Initial Stage

This stage of the research is focused on gaining deeper insights on the fundamentals of design and its influence on advertising in an overstimulating place like the Metropolitan Areas of New York City. This stage of the research will cover the survey research method to understand how Generation Z is exposed to a variety of forms of advertising (both digital and physical), as well as how those different forms can impose psychological results rooted in consumerism. The survey will be conducted to establish initial findings on people's day-to-day experiences, as well as their preferences. The survey will yield both qualitative and quantitative results, as text boxes for long answers are largely encorperated.

Things to keep in consideration:

Procedure: Create a survey that tackles the important elements of design and advertising that I want to focus on. They should push participants to think introspectively on their own welcoming of advertising into daily life, and how they interact with it. What they like seeing and what they don't. Do they believe they are influenced by ads? do they think there is a subliminal affect to advertising.

Contextual Understanding:

understand how participants interact with advertising. How many times a day do they see ads, where, when. What stands out to them? What types of media? What design elements do they prefer between minimal, exciting, colorful, etc? What ticks them in advertising? How many times do ads appear repeatedly?

Setting and Setup: Assure that the environment the case study is being pursued in controlled, stable and comfortable for sharing. The survey format is digital, but should be completed in a quiet environment to focus on responding. The survey make take some time, so putting full attention on it and limiting distractions is an important factor.

Participant Recruitment: Participants are Generation Z students who live in New York City. They are exposed to a variety of mediums of advertising, and can present many results when assessing the nature of design in advertising.

Design Considerations: consider the forms of advertising that generation Z students are likely to encounter. Factor that into the line of questioning in survey. Consider design elements that are prevalent in advertising: hierarchy, balance, type, proportioning, as well as other factors like brand loyalty and trends.

Faris Abbas

Progress Check -Discovery 3

Link: https://app.mural.co/t/ farisabbas6763/m/ farisabbas6763/ 1709499195996/ 05070e22e07074ad8f36f55ad 61e6cf7c4a0e794?sender= ue8a75a182b31dac03e104510

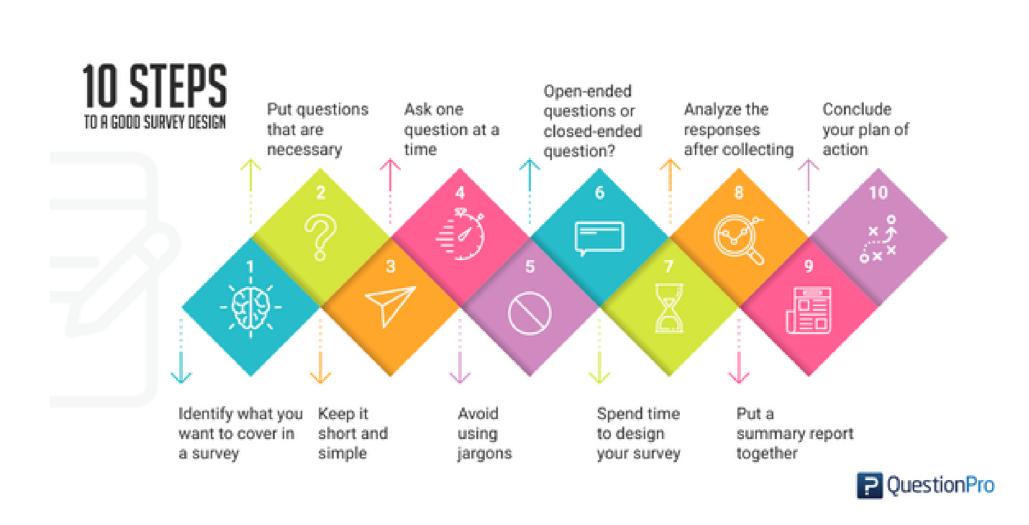
Location and Considerations

This study will be conducted remotely, and distributed to participants via a digital link that takes them to the survey. It introduces the realm of the study (advertising, design, consumerism, overstimulation, etc), and notifies participants to assure that they are in an environment that is quiet to assure complete focus for the next 10-15 minutes.

