difficult. While there is no evidence that human attention resources increase with the development of civilization, there is no doubt that the number of advertised brands, products and advertisements as such increases consistently and extremely dynamically (Teixeira, 2014).

The environment in which a lot of such advertisements appear nowadays is the Internet. Eye-tracking research – based on tracking the eye movements of the respondents sitting in front of the screen of a laptop, tablet or smartphone – clearly shows that consumers actively defend themselves against advertisements by avoiding eye contact with them, or at least minimizing this contact (e.g. Bigne, Aline, Ruiz & Kakaria, 2021; Santoso, Wright, Trinh & Avis, 2020). According to Cho & Cheon (2004), there are at least three reasons for this. First of all, the advertisement is intrusive from the perspective of the content that the recipient is currently following - it disturbs the flow of information that is important to him at the moment. Secondly, a large number of advertisements are directed to the subject, which means that he does not know which ones may - even potentially - be of interest to him. Thirdly, most people have negative experiences with advertisements that often mislead them. It's worth noting that while the second and third of these reasons apply to virtually all advertising, the first is especially relevant to online advertising. Internet advertising almost always appears on the website, which at the same time contains content much more interesting for the recipient. Therefore, an ad must perceptually compete with this content, which in most situations puts it in a losing position (Yu-Chen & Kuo-Hsiang, 2011). If the advertised brand is well known to the consumer and the message is very simple perceptually, one can still speak of a certain effectiveness of such advertising messages (Bigne, Simonetti, Ruiz & Kakaria, 2021; Pieters, Wedel & Batra, 2010), as their processing requires only minimal attention resources from the recipient. However, if the advertising campaign is aimed at introducing a completely new brand, or requires providing the recipient with some information about the product (especially a new one, previously unknown to him), the effectiveness of the vast majority of such marketing efforts is very limited.

Therefore, although there is no doubt that online advertising is the most dynamically developing area of marketing (Ma & Du, 2018) and the expenditures of the advertising industry are increasingly allocated here - and not in TV, outdoor or printed press (e.g. Enberg, 2019) – the actual effectiveness of online advertising is not obvious at all (Kumar et al., 2016; Ma & Du, 2018). Very often, however, people responsible for marketing campaigns do not take this into account, assuming wrongly that the mere fact that an advertisement of a certain brand or product is displayed to the recipient on the screen is tantamount to the fact that the content of this advertisement reaches him, and consequently encourages him to purchase. Meanwhile, the active avoidance of such advertisements by people and the fact that exactly at the same time when they appear in the recipient's perceptual field, his attention is focused on completely different content, make Internet marketing a serious challenge. It concerns how to make the advertisement presented to the recipient really reach him and build or change his attitudes?

One of the very interesting attempts to get the Internet user to consciously process the advertisements he receives is a completely innovative approach to online advertising, known as [questvertising](#).

## 2. THE IDEA OF QUESTVERTISING

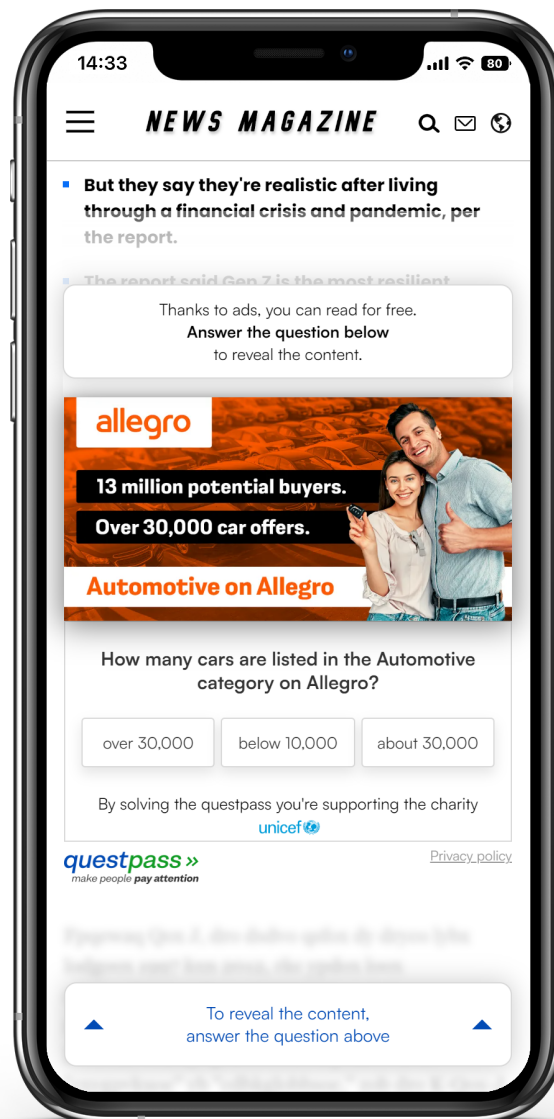
The term questvertising, which can be understood as advertising by making the recipient of the message perform some small task. A practical application of questvertising on the advertising market are questpasses, i.e. mini-tasks consisting in indicating the correct answer to the question regarding the content of the advertisement visible above. Only after clicking the correct answer from several presented to choose from, the user receives access to the rest of the article.

The growing popularity of ad blocking by Internet users, combined with the widespread ignoring of advertising messages by those who have not done so, puts advertisers in a very difficult situation. Internet users are also in a disadvantageous position, because by blocking ads, they are deprived of the possibility of reading articles they are interested in, or have to pay for access to them. Questvertising is based on the idea that allows the user to read the article of interest without incurring any financial outlays, which allows publishers to generate significant revenue without closing their content behind hard paywalls.

