The Multi-Screen Experience

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THE MULTI-SCREEN EXPERIENCE

COMPETITIVE PAPER

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ABSTRACT:

This study sets out to explore the role of the mobile phone as second screen in fostering engagement through experiences. In-depth interviews were conducted with millennial consumers to explore this second screen experience. High levels of Personal and Social-Interactive Engagement was identified, through a variety of experiences. The need for greater understanding of engagement through experience in relation to new media such as social networks and mobile media has been identified in previous studies, consequently research that increases our understanding of the fast-changing media lives of this cohort is timely, and of significant industry and managerial value.

Keywords: multi-screen, engagement, experiential marketing, uses and gratifications theory.

INTRODUCTION:

The rapid development and popularity of new technologies over the last decade has created a media environment in which the channels for media and the audience have become ever more fragmented (Webster & Ksiazek, 2012). Napoli (2012) notes how the increase in the range of content and the increasing selection of media channels is diluting the conventional mass audience, resulting in greater challenges for marketers in targeting and influencing a mass-audience (Brennan, 2013). The cohort which has been “born digital” (Luck & Mathews, 2010) is generally defined as those born between 1977 and 1994 and often referred to as Generation Y (Maxwell, Ogden and Broadbridge, 2010), or the Millennial cohort. Usage of multiple screens has become second nature to this generation. For the purposes of this paper, mobile phone, laptop, tablet or MP3 players (ipod or other brands) are all referred to as the ‘second screen’.
Marketers are keen to understand more about the media consumption habits and motivations of this cohort, the better to leverage social and traditional media channels combined for marketing communications purposes (Williams & Page, 2011). Consequently research that increases our understanding of the fast-changing media lives of this cohort is timely, and of significant industry and managerial value.

**EXPERIENTIAL CONSUMPTION AND ENGAGEMENT:**

**Consumption experience:**

It has been recognised that there are more influential factors at play in the consumption process than merely rational, utilitarian decision-making. Holbrook & Hirschman (1982) presented the contrasting experiential view of consumption, which recognizes the role of hedonism and pleasure when consumers shop, buy and consume products and services (Brakus, et al., 2009). This type of consumption, they argue, is engaged in the quest for fun, amusement, fantasy, arousal, sensory stimulation and enjoyment (Holbrook & Hirschman, 1982, p. 135). These were then condensed into what became known as the three F’s framework of fantasies, feelings and fun.

Schmitt (1999) proposed the concept of Strategic Experiential Modules (SEMs), with the aim of helping managers to create a variety of forms of customer experiences for their customers. These mirror Holbrook and Hirschmans’ three F’s framework, and comprise sensory experiences (SENSE), affective experiences (FEEL), creative cognitive experiences (THINK), physical experiences, behaviours and lifestyles (ACT), and social-identity experiences arising from interactions with a reference group (RELATE) (Holbrook, 2000). The way that these SEMs are managed is what creates different experiences for consumers.
Marketers can manipulate these experiences by providing the right environment and setting, in order to stimulate the desired response from the consumer (Brakus, Schmitt, and Zarantonello, 2009). It also helps to build relationships. Traditional marketing focused on customer satisfaction, while Experiential Marketing is centred on creating emotional attachments which helps to create customer satisfaction and loyalty (Schmitt, 1999).

The role of consumption-related emotions have been identified as mediators of the consumers responses to the brand experience, be it advertising (Holbrook & Batra, 1987), brand or experience. Holbrook & Hirschmans’ (1982) perspective of experiential consumption recognised the enticing effects on emotions as a result of consumption and highlighted the emotional responses consumers display when consuming (Holt, 1995). Emotion thus plays an important role in the consumption process, and helps shape the preferences that consumers come to have (Jantzen, Fitchett, Øestergaard, and Vetner, 2012). During the consumption process, both positive and negative emotions can be evoked, depending on how the experience is felt for the consumer. For this reason, emotions are considered to be directly related to customer satisfaction (Bigné, Mattila and Andrea, 2008; Oliver, Rust, and Varki, 1997). Customer satisfaction has been described as an emotional response to the experience provided, when judged against the consumers’ expectations. It has been argued that the emotions generated as a result of an experience can greatly affect similar future experiences, ‘the learning effect exerts a strong impact on future components’ (Holbrook & Hirschman, 1982, p. 138). This point was substantiated by Meyer & Schwager, (2007), who claim that consumers will instinctively evaluate current experiences against past experiences.

