When Advertising Integration With Media Content Fails and Succeeds

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ABSTRACT
Consumers are exposed on a daily basis to more and more advertising. A key strategy that some advertisers have embraced in the face of this increasing level of media clutter is to integrate their advertising with media content. In Study 1, we show that if the viewer is highly engaged by the content and transported into the world of the program, then an integrated ad can be more intrusive to consumers’ transportation experience. In such cases, advertising effectiveness is reduced when consumers are more transported into the media content. However, Study 2 shows that if the advertising does not intrude on the transportation experience, an integrated ad could benefit from having similar themes as the media contents. Therefore, a high level of media transportation leads to increased advertising effectiveness.