In practice, questvertising with the use of questpasses consists in the fact that after the first part of the article, an advertisement appears, and the reader, in order to access the rest of the text, must answer a question about the advertisement. He does this by selecting one of several options presented to him. The correct answer results from the content of the ad visible above, so in order to indicate it, the person must read the advertising message. Only after solving the questpass, access to the rest of the article opens. Additionally, another graphic may appear in the place of the previous graphic, thus leading a kind of dialogue with the recipient of the advertising message. As a result, questvertising is a formula that brings benefits to both sides of the communication process - the advertiser reaches the recipient with the message in a measurable way, and the recipient can read the content he or she is interested in at a low cost.

It's worth noting that questvertising used in questpasses includes a pro-social aspect. Each correct answer given by an Internet user supports the indicated charity foundation. Such linking of advertising with pro-social activity may evoke more positive feelings of the recipient towards the format itself and the product advertised with it.

A real example of the use of questvertising is presented below on the example of Allegro brand advertisement. The aim of the campaign was to build awareness among recipients that the portal has an extensive automotive offer.



*Illustration 1 - View of an example campaign in the form of questvertising.*

The empirical research conducted so far (Doliński and Grzyb, 2019a and 2019b) clearly shows that the effectiveness of the same advertisement is several times higher when it reaches the recipient in the form of questvertising than when it was presented as a regular display ad. Recognition of unknown brands created for the purposes of the experiment was on average 3.6 times higher with the use of questvertising and amounted to 28.7% after a one-time questpass solution. The advantage over traditional advertising was also maintained after a week - 11.6% against 4.5%. Simultaneously, a higher level of liking was observed for the brand advertised with the use of questvertising in comparison to the analogous display ad.

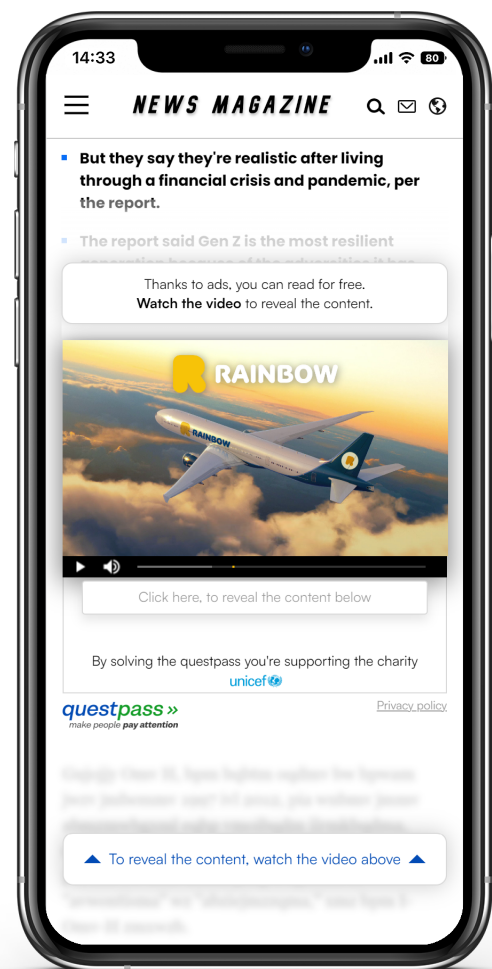
An important result noted in the above-mentioned research is also that questvertising did not cause significantly more irritation than display ads, and the advertised product was liked more when the person was exposed to its advertisement in the form of a questpass.



### 3. THE ROLE OF ATTENTION IN THE EFFECTIVENESS OF THE ADVERTISEMENT

Only the most ardent ad fans follow them closely - with the exception, of course, of events such as the SuperBowl, where consumers are aware of the special nature of the prepared spots. Usually, however, people do not pay much attention to the banners that surround them everywhere. This effect is called directly [banner-blindness](#). An ordinary person watching a football match focuses his eyes on the players and the rolling ball. He is less or not at all interested in ads placed on the boards. Nevertheless, companies spend gigantic budgets on them. However, the mere fact that something is bought does not guarantee that banner ads are actually the best way to spend advertising budgets. Until recently, enormous amounts of money were invested in projects related to the so-called Metaverse, predicting that the lion's share of advertising activities will be moved there. Currently, the prevailing assessments regarding the effectiveness of "metaverse" projects seem far more skeptical.

In order to verify the role of attention for the effectiveness of advertising activities, a new format was designed together with the company Questpass\_>>, which is something in between a simple display ad and questvertising. It received the name watchpass, because it reveals the rest of the article only after the recipient sees the advertising message. Until then, the text of interest to the reader remains hidden. The text can be revealed either by watching the entire animation / film, or by clicking the skip button, which is activated only after a few seconds, when the main advertising message has already been displayed. Intentional skipping requires clicking on the button below the ad, which additionally confirms that the recipient's attention has been successfully acquired. Such a sequence of events has an additional advantage - it obviously focuses the recipient's attention on the process that he will have to perform in a moment. According to the rules of functioning of involuntary attention - the need to



*Illustration 2 - View of an example campaign in the form of a watchpass (format that requires watching the ad to reveal the rest of the article).*