**Experience and entertainment:**

Despite experience based marketing having always been a major part of the entertainment industry, it only became the norm in other areas of business latterly (Pine II & Gilmore,
Entertainment organisations like Disney designed theme parks aimed at creating valuable experiences and offering much more than a regular entertainment service. Schmitt (1999) noted three reasons for the acceptance and move toward modern marketing techniques: firstly, the development of information technology, secondly, the focus on brands and branding, and finally, the ubiquity of communications and entertainment. The rapid development of information technologies such as the internet and, more recently, portable interactive devices such as smart phones and MP3 players, has allowed brands to further develop their offering into customised experiences for consumers. Furthermore, the processing power required to create these experiences has become cheaper and more readily available than before. In the traditional market place, brands were associated mostly with products and some services. From charities to celebrities, the brand now dominates our culture, and the consumer can access information about these globally and instantaneously. The omnipresence of communications and entertainment means that consumers can now communicate with brands and companies much easier allowing for a more involved experience. User-generated content facilitates brand engagement at a level not envisaged by Schmitt. As technology changed and new opportunities for marketers surfaced, more companies have embraced experiential marketing to reap those benefits, and remain at the forefront of their competitors. Engagement through experiences in the online environment is the most recent focus for scholarly investigation.

**Engagement and experiential value:**

The term engagement is used by marketers and media providers regularly but it is a term that has proved difficult to define in the past. Many people use the term engaged when describing how much somebody uses something (Calder, Malthouse and Schaedel, 2009); that is, they associate it with the amount of usage. This however is incorrect, rather the increased usage
can be as a result of engagement, for example someone can use a website very often but not be engaged with it. Most authors agree that engagement is a state of being involved or immersed in something. It is being motivated to experience; not just passively experiencing (Calder et al., 2009; Higgins & Scholer, 2009). Coming from a neuroscience perspective, (Pynta, Siexas, Nield, Hier, Millward, and Silberstein, 2014, p. 73) define engagement as: ‘when a stimulus elicits a sense of personal relevance’. That is, when something evokes a feeling of personal relevance and as a result one becomes more motivated to be involved. The different authors agree that engagement is more than general usage, it is more personal. Users can watch TV all day but they are only engaged when they are caught up in what is happening. The more engaged somebody is, the stronger the motivational force experience. There are different paths to engagement, and different experiences for different people can make the same thing engaging. Calder et al (2009) assert that engagement depends on the experiences one has with something. These can be both utilitarian and hedonic. Consider, for example the travel section of the Irish Times. Some users may get high levels of utilitarian experience from articles that give information on places to visit. Others may be engaged through hedonic experiences from reading exciting stories about others on holidays. Both users can be engaged but through different experiences. (Pynta, et al., 2014) suggest that experiences that are most relevant to the individual are encoded in their long term memory and thus are most important.

**Online experiences and engagement:**

The evolution of new technologies and communication tools has facilitated greater interaction between business and customers thus creating new platforms from which customers can be engaged (Kidd, 2011; Sashi, 2012). These platforms allow for both
utilitarian and hedonic experiences to be achieved as highlighted above. However, in order to engage customers, the traditional marketing mix needs to be adapted to embrace these new technologies (Sashi, 2012). As society changes, so to do the experiences people desire. While many marketers and content creators might see mobile devices and other new technology as distractions from TV content, Pynta, et al. (2014) findings argue that such devices offer an opportunity to effectively engage viewers through allowing them to experience their viewing differently. They introduce the ability to communicate and discuss content in real time with members of their social group ultimately expanding the traditional living room experience.

Sashi (2012) notes that engagement requires the formation of trust and commitment. This highlights the importance of relationship building in the customer engagement process. Through creating experiences and engaging customers, marketers are able to build deeper relationships. With so much choice available to consumers, there is a shift to a more personalised experience. Many organisations are allowing consumers to become involved in the value creation process. This not only helps to establish trust but also encourages the customer to share their experiences to other potential customers. Even though an organisation may see an increase of followers or fans as a result of trying to build relationships, a more involved consumer is not always the outcome. While some consumers may become more involved, it is not inevitable.