THE GOAL of the research is to gain a better understanding of consumer habits as it relates to brands reaching out to their target audience. To understand if people acknowledge the subconscious influence of advertising on their consumer preferences and interests. To understand what media outlets influence us most, and why. To better understand concepts like brand loyalty, ad tracking, etc.

It is important to consider how this survey eases the process of conducting interviews post results, as it paves the way for a more meaningful interview process that is backed by participants' survey responses.

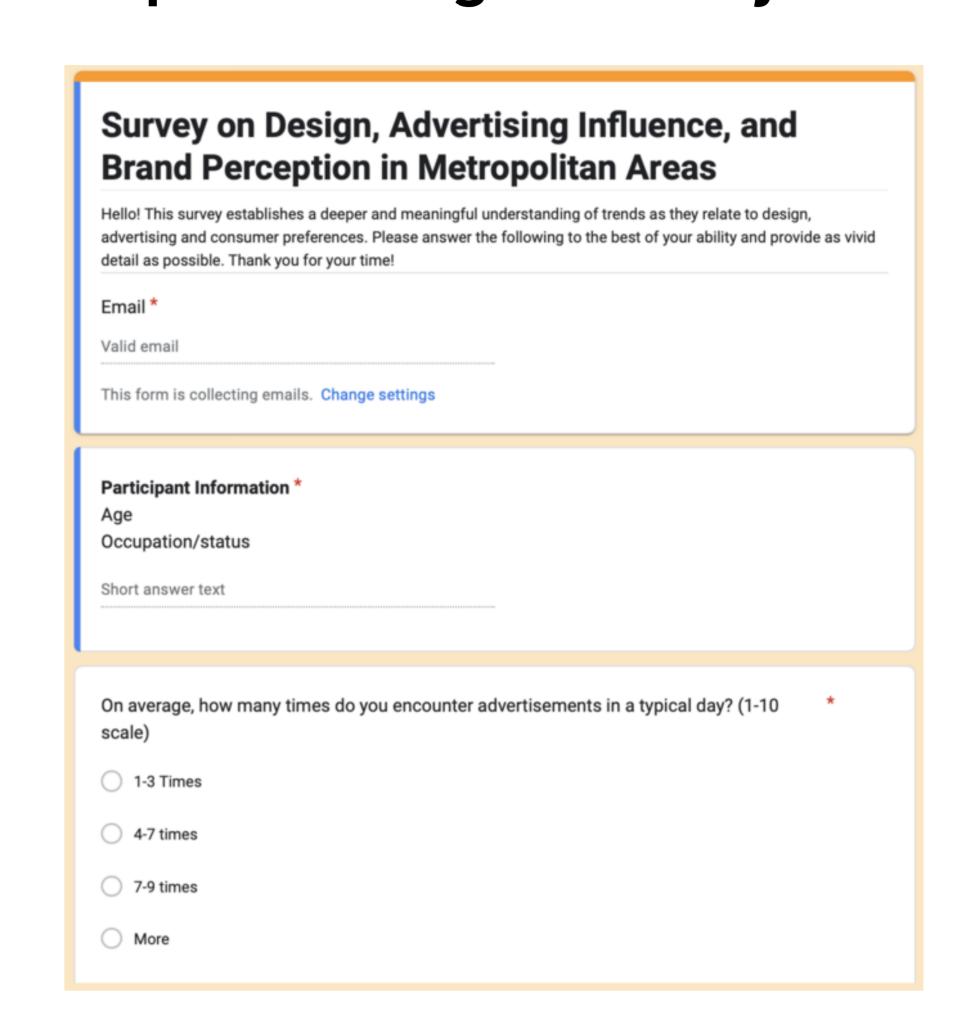
Important Research Considerations



- 1. Why Explain why you are administering the survey.
- 2. **Time** Clearly state how long the survey will take to complete.
- 3. **Privacy** Present who will have access to the survey data; if the survey data will remain anonymous; and whether the respondents' privacy will be protected.
- 4. Incentives If offered, clearly describe incentives. Offering incentives may increase response rates.