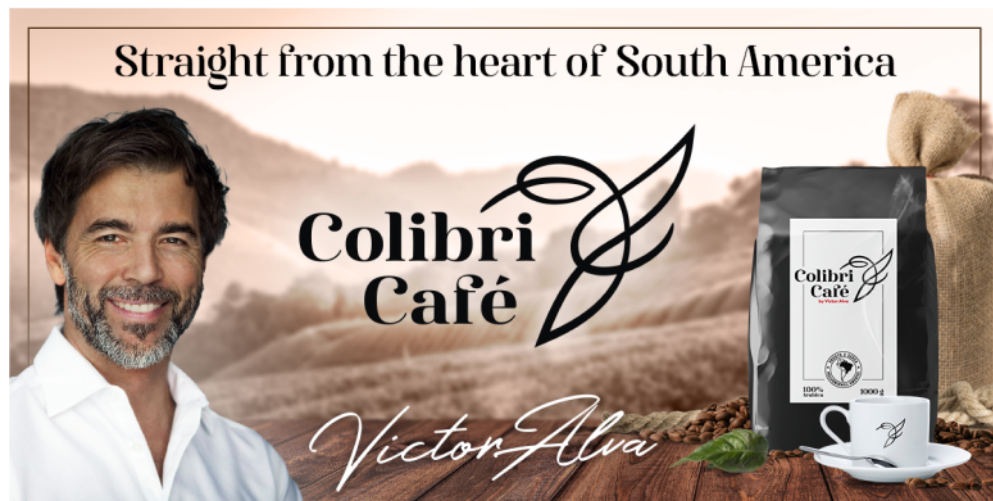
focus it on a specific object (in this case, the watchpass) increases the chance of remembering content that will occur temporarily after this fact. Thus, a pattern appears: watchpass (on which the consumer must focus his attention in order to read the rest of the article) → advertising material → text of the article (on which the consumer wants to focus his attention). Therefore, we have two materials that are processed in a reflective manner and an advertising material that separates them, which - colloquially speaking - can benefit from this reflective process and also be remembered better than in the case of a traditional banner.

#### **4. EMPIRICAL STUDY OF THE EFFECTIVENESS OF VARIOUS ADVERTISING FORMS WHEN LAUNCHING A NEW BRAND ON THE MARKET**

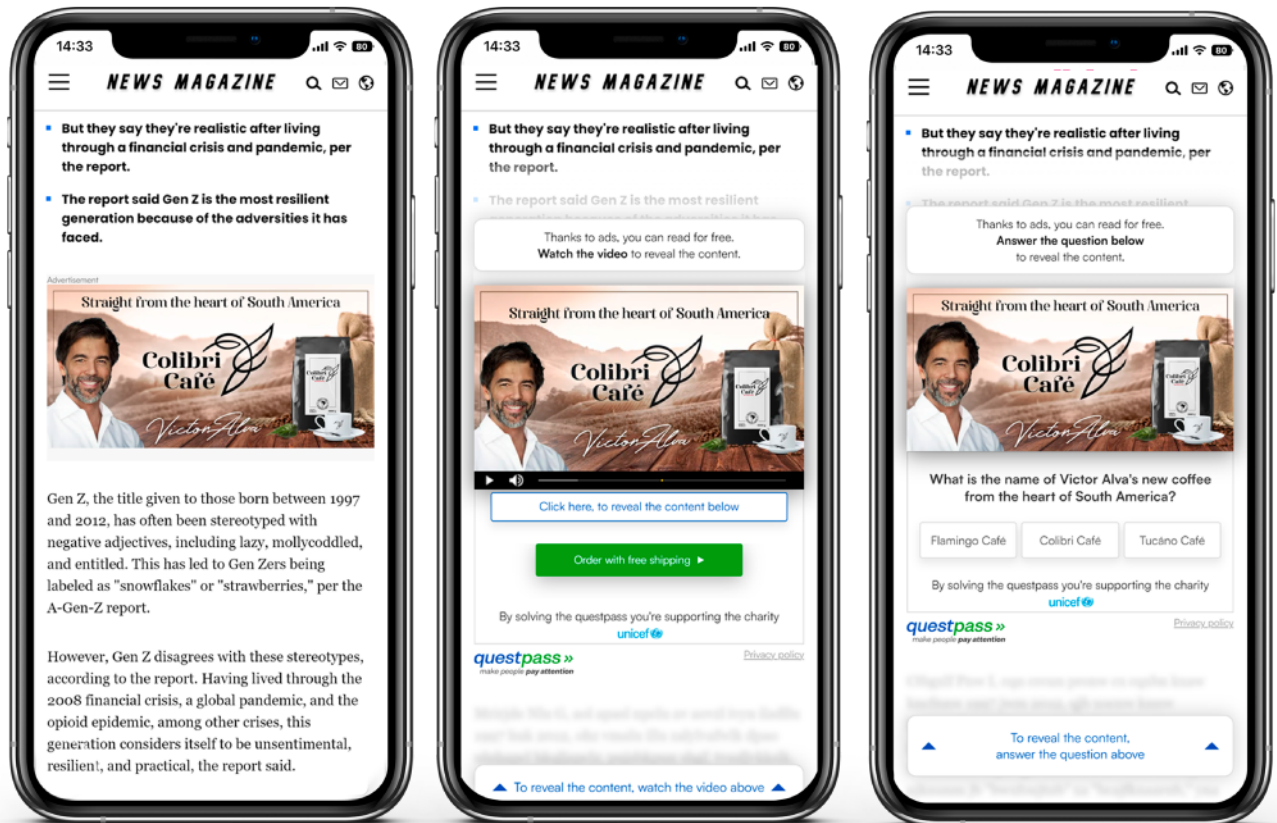
The empirical studies conducted so far, aimed at determining the effectiveness of questvertising advertisements in comparison with display ads (Doliński and Grzyb 2019a, 2019b), were conducted with full methodological rigor, but the respondents were aware that they were participating in the research. Undoubtedly, research conducted in a natural context is much more valuable and reliable (Grzyb and Doliński, 2022). We assumed that the respondents, during their spontaneous Internet activity, will be dealing with display, attention-grabbing ads and questvertising, not knowing at all that their reactions will be the subject of our analysis. It's worth noting that such conduct does not violate the ethical principles of conducting research, as the APA Code of Conduct allows resignation from obtaining a declaration of informed consent for participation in research in such situations.