Engagement is not a fixed point that an organisation can reach with their customers. It is a process that takes time and changes from person to person (Sashi, 2012). In order to engage customers, marketers should focus on both utilitarian and hedonic experiences as they can create more value for their products or services. Through offering a range of experiences, marketers can help build strong relationships with consumers with the hope of them becoming involved and ultimately becoming engaged with the brand. Calder, et al. (2009) present two types of engagement with online media: Personal and Social-interactive
engagement. Online consumers seek experiences, rather than competitive promises. They identified a number of types of experiences that are manifested through that engagement. This model of measurement of engagement through experiences is discussed further in the methodology section.

**Experience and the Millennial Consumer:**

Marketers are keen to understand more about the media consumption habits and motivations of this cohort, the better to leverage social and traditional media channels combined for marketing communications purposes (Williams & Page, 2011). Each generation may have different cultural experiences, leading to different preferences and attitudes. Furthermore they each develop different lifestyles and values which can have an effect on the way that marketers communicate messages to different generations (Jain & Pant, 2012). The Millennial generation grew up in a time with abundances; a society driven by consumption, where they lost nothing and gained everything, leading to some terming them Trophy Kids. They experienced opportunities in education that previous generations would have struggled to obtain such as the chance to go to college and earn a degree. It is their education and experiences that Noble, et al. (2009) note has led to this generation having a higher standard of living and as a result having greater spending power. Noble et al., (2009), Jain and Pant (2012) and Williams and Page (2011) all highlight the extreme spending habits of Generation Y. They agree that Generation Y have a tendency to spend their money freely and quickly as they aren’t as strapped for cash as previous generations. This makes them a prime target for marketers looking to sell their brands to them.

This group was introduced to the Internet when in their teens, a fact that heavily influenced their behaviour individually, socially, and as consumers. Technology and digital media are
now integrated into everyday life, and has lead this generation to be regarded as the most connected generation in history (Luck & Mathews, 2010). Generation Y takes full advantage of everything they have access to (Williams & Page, 2011). With the world at their fingertips, Generation Y builds virtual communities and connects to their peers through social media. They use these communities to express themselves and share their interests, problems and ideas with others on a global scale. They can collaborate and co-create on projects making them more efficient and prolific than previous generations. Furthermore, this ability to engage with a large group of others online makes these communities powerful. Trends can be created instantly by sharing, but can also finish just as quickly. As a result of the advancements in mobile technologies, Generation Y can now stay connected on the go; anywhere and at any time (Kumar & Lim, 2008). The marketplace is full of different devices that allow access to all of the same media. For this reason, Generation Y has become proficient at multitasking, that is, using a number of media at once. This synchronised use of multiple media has become known as media meshing (Luck & Mathews, 2010). Moreover, media meshing has become a trend with this generation. The dual screen activity may serve to meet their need for involvement and engagement (Williams & Page, 2011). This use of a second, mobile phone or tablet screen, to communicate with peers while viewing a primary device (the television in this case), is a relatively recent trend that warrants further study.

**Social Networks as Conduit for Communication:**

The recent explosion in the number of social media services available across the internet include a variety of formats from open forums and blogs to more account based services like Twitter and Facebook (Mangold & Faulds, 2009; Trusov, et al., 2009). The wide variety of these communication tools allows users to remain connected with their peers at any time and
from virtually any place. Users can build and maintain virtual communities with people from all around the world; sharing, creating and collaborating with each other. These social media services are progressively changing the way people live their lives and as a result, replacing traditional ways of consuming and sharing information (Mangold & Faulds, 2009). This has become a major challenge for marketers in their quest to keep up with the changing consumer culture and behaviour (Andzulis, et al., 2012).

Consumers have become empowered by social media in a way not envisaged by its early proponents. This has become clear in the way that user generated content and discussion forums have wrested control from marketers and placed it firmly in the consumer’s hands. Marketers aim to influence and encourage positive brand conversations and word of mouth through social media (Chen, et al., 2011).