Survey Link: https://forms.gle/Qd5rRyNBXQwRDZAP6

Takeaways

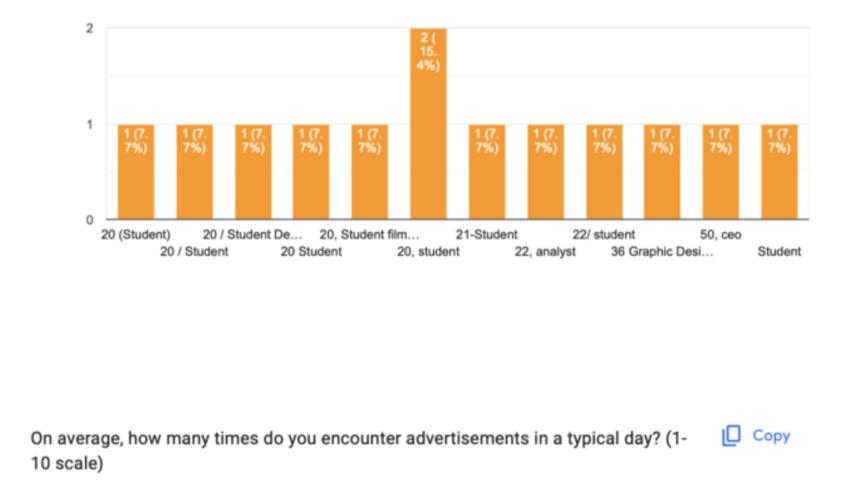


Findings Which types of media do you find most impactful for advertising? (Rank from 1 to 5, with 1 being the most impactful) Conducted week of: 03/ Results: https://docs.google.com/spreadsheets/d/ YPvwntjW1BmQEquj7PGs3DVxv2mmgOowOKlyXMUHQ4/ 12/2024. 13 participants Do you believe certain design elements can influence your purchasing decisions? If yes, please What design elements in advertisements capture your attention the most? (Select Participant Information all that apply) Yes, I'm a lot more likely to buy the product if the vibe the advertising creates appeals to my taste (colors Occupation/status -5 (38.5%) think a minimalistic design and approach makes me feel as though the marketers are not trying to

Intriguing typography

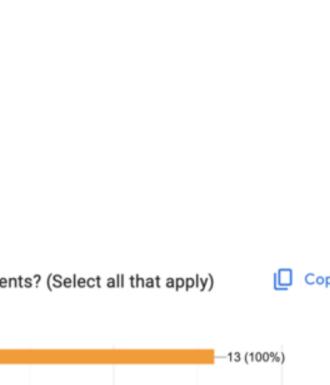
Fast and straight to the point

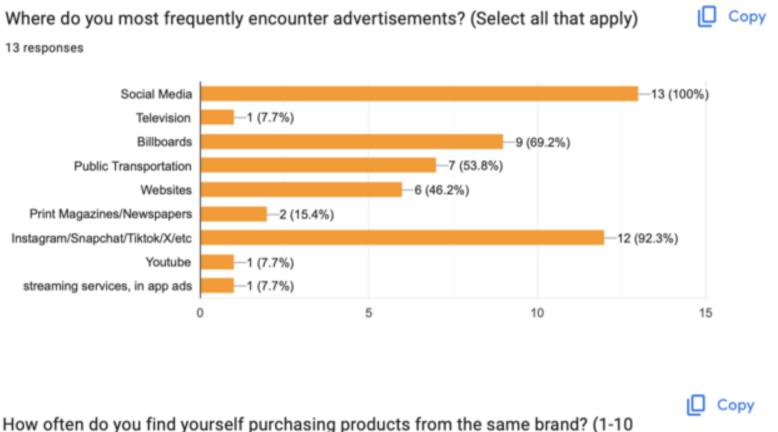
capturing your interest?