The preparation of the study began with the creation of a new, viable brand, especially for experimental purposes. Coffee was selected as a widely used homogeneous FMCG product. The brand was given the name Colibri Café and a full visual identification similar to real FMCG brands. A website and social media profile were created. For additional credibility of the activities, Colibri Café also received the brand's face. It was Victor Alva, a fictional character created for advertising purposes, intended to correspond to real campaigns of similar products (see George Clooney promoting Nespresso). The products were really prepared for sale, so people who decided to order them actually received the shipment.

The study assumed a comparison of the effectiveness of display advertising, attention-grabbing advertising (in the form of a watchpass) and cognitively engaging advertising (in the form of questvertising) on real Internet portals. It was decided to use an Internet portal popular in Poland, used mainly by women (Polki.pl) and a portal used mostly by men (Weszlo.com). The experiment was planned to compare the effectiveness of both advertising formats in the context of building awareness of the new brand, as well as remembering its key features presented in the ad. In addition, brand liking was verified depending on the format used. The perception of the Colibri Café brand was examined both in comparison with other unknown brands (Flamingo Café and Tucano Café) and - in other research groups - with existing and widely known brands (Jacobs, Lavazza and Tchibo). The respondents were asked which brand they most associate with South America (the message contained in the advertisements used in the experiment) and which brand evokes best associations. In addition, the aforementioned effects were checked after subsequent broadcasts of questvertising ads and the impact of questvertising on the effectiveness of the display ad showed after solving the questpass.



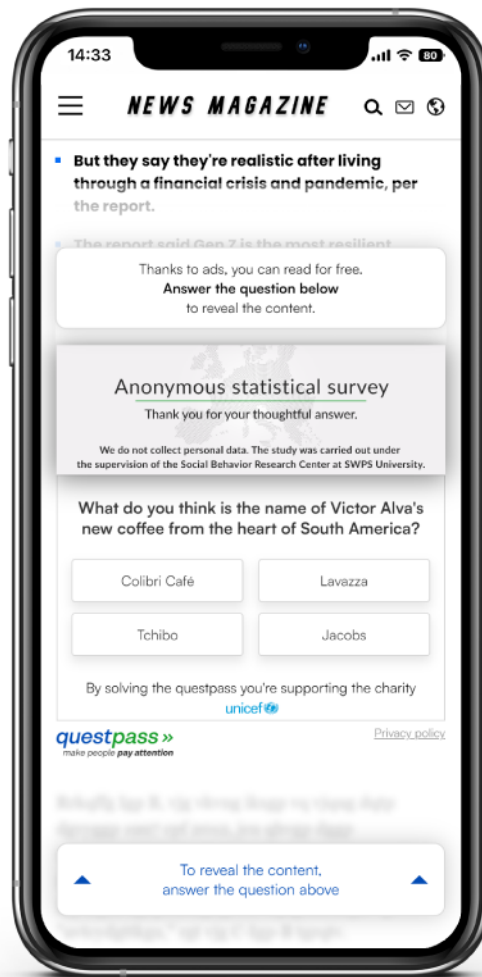
*Illustration 3 - The ad used in the experiment.*



*Illustration 4 - Three ad formats used in the experiment.*

To verify the respondents' awareness and beliefs, a survey-wall tool was used, i.e. a research method consisting in displaying research questions directly in the article read by the surveyed person. In this way, real Internet users visiting websites where experimental campaigns were conducted were surveyed. This made it possible to offset the effect visible in research panels, to which participants must sign up consciously (usually to achieve some minor material benefits), which poses the risk of unrepresentative selection of the sample in relation to the statistical population of Internet users. In the case of a survey-wall tool, ordinary Internet users who want to read an article on a given news portal are surveyed. At the same time, people were informed that they were taking part in an anonymous statistical survey that did not collect personal data and was conducted under the supervision of the Social Behavior Research Center at SWPS University.

A feature of this method is that the answers are limited to a single choice, hence the questions about brand associations concerned which of them evokes the most positive ones. Simultaneously, it was ensured that the respondents were not overloaded with answers, i.e. one person was asked only one question. When building the research tool, the authors assumed that a person asked to answer only one short question is much more likely to give a thoughtful and thus true answer.



*Illustration 5 - View of the study in the form of a survey-wall.  
(demo)*

## 5. RESULTS

The research was carried out in the period February - April 2023 on two large Polish websites targeted at both women (polki.pl) and men (weszlo.pl). The subjects were randomly assigned to one of four groups:

- a. Control group, without presenting any ads
- b. "Display" - with traditional display advertising
- c. Experimental 1, with a single exposure to an attention-grabbing advertisement (watchpass)
- d. Experimental 2, with a single exposure to a questvertising ad
- e. Experimental 3, with double exposure to questvertising advertising.