The integration of social media and online communication is firmly linked with the growth in smart phone and MP3 player adoption and diffusion. This development has been escalated by some broadcasters linking social media to their shows, in an effort to foster an online, worldwide conversation, which spreads virally. When successful, this results in an extension of the social experience beyond the living room. Brands taking advantage of this multi-tasking trend include World Wrestling Entertainment (WWE, 2013) during its live shows, and Mercedes who engaged their audience using a series of interactive TV advertisements (Mercedes-Benz, 2012). Both of these brands utilised the Twitter platform taking advantage of its immediacy and simplicity.
METHODOLOGY:

The overall purpose of this research is to gain insight the second screen experience as an engaging marketing tool, recognising the role of the mobile phone or tablet and social media as conduits for online collaboration. The specific research objectives are:

1. To explore user’s level of usage and consequent actions of usage
2. To explore users’ experiences with social media
3. To establish the motivations for second screen interaction

The methodology consisted of qualitative research, through in-depth interviews, with seven participants aged between 18 and 29, all corresponding to the Generation Y cohort. Respondents gave informed consent for their responses to be included in this study. The names of the respondents have been disguised for this paper.

Measurement model for experiences and engagement:

Online engagement was investigated using the framework developed by Calder et al (2009). They investigated the variety of experiences that are presented by online media, in contrast to traditional media, which are often described as more passive, solitary and separated. Uses and gratifications theory (McQuail, 2010) is considered to gain a deeper understanding of why people use media, and this then provided the foundation for Calder et al’s framework. They identified a number of media experiences, later reduced to eight (due to appropriate ‘fit’ with online experience); of those, seven are relevant for this study. These seven are linked to the two types of engagement previously identified, namely Personal and Social-Interactive Engagement. Personal Engagement is linked to certain types of experiences: stimulation and
inspiration, social facilitation, and temporal; while Social-Interactive Engagement can be linked to participation and socialisation experiences, thus taking cognisance of the interactive nature of the new media. Both Personal Engagement and Social-Interactive Engagement were found to be linked to intrinsic enjoyment, utilitarian and community experiences.

This framework formed the basis of the themes investigated through in depth interviews in this study. Respondents were asked about their level and type of online activity, their motivations for using the second screen and their experiences with social media. The data provided by the interviews was analysed through a process of open, and then axial coding (Collis & Hussey, 2009). This was then reviewed to identify relationships and ensure validity.

FINDINGS AND DISCUSSION:

User’s level of usage and consequential actions of usage:

As previously identified, consumers level of use (or visit) is not an indication of their level of engagement (Calder, et al., 2009). Nevertheless for this study, each respondent’s level of usage and interaction with TV was explored in order to determine the popularity of second screen, and then seek to determine level of engagement.

Most respondents claimed to use a second device a lot of the time they watched TV. Some stating that they almost always used a second screen:

George: “90% of the time”
Michael: “Probably near all the time with a phone”
Emma: “I pretty much always be on my phone while watching TV”
Such high levels of usage raise the question of habit and routine when watching TV. A number of respondents acknowledged the habit of social media usage confirming routine and pattern.

John: “It’s a habit”
George: “It’s nearly now just a habit to do”
Emma: “it has become a habit”
Lisa: “it's mostly habit”

Marie in particular took note that social media in general has “Certain habitual elements to it”. She found herself checking it in the mornings and evenings “to see what people are doing”. This habitual use indicates the Temporal experience of mobile phone use.

In terms of interaction while watching TV, all respondents stated that they interacted with TV content ‘sometimes’. Each had their own preferences for when they would interact with content.