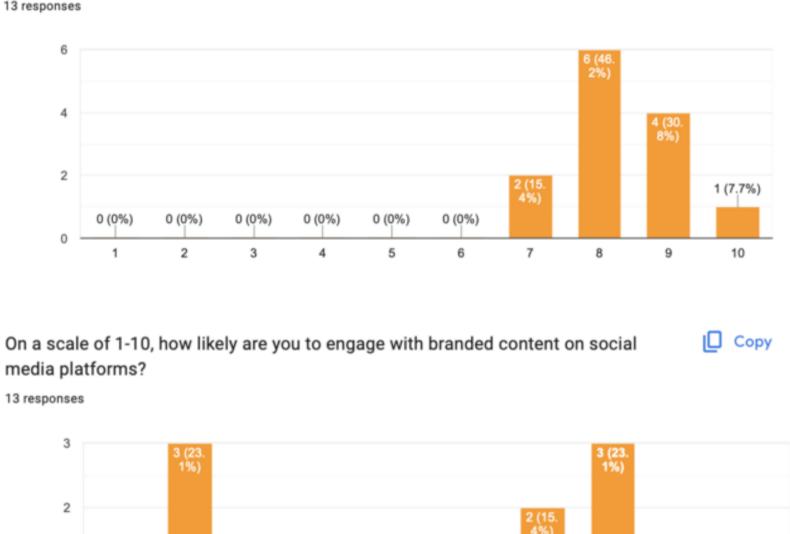


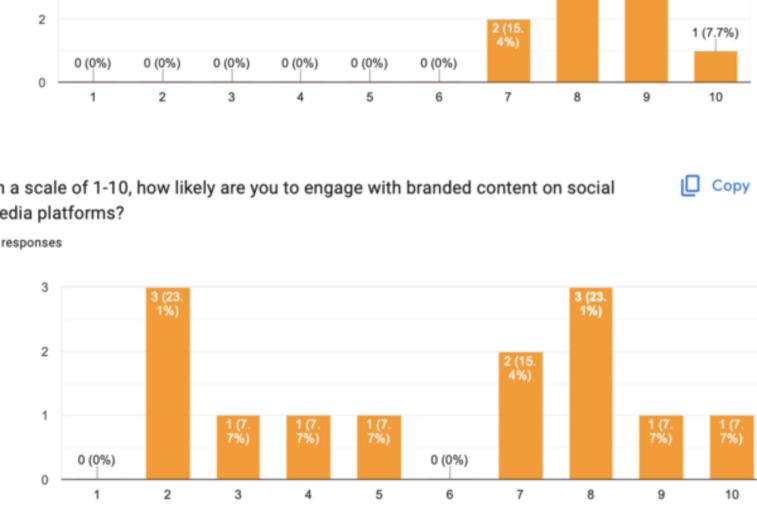


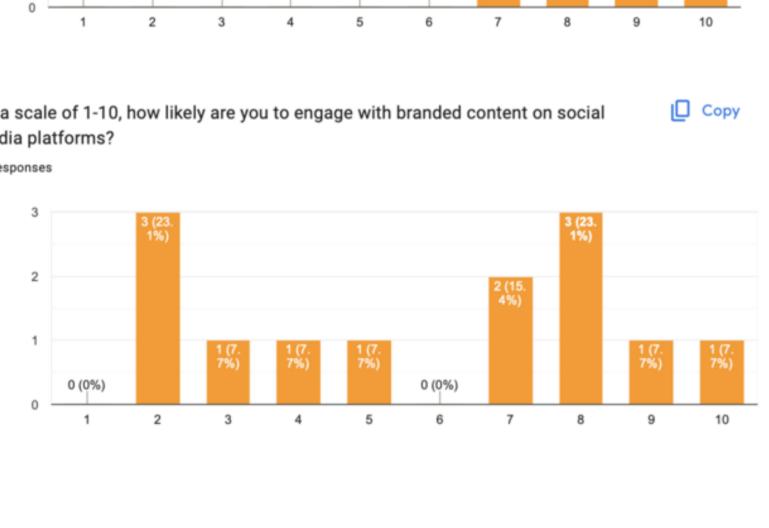