In total, 62,091 unique users participated in the study. The exact number of participants in each group is summarized for ease in Table 1. The table also contains detailed information about (average) time intervals between the individual stages of the study.

| Group                                | Display | Watchpass | First questpass exposure | Second questpass exposure | Measurement of the dependent variable (the measurement time is an average value)              |
|--------------------------------------|---------|-----------|--------------------------|---------------------------|-----------------------------------------------------------------------------------------------|
| Control                              |         |           |                          |                           | Measurement before contact with any advertisement<br>N= 14 922                                |
| Display (static ad)                  | X       |           |                          |                           | Measurement - 26 hours after displaying the ad.<br>N = 15 221                                 |
| Experimental 1 (watchpass)           |         | X         |                          |                           | Measurement on average 59 hours after viewing the watchpass.<br>N = 7 723                     |
| Experimental 2 (questpass capping 1) |         |           | X                        |                           | Measurement after 26 hours after solving the questpass<br>N = 2 403*                          |
|                                      |         |           |                          |                           | Measurement after 51 hours<br>N = 11 913                                                      |
| Experimental 3                       |         |           | X                        | X                         | Time between questpasses 135 hours, research 55 hours after the second questpass<br>N = 9 909 |
| Total                                |         |           |                          |                           | N= 62 091                                                                                     |

*\*The measurement after 26 hours was extracted from the total measurement in Experimental Group 1 (so N=485 is included in N=2917).*

The first analysis performed was to look for possible differences in the answers between the users of both portals - due to the fact that the differences found were marginal, it was then decided to analyze all the results together, without taking into account the diversity of the portals they came from.

The answers provided by the study participants are summarized in the tables below - confidence intervals were calculated for each percentage (for the assumed confidence of 95%). Confidence intervals (CI) are a useful measure of how confident we can be of the result. With a few exceptions, every study in the social and marketing sciences is carried out on a sample basis, but we want to apply the results to the entire population. Based on the size of the sample and the result obtained in it, the confidence intervals allow to indicate with appropriate certainty (in our case it is 95%) in what range is the actual result in the population. So if the sample score is 59% and the 95% CI is 57.22% - 60.78%, then we can say with 95% certainty that the true population score lies between these two values.

## a) Remembering the advertised brand against the background of fictitious brands

Question: *What do you think is the name of Victor Alva's new coffee from the heart of South America?*

| Answer        | Group        |                  |              |                  |                               |                  |                                         |                  |                                         |                  |
|---------------|--------------|------------------|--------------|------------------|-------------------------------|------------------|-----------------------------------------|------------------|-----------------------------------------|------------------|
|               | Group        |                  | Display      |                  | Experimental 1<br>(watchpass) |                  | Experimental 2<br>(questpass capping 1) |                  | Experimental 3<br>(questpass capping 2) |                  |
|               | %            | 95% CI           | %            | 95% CI           | %                             | 95% CI           | %                                       | 95% CI           | %                                       | 95% CI           |
| Colibri Café  | <b>30,5%</b> | 28,81%<br>31,99% | <b>31,2%</b> | 29,56%<br>32,84% | <b>38,7%</b>                  | 36,54%<br>40,88% | <b>59,0%</b>                            | 57,22%<br>60,78% | <b>68,3%</b>                            | 66,23%<br>70,37% |
| Flamingo Café | <b>35,2%</b> | 33,74%<br>37,06% | <b>35,6%</b> | 33,90%<br>37,30% | <b>27,6%</b>                  | 25,62%<br>29,60% | <b>20,7%</b>                            | 19,23%<br>22,17% | <b>15,8%</b>                            | 14,17%<br>17,43% |
| Tucáno Café   | <b>34,3%</b> | 32,56%<br>35,84% | <b>33,2%</b> | 31,53%<br>34,87% | <b>33,7%</b>                  | 31,57%<br>35,79% | <b>20,3%</b>                            | 18,84%<br>21,76% | <b>15,9%</b>                            | 14,27%<br>17,53% |

When asked about the knowledge of the relationship between the Colibri Café brand and Victor Alva, who advertises it, the study participants in the control group and the Display ad group responded at a random level.

Users who had contact with the watchpass (a format focusing the recipient's attention) indicated the Colibri Café brand statistically more often than other fictitious brands. The increase in correct answers amounted to 8.2 percentage points.

Only groups with questvertising advertising show a significant increase in correct answers. With a single contact with questvertising, the increase was 28.5 percentage points, and with a double contact (capping 2) it was already 37.8 percentage points.



## b) Remembering the advertising message against the background of fictitious brands

Question: *Which of these coffee brands do you most associate with South America?*

| Answer        | Group        |                  |              |                  |                               |                  |                                         |                  |                                         |                  |
|---------------|--------------|------------------|--------------|------------------|-------------------------------|------------------|-----------------------------------------|------------------|-----------------------------------------|------------------|
|               | Control      |                  | Display      |                  | Experimental 1<br>(watchpass) |                  | Experimental 2<br>(questpass capping 1) |                  | Experimental 3<br>(questpass capping 2) |                  |
|               | %            | 95% CI           | %            | 95% CI           | %                             | 95% CI           | %                                       | 95% CI           | %                                       | 95% CI           |
| Colibri Café  | <b>26,1%</b> | 24,68%<br>27,72% | <b>26,0%</b> | 24,44%<br>27,56% | <b>33,5%</b>                  | 31,36%<br>35,56% | <b>52,2%</b>                            | 50,39%<br>54,01% | <b>66,1%</b>                            | 63,99%<br>68,21% |
| Flamingo Café | <b>42,3%</b> | 40,79%<br>44,21% | <b>41,6%</b> | 39,85%<br>43,35% | <b>31,7%</b>                  | 29,64%<br>33,78% | <b>26,7%</b>                            | 25,09%<br>28,31% | <b>18,6%</b>                            | 16,87%<br>20,33% |
| Tucáno Café   | <b>31,6%</b> | 29,69%<br>32,91% | <b>32,3%</b> | 30,64%<br>33,96% | <b>34,8%</b>                  | 32,71%<br>36,95% | <b>21,1%</b>                            | 19,62%<br>22,58% | <b>15,4%</b>                            | 13,79%<br>17,01% |

A similar pattern of answers can be seen in the question about associations with South America, which was the message contained in the Colibri Café advertisements created for the purpose of the experiment. Here again, only a small group of participants in the control and Display groups gave a response pointing to Colibri Café, remaining at the random level. The fictitious name Flamingo Café was the most associated with South America by the respondents.