Emma: “If it is something like a reality TV show I might tweet about it”.... “Mostly the stuff I would comment about would be the news or sports... stuff that everybody is watching”
John: “if it was something I was interested in then I would probably tweet it but that’s about it”
George: “Talking to people what they think of the game”

After the TV content has ended some respondents stated that they continued to talk about and engage with content related to the programming. Some specifically highlighted that the conversation can continue. “You might have after thoughts or a really good conversation has started” Emma commented. George concurred by stating “you just get into a conversation about it”. It’s clear that if a conversation is established online about content that it can continue past the airing of the programme. Not all users wish to continue this type of
discussion however, Michael noted that he “just stop[s] dead”. He asserts that he doesn’t “want to talk about it for another hour and get into another conversation”. An alternative view was expressed: “I would never keep talking about a TV show after it’s happened” unless it was sports because “the outcome of sports generally plays into the rest of the season”. Paul sees relevance in continuing to converse about particular content while others (such as an entertainment show) are seen as irrelevant. He feels that continuing to talk about sporting content plays into the rest of the season. In other words it adds to the experience of watching the sport. These contrasting views suggest both intrinsic enjoyment and community experiences.

**Respondents’ primary reasons for using social media:**

Two themes emerged here, the first was ‘emotional stimulation and empowerment’ (stimulation and inspiration), the second was ‘social facilitation’ (participation and socialising). Social media provides a platform where people can share ideas and see multiple views on topics. A number of respondents highlighted the stimulating effect of using social media as described by (Bigné, et al., 2008) in the literature. These emotional stimulation experiences drew the respondents closer to issues and topics that otherwise they would have only skimmed. One respondent, Marie, described how when DOMA and Prop 8 were overturned in the USA, social media almost made her feel “involved in the process”. Likewise, Emma felt “Solidarity with people I will never meet” when talking about Iranians changing their location to Tehran because of Facebook access being closed to them. Both became emotionally attached to the issues despite them being in a different country. Social media provided them with the ability to connect to those communities and thus they became involved. Similarly, John described how he “heard people talking about” Snowden and
Bradley Manning on social media which lead him to look them up. Although he wasn’t emotionally drawn to the issues, he was introduced to them online when otherwise he may not have been. Some respondents reported feeling empowered when using social media. It gave them confidence to give their opinions without having “to worry about people... arguing with you” as John put it. This confidence allows users to talk to people “who you wouldn’t normally actually meet” and “brings more people who are interested in the same sort of thing” together, as Paul said, demonstrating the worth of the Community experience for him in this instance. Paul’s ability to follow cyclists on social media like that of “Team Garmin” has built his interest in the GPS devices that the sponsor Garmin makes. Through simply hearing what the team’s athletes have to say and their displaying of GPS information, Paul wants to “be able to compare” himself with them by getting one.

The Participation and Socializing experience has been proven to be one of the main reasons why this generation engages with online environments (Luck & Mathews, 2010; Williams & Page, 2011). Many of the respondents in the research highlighted their use of social media as a platform that facilitates their social life in some way and keeps them connected, enhancing social action; thus also indicating a Utilitarian experience:

John: “we organise all our events and stuff like that in the group chat...Everything is organised through it.”

Lisa: “Some of my friends have a group where we like just post stuff we’re interested in and plan nights out.”

Lisa and John note the organisational use of social media in their social life, allowing for everyone to be kept up to date with plans and events that may be taking place. It’s become their tool of choice for communication and has replaced older SMS text messaging as mentioned by both Michael, and John: “They’ll probably act quicker to that then a text message”.


Both respondents emphasise the speed that online media facilitates communication with a number of contacts, compared to traditional texting. Others noted the facilitation of long distance friendships, emphasising that without social media, such social participation would be very difficult. For Marie, social media gives her “opportunities to keep in contact” with old friends since she has “moved around a fair bit”. Much like Marie, Michael is able to keep his friends close with social media:

Michael: “It’s easier to get in contact with anybody… You know, talking to someone in Canada or anything, it’s a touch of a button”.

Their points stress the importance of social media in their lives as a tool to facilitate relationships and provide an outlet to stay connected to the people in their lives.