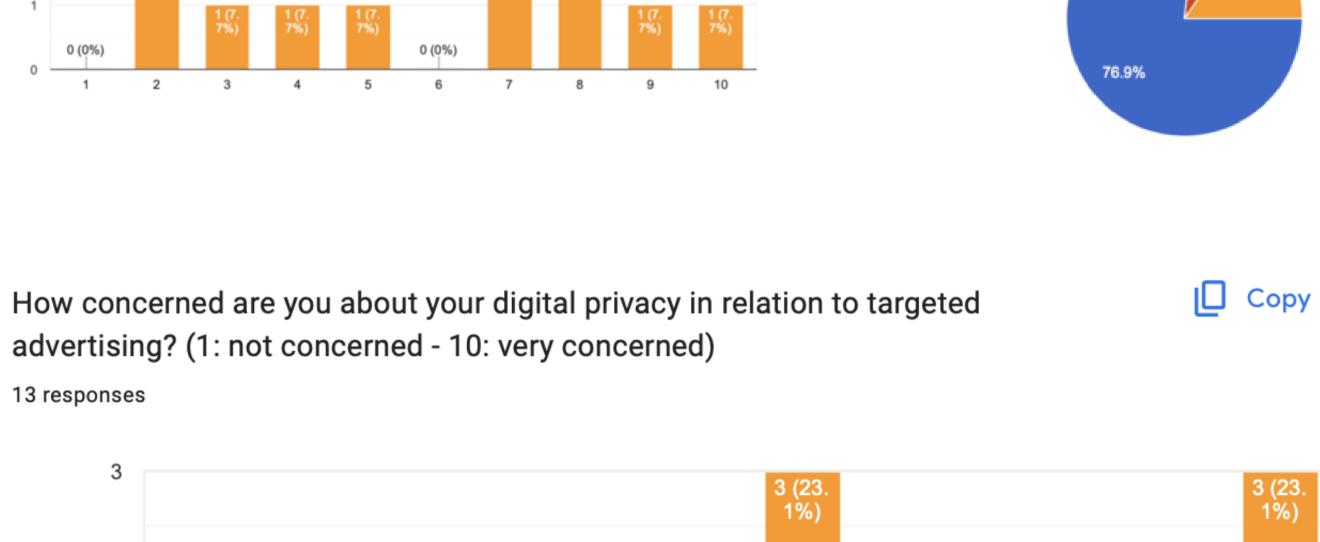


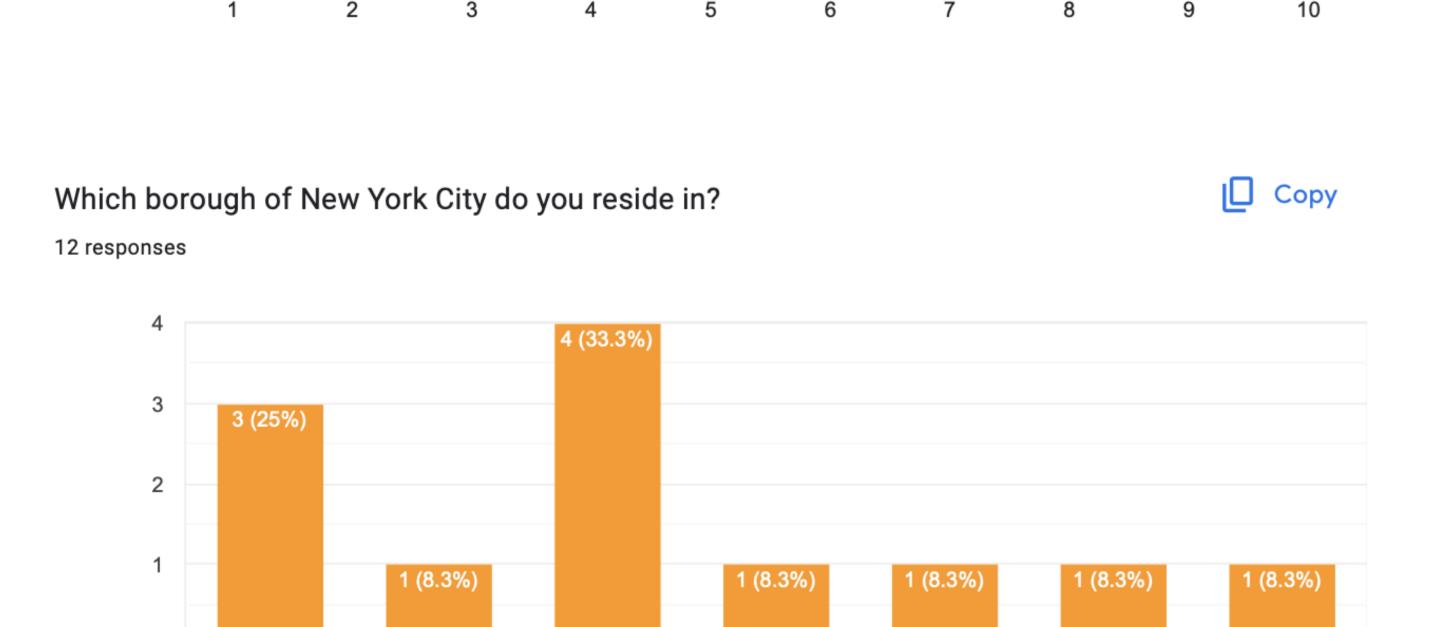




Brooklyn

Fenway J

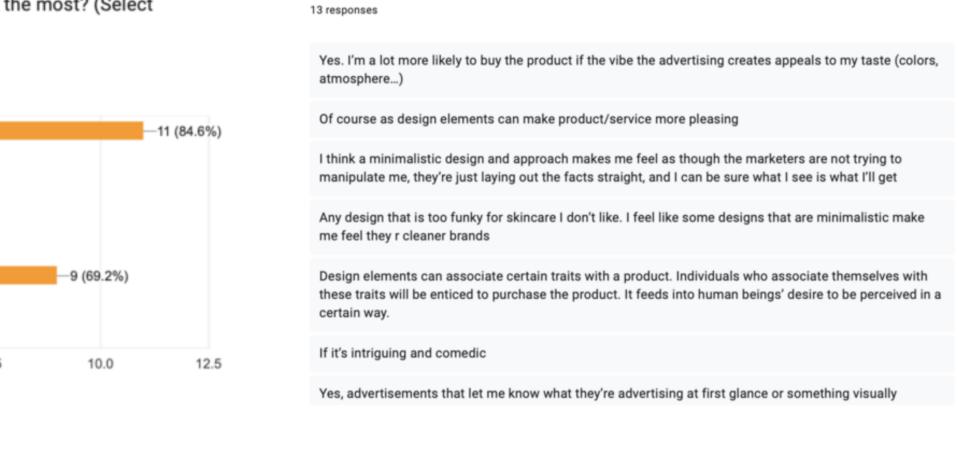