An increase was observed in the group that had contact with the watchpass - by 7.3 percentage points. The increase in indications was much stronger in groups with questvertising advertising. With a single contact, it amounted to 26.1 percentage points, and with a double contact as much as 40 percentage points.



**c) Building a positive attitude towards the advertised brand against the background of fictitious brands (preference research)**

Question: *Which of these coffee brands evokes the best associations for you?*

| Answer        | Group        |                  |              |                  |                            |                  |                                      |                  |                                      |                  |
|---------------|--------------|------------------|--------------|------------------|----------------------------|------------------|--------------------------------------|------------------|--------------------------------------|------------------|
|               | Control      |                  | Display      |                  | Experimental 1 (watchpass) |                  | Experimental 2 (questpass capping 1) |                  | Experimental 3 (questpass capping 2) |                  |
|               | %            | 95% CI           | %            | 95% CI           | %                          | 95% CI           | %                                    | 95% CI           | %                                    | 95% CI           |
| Colibri Café  | <b>26,2%</b> | 24,77%<br>27,83% | <b>27,1%</b> | 25,52%<br>28,68% | <b>33,1%</b>               | 30,99%<br>35,19% | <b>52,6%</b>                         | 50,79%<br>54,41% | <b>66,4%</b>                         | 64,29%<br>68,51% |
| Flamingo Café | <b>40,7%</b> | 38,60%<br>42,00% | <b>40,0%</b> | 38,26%<br>41,74% | <b>36,0%</b>               | 33,82%<br>38,10% | <b>25,0%</b>                         | 23,43%<br>26,57% | <b>17,0%</b>                         | 15,33%<br>18,67% |
| Tucáno Café   | <b>33,1%</b> | 31,77%<br>35,03% | <b>32,8%</b> | 31,13%<br>34,47% | <b>30,9%</b>               | 28,88%<br>33,00% | <b>22,4%</b>                         | 20,89%<br>23,91% | <b>16,6%</b>                         | 14,94%<br>18,26% |

In the question about the best associations, again, no differences were observed between the control group and the group exposed to the Display ad. In the group that had contact with the Colibri Café advertisement in the form of a watchpass, the increase in indications was 6.2 percentage points. In the group with a single exposure to questvertising, it was 26.5 percentage points, and in the case of solving the questpass twice – 40.2 percentage points.

#### d) Remembering the advertising message against the background of well-known real brands

While in the first three questions Colibri Café was compared with two non-existent brands with a similar sound (Flamingo Café and Tucano Café), in the next two questions it was compared with three very recognizable brands (Jacobs, Lavazza and Tchibo).

Question: *Which of these coffee brands do you most associate with South America?*

| Answer       | Group        |                  |              |                  |                            |                  |                                      |                  |                                      |                  |
|--------------|--------------|------------------|--------------|------------------|----------------------------|------------------|--------------------------------------|------------------|--------------------------------------|------------------|
|              | Control      |                  | Display      |                  | Experimental 1 (watchpass) |                  | Experimental 2 (questpass capping 1) |                  | Experimental 3 (questpass capping 2) |                  |
|              | %            | 95% CI           | %            | 95% CI           | %                          | 95% CI           | %                                    | 95% CI           | %                                    | 95% CI           |
| Colibri Café | <b>33,3%</b> | 30,98%<br>34,22% | <b>36,4%</b> | 34,69%<br>38,11% | <b>32,3%</b>               | 30,22%<br>34,38% | <b>57,8%</b>                         | 56,01%<br>59,59% | <b>68,2%</b>                         | 66,12%<br>70,28% |
| Jacobs       | <b>18,8%</b> | 17,74%<br>20,46% | <b>17,7%</b> | 16,35%<br>19,05% | <b>19,5%</b>               | 17,74%<br>21,28% | <b>11,2%</b>                         | 10,06%<br>12,34% | <b>7,8%</b>                          | 6,60%<br>9,00%   |
| Lavazza      | <b>21,7%</b> | 20,56%<br>23,44% | <b>18,9%</b> | 17,51%<br>20,29% | <b>23,0%</b>               | 21,12%<br>24,88% | <b>14,2%</b>                         | 12,93%<br>15,47% | <b>11,2%</b>                         | 9,79%<br>12,61%  |
| Tchibo       | <b>26,2%</b> | 24,77%<br>27,83% | <b>27,0%</b> | 25,42%<br>28,58% | <b>25,2%</b>               | 23,25%<br>27,13% | <b>16,8%</b>                         | 15,44%<br>18,16% | <b>12,8%</b>                         | 11,31%<br>14,29% |

When asked about associations with South America in the control and Display groups, the Colibri Café brand scored the highest - about 1/3 of the respondents (out of 4 possible answers) indicated that they associate the brand with this continent. It seems that the reason for this fact may be the association with a hummingbird - especially since the other names (Jacobs, Lavazza and Tchibo) do not evoke such geographical associations. And if anything, it's rather with Germany - Jacobs, or with Italy - Lavazza. It is worth noting, however, that Colibri Café achieved significantly higher results in this question when the brand was advertised using questvertising (an increase of 24.5 percentage points with a single contact and 34.9 points with a double contact).