When asked about what one might do if access to such sites was cut off, most responded by stating they would simply move to a network that facilitated this experience or use another form of communication. The concept of being cut-off from friends provoked some quite pronounced emotional responses:

Emma: “Always find a way to interact…. Probably be a bit freaked out for a while”

Michael: “You’d be lost… It feels maybe you’re missing out”

Lisa: “I wouldn’t want to be completely out of touch with everyone”

Paul: “I went away one summer, didn’t miss it at all. Felt quite relaxed…”

There is a strong desire for being connected with their social group, with most of the respondents expressing a feeling of deprivation at the thought of being without access to the online environment. This indicates a strong need for affiliation, that while evident in previous studies, appears to be more vehement than expected.
Motivations for second screen interaction:

Unsurprisingly, one of the main motivations given for using their mobile phone was utilitarian, its convenience, portability and instant access to information. The option to research what they were watching on TV, via the mobile phone was identified by many respondents as their reason for using their phone in this manner – as a second screen:

George mentioned movies and using another device “to find out the goofs”. Michael and Emma similarly highlighted finding out “background on what you're watching and the people that are in it” as well as “looking up stuff to do with the show”. This ease of access to information on another device allows the respondents to gain further knowledge of the content, further enhancing their experience and enjoyment of it.

Other users mentioned the ability to “research a topic” to answer questions while another used it to look for “interesting content” and to “fill the gap in the programme”. Again, although each user’s experience differs, they all use a second device to gather extra information they desire that relates to the content. The idea that utilitarian actions are regarded as secondary thinking processes is mirrored in the actions of Michael when talking about getting information on a second screen. He explains the simplicity of “getting your phone out for a quick search then put it back in your pocket”.

Hedonic motivations for both Community and Participation and Socialising experiences were also evident. Respondents showed a strong appeal to be involved and experience a group like atmosphere when watching TV.

George: “To get involved in the conversation with people who are watching it... being able to put your views across”

Lisa: “see what people are saying... see things you might have missed”

Paul: “To get the atmosphere of a sports game”
John: “You'd be missing out on... A lot of different conversation topics... that come up through interacting with people”

Fear of missing out (FoMO), is defined as a form of social anxiety that others are having a more rewarding time (Przybylsk, et al., 2013), and is also manifested in these comments. This is generally characterised by a desire to stay continually connected with what others are doing; in this instance using the mobile phone as the connector.

These respondents all agreed that it was the interaction with other people that made using another device rewarding. It allowed them to “get involved in the conversation” as George put it. Paul made the point that when watching sports, the experience is enhanced from getting “the atmosphere” of the game. This is something that Michael also brought up. He took note that although the “banter” and “camaraderie” wouldn’t be the same as being out with friends watching a game, “it’s not completely dissimilar”. There is a clear desire for these community experiences by users.

Additional motivations for using the mobile phone in addition to the TV varied, and included Social facilitation: “it’s almost important to comment on news stories and current events” (Marie). She feels such content as topical as the news are important to comment on. This contrasts with her desire for giving full attention to certain movies and programmes, when she avoids using a second screen, but shows that she is actively conscious of the type of content she views.

John displayed a strong interest in using a second screen for live events. He points out that “you're almost building excitement by talking about what's going to happen”. In other words, he feels it adds to the experience for live events, in particular, whereas in contrast he highlights disinterest in commenting on other (not live) content “that’s always going to be there”. To John, the type of content is vital for him to comment on. George mentioned hashtag usage for “live shows” and Paul implied the same when talking about “Eurosports
"cycling". They only used them for live content because as Paul put it, "The conversation just dies away after the thing happens". He explains that with non-live events like repeated TV shows, the conversation only exists between the people watching it then and there.

For some, usage on the other hand simply depends on their mood or whether a device is nearby: George claims that sometimes he is “not in the mood to use a second screen or there’s no second screen near me”. This case brings to surface a reminder that one must be in the mood or motivated to interact. To be engaged one must be motivated to experience, not passively experiencing (Calder et al., 2009; Higgins & Scholer, 2009). It is clear that each respondent has their own reasons for using a second device.

As discussed, some marketers such as the WWE have begun using social media links in TV content in an attempt to engage viewers and prevent them from tuning out. All of the respondents admitted to using some sort of social media link on TV content but made a point of noting their limited use of them. Reasons for included “or seeing what other people are talking about” so they can join the “community and that kind of thing”, “want to have a conversation with someone”. Their engagement is for the Community experience; a way to be part of a larger conversation. Respondents also mentioned that this is likely when nobody else is around - when “you're on your own”. It broadens the living room experience to the wider world and mirrors exactly what WWE (2013) do with their programming.