Is there anything else you'd like to share about your experiences with advertising and design?

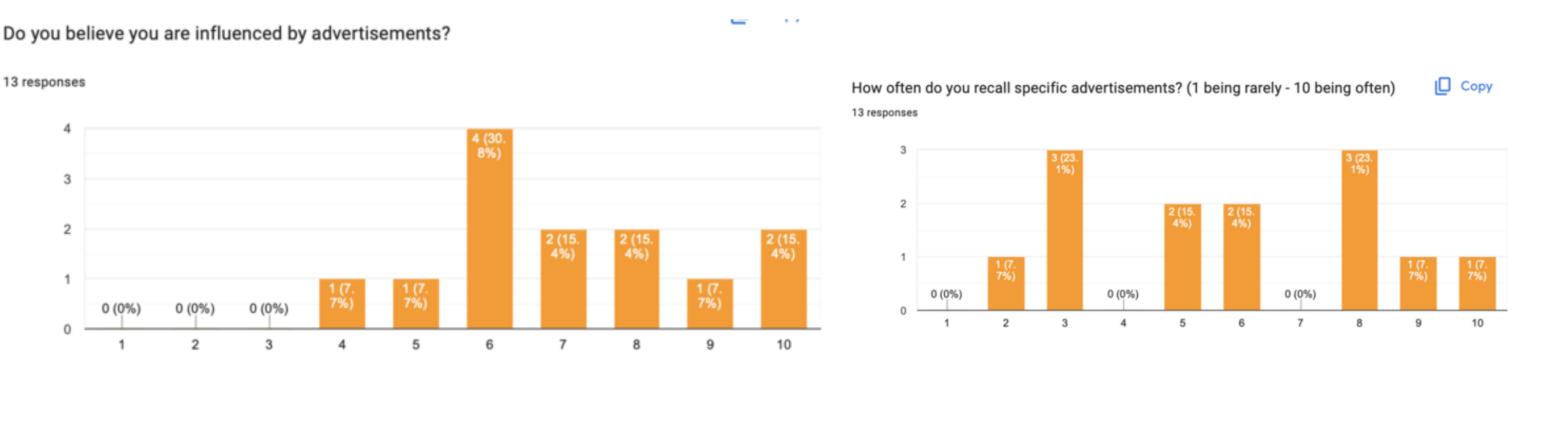
Not a New York resident.