In the case of the question about the brand associated with South America, where alternative answers were real coffee brands, the watchpass was not effective. People who had contact with the Colibri Café advertisement responded at the same level as people from the control group and the group with display ad. That is, completely different from the question, where the answers were other fictitious brands with names similar to Colibri Café.

## e) Building a positive attitude towards the advertised brand against the background of well-known real brands (preference research)

Question: *Which of these coffee brands evokes the best associations for you?*

| Answer       | Group        |                  |              |                  |                               |                  |                                      |                  |                                      |                  |
|--------------|--------------|------------------|--------------|------------------|-------------------------------|------------------|--------------------------------------|------------------|--------------------------------------|------------------|
|              | Control      |                  | Display      |                  | Eksperymentalna 1 (watchpass) |                  | Experimental 2 (questpass capping 1) |                  | Experimental 3 (questpass capping 2) |                  |
|              | %            | 95% CI           | %            | 95% CI           | %                             | 95% CI           | %                                    | 95% CI           | %                                    | 95% CI           |
| Colibri Café | <b>4,2%</b>  | 4,06%<br>5,54%   | <b>3,9%</b>  | 3,21%<br>4,59%   | <b>3,8%</b>                   | 2,95%<br>4,65%   | <b>14,9%</b>                         | 13,61%<br>16,19% | <b>30,1%</b>                         | 28,06%<br>32,14% |
| Jacobs       | <b>26,7%</b> | 25,27%<br>28,33% | <b>25,5%</b> | 23,95%<br>27,05% | <b>32,9%</b>                  | 30,79%<br>34,97% | <b>22,8%</b>                         | 21,28%<br>24,32% | <b>19,2%</b>                         | 17,44%<br>20,96% |
| Lavazza      | <b>45,8%</b> | 43,38%<br>46,82% | <b>45,4%</b> | 43,63%<br>47,17% | <b>37,3%</b>                  | 35,17%<br>39,49% | <b>43,2%</b>                         | 41,40%<br>45,00% | <b>33,3%</b>                         | 31,20%<br>35,40% |
| Tchibo       | <b>23,3%</b> | 21,84%<br>24,76% | <b>25,2%</b> | 23,66%<br>26,74% | <b>26,0%</b>                  | 24,03%<br>27,93% | <b>19,1%</b>                         | 17,67%<br>20,53% | <b>17,4%</b>                         | 15,71%<br>19,09% |

The last question concerned positive associations with the Colibri Café brand in the context of other real brands. In the control and Display groups, the percentage of people pointing to Colibri Café was marginal, 4.2% and 3.9%, respectively. It looked similar after contact with the watchpass - 3.8% of indications.

The situation is completely different in groups with questvertising advertising. Although with a single exposure, the number of people pointing to Colibri Café as evoking the best associations was still the lowest of the four compared coffees, it already amounted to 14.9%. However, with double exposure to questvertising, the number of indications of Colibri Café as evoking the best associations increased significantly to 30.1%, which was the second result among all compared coffees. This means an increase of 10.7 and 25.9 percentage points, respectively. It turned out that after two exposures to questvertising, the brand, which did not exist in the minds of customers, was able to generate more positive associations than the Tchibo and Jacobs brands present on the Polish market for decades, almost equaling the Lavazza brand, considered a premium product.

## f) Behavior of the people surveyed on the advertised brand's website

The behavior of Internet users on the Colibri Café website after contact with all the examined advertising forms was also monitored. Out of over five hundred transitions generated from the Display ad, none (!) Internet user scrolled down the page to at least half of its length, where the products that could be purchased were displayed. Meanwhile, for the same advertisement in the form of a watchpass, the aforementioned Colibri Café page scroll rate amounted to 9.5% of visits, and for the questpass 15% in the first solution and 11.8% in the second solution.

An additional experiment verified whether the Display ad performs differently when it is run a few days after the contact with questvertising. In this situation, the percentage of visits to the advertiser's website was similarly small (CTR 0.36%), but the behavior of people who had decided to go to the Colibri Café website slightly improved - the percentage of people who scrolled down the page increased from 0% to 1.5%.

The Colibri Café website prepared for the experiment contained a running shop module, visible after scrolling down the page to which the ads redirected. The only orders that appeared during the experiment came from the traffic generated by questpasses. These were single cases (7 orders), but it should be remembered that the orders were the result of maximum two contacts with a completely unknown brand. In this context, it is worth noting that traffic from watchpass and display advertising did not generate a single purchase.

## 6. DISCUSSION OF THE RESULTS

As part of the actions taken, a total of over 62,000 unique users were surveyed, which is a very significant number. The obtained patterns of results are all the more valuable as the study was natural, i.e. the subjects were not aware of the fact that they were participating in the experiment. In addition, it is worth emphasizing that the surveys took place on average a few days after contact with individual advertising forms, so the observations concern the effects relatively permanent over time.

|                             | 50% scroll of the landing page |
|-----------------------------|--------------------------------|
| display (viewability)       | 0 %                            |
| watchpass (attention)       | 9 %                            |
| questpass (comprehension)   | 15 %                           |
| display after the QUESTPASS | 2 %                            |

*User involvement on the Colibri Café website depending on the source of traffic.*

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### **a) display ad**

The conducted research showed the negligible effectiveness of the display advertising in building new brand recognition. Similarly, the influence of the display campaign on building positive associations with the brand or remembering the message used in the advertisement was not noticed. A likely explanation is that these ads were not perceived by the audience, which coincides with the increasing phenomenon of banner blindness.