On the other hand, Michael suggested that he “might look at what's being said but” wouldn’t interact. In other words he would just observe what’s being discussed and not join in with the conversation. This form of casual browsing provides information for consumers without participation, a Utilitarian experience.

Given the fragmented media industry, it is becoming more important for marketers to understand the type of marketing content that viewers desire watching. On the subject of TV
advertisements, each respondent gave an example of an ad that they enjoyed. These ads varied in terms of brands but drew similar elements. All of the ads described were experience driven. That is, more about the brand rather than selling products to viewers. While John and Michael related to “funny” ads like “Go Compare” that as Michael put it, are “continuing on a storyline”, Marie and Lisa related to more “feel good” ads like “Doves Real Beauty” campaign and Christmas ads. Paul also similarly talked about an ad he related to. For him the “Skoda ad for the Tour de France” appealed to him, simply because “it appealed to all the values of the Tour de France”. All of these campaigns offer the hedonic experience to viewers and therefore leads them to remember them as good ads. This confirms Dhar & Wertenbroch (2000) point that people look for pleasure and enjoyment during the consumption process. Each respondent indicated clearly that ads with hedonic value, be it entertainment or feel good are what are most appealing rather than product information. Despite their appeal, none of these had any interaction that respondents could remember. This questions whether marketers should bother using social media links in advertisements.

The idea of social media links in advertisements got varying responses from interviewees. Many simply hadn’t seen such links while others like Emma would “just ignore” them. George did however indicate that if it was something useful he would visit the social media page. He described how Vanish cleaner encourage viewers to go to their social media page to get information on the product and “people will tell you how to” get specific stains “out of your clothes”. Their dismissals of social media advertising aren’t promising responses for marketers.

Reasons for sharing was also investigated, and it was found that the respondents did sometimes share information they saw on TV via social media. Reasons differed by respondents, but each did share, on occasion. Some respondents like Lisa mentioned sharing “trailers for a movie” while George and Paul responded to “amazing” and “fantastic” ads.
Others made similar comments on ads that grabbed their attention. These ads are the experience driven ones as mentioned previously. As Marie put it, these “tend to be more events driven” like Christmas advertisements. Moreover, she said if friends were looking for car insurance she would share good deals she saw. Michael however highlighted that larger corporate like brands would not be of interest to him for sharing whereas a smaller “less known brand” would be. This gives hope to smaller brands and organisations with smaller budgets, an issues discussed by Tariq & Wahid (2011).

George suggested the idea of “an incentive to share”. Take his example of a competition. By being given a chance to win something for sharing, he was in full support. He feels he is getting something in return. Others like John didn’t care too much. If it wasn’t something he was interested in, he wouldn’t share it. Emma, Michael and Marie specifically note how they wouldn’t necessarily share something with everyone. Instead they would sometimes send it to specific people interested in that particular issue or product. This careful choice of sharing limits the number of people that a message can reach but it highlights the issues of trust and privacy discussed under the final theme below.

CONCLUSIONS:

This study has a number of applications for those aiming to attract and target this generation with a set of experiences. It is clear that this cohort is highly engaged through the dual-screen experience, with the mobile phone or MP3 player and social media adding value by acting as a conduit for the augmentation of the experience. They actively seek opportunities to get involved in this manner, and look to share both the experience and the information (or advertising) that they come across. Managers should act on this by engineering the experiences for the viewers, to foster online conversations and sharing, and then measuring the engagement levels arising. This study highlighted differing levels of engagement with
different types of experiences that are discovered by these consumers; the experience of watching a match live is different from discussing a film, for example, so this should also be considered when planning to build a set of experiences. While the immediacy of a live event would be challenging to imitate with asynchronous content such as a YouTube channel, this group has a strong desire to ‘be where the action is’, therefore campaigns designed to stimulate conversations should bear this in mind.

This study set out to explore the role of the mobile phone as second screen in fostering engagement through experiences. This small study of seven in-depth interviews explored this second screen experience and identified high levels of Personal and Social-Interactive Engagement through a variety of experiences. The experiences varied to a higher degree among users than expected, with quite strong emotional responses, both positive and negative, even within such a small study. As mobile, social and TV media continues to integrate, consumer motivations undoubtedly necessitate further investigation.

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