Observations of recipients' behavior on the advertiser's website are also meaningful. Despite registering over half a thousand visits, none of the people from the Display group were interested in the product enough to scroll down the Colibri Café website to a level where they could familiarize themselves with specific products of the brand. This suggests that visitors were deprived of the desire to explore the brand's website. This may be due to factors such as accidental clicks on a display ad while scrolling the page with the article, causing people to quickly withdraw from the Colibri Café website. The scale of observed behavior of abandoning the advertiser's website without exploring it with traffic from display ads suggests that this problem may be common.

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### **b) attention-grabbing ad**

Noticeably better results were achieved by the format that focused the attention of the audience, i.e. watchpass. Contact with the Colibri Café advertisement in this form, to some extent, increased brand recognition, positive associations with it, as well as the mere remembering of the advertised feature (origin of coffee from South America). However, this was only observed in comparisons with other unknown brands of coffee. Identical questions in the version where the alternative answers were real coffee brands showed no differences between the watchpass and the control group.

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### **c) cognitively engaging ad**

The conducted research clearly showed very high efficiency of questvertising ad. This applies to all tested parameters - both mnemonic and emotional. It turned out that in all aspects considered, questvertising was much more effective than both traditional display ad and watchpass, i.e. a format that focuses attention but does not ask about the content of this ad.

After solving the questpass once, brand awareness increased by 32.3 percentage points, reaching 59% of correct answers. This means that about half of people remembered the name of the brand they encountered for the first time in their lives, if this contact was in the form of questvertising.

An equally strong increase was observed for questvertising when asking about the advertised feature of Colibri Café, which was the origin of beans from South America. This was visible in both versions of the question, where the alternative answers were real and fictitious brands (increase by approx. 25 percentage points in both versions of the question).

A similar marked increase in the case of questvertising was observed in the question about liking the brand. Given the choice of fictitious brands, 53% of the respondents chose Colibri Café as the brand that evokes the best associations (increase by 26 percentage points compared to the control group). Also in the version of the question where Colibri Café was juxtaposed with real brands, a clear increase in preferences for the new brand in the category of evoking the most positive associations was observed (in each question, the respondent could indicate only one answer). After contact with a completely new brand presented in the form of questvertising, 14.9% of people liked it more than the well-known Jacobs, Tchibo and Lavazza brands (an increase of over 10 percentage points).

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#### **d) The importance of attention and comprehension for advertising effectiveness**

Collected results can shed some light on the role of attention in terms of ad effectiveness. The mere focus of attention on the ad increased its effectiveness in relation to display ad (de facto devoid of effectiveness), but only in some of the examined dimensions. This concerned brand recognition, as well as evoking positive associations by it and remembering the feature present in the advertising message, but only when alternative answers were other unknown brands. This effect disappeared when the new brand was compared with well-established brands. This suggests that in order to actually change an already established cognitive pattern, just getting attention is not enough. In fact, only inducing the recipients to consciously process the advertising message turned out to be effective in this field, which in the experiment consisted in the need to answer a question about the advertisement (which is an inherent feature of questpasses). Therefore, it can be concluded that the mere acquisition of recipients' attention is sufficient to build awareness of a new brand, but in order to effectively change the attitude towards existing brands, it is necessary to move communication to the level of conscious understanding of the advertising message. Also in terms of building brand awareness and remembering the advertising message, questvertising turned out to be over three times more effective than just grabbing attention. This suggests that achieving the comprehension level in communication is much more valuable for advertising effectiveness than remaining at the attention level.

## e) Impact of forcing interactions by engaging ad formats on the advertised brand

The research also led to some other interesting observations. Forcing the recipients to notice the advertisement (watchpass) and analyze it with understanding (questpass) does not have a negative impact on the attitude towards the advertised brand. On the contrary, brand liking increased when it was presented in these more invasive ad formats, which may be justified by the observation that people like what they know, and both formats increased brand recognition.

In the case of questvertising, it was confirmed that subsequent contact with the advertisement of the Colibri Café brand in this format increases the effects obtained on all the dimensions examined. The size of the additional increase after the second questpass solution depended on the examined feature and was the strongest in the case of comparison between Colibri Café and real brands in the context of evoking positive associations. After solving the questpass once, the percentage of indications for Colibri Café was 15%, and after solving it twice, it was already 30%. This means that as a result of just one questvertising campaign, it was possible to create a brand that began to evoke more positive associations in the recipients than the well-known FMCG brands - Jacobs and Tchibo - which have had countless advertising campaigns not only on the Internet, but also on television.

It's worth noting that scrolling of the Colibri Café website to 50% of its depth occurred in a mixed situation, when the traffic came from a display ad, but a few days earlier, the user had solved the questpass. This seems to suggest that breaking through to the recipient's awareness thanks to questvertising may open up greater willingness to interact with the brand also from the level of the later display advertisement, which in this situation advertised something already known, and thus arousing more curiosity.

## FINAL CONCLUSIONS

All this clearly suggests that in times when people are bombarded with a huge number of advertisements every day, simply increasing the number of their broadcasts or changing the advertising environment (e.g. placing them on very different portals) is not an effective solution to the situation. It is necessary to skillfully motivate the recipient to actively read the content of the advertising message. The key here seems to be gaining the recipient's attention, but also - and perhaps above all - getting him to consciously understand the advertising message. The study discussed here proves explicitly that [questvertising](#) is such a method.

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