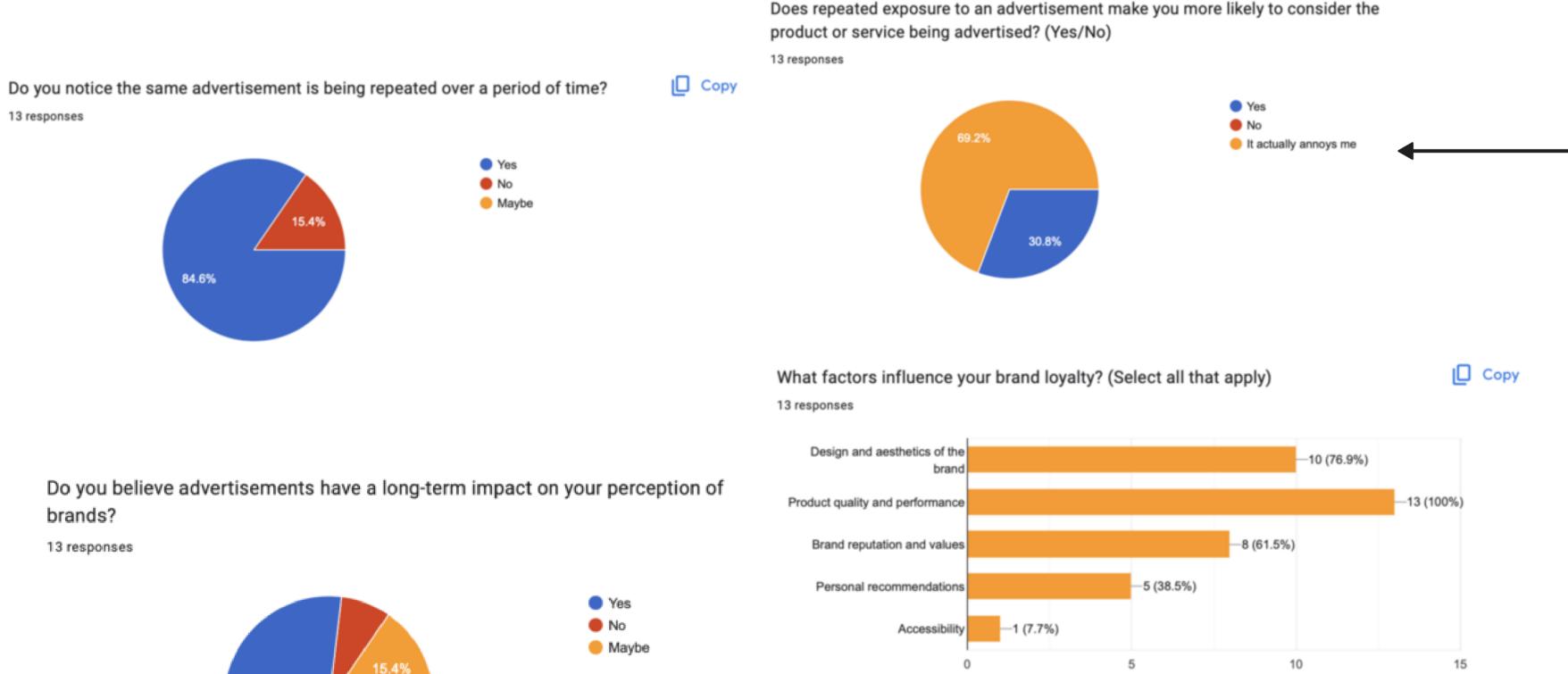
No	
no	
I really enjoy intriguing ads that aren't repetitive or come with a catchy aspect like a song	
Advertising for public causes and calls to action are more welcomed by me than advertising for c products	onsumer
I think advertisement in the traditional sense is dying. It's all about influencers and what they're put through their social media content.	ıshing
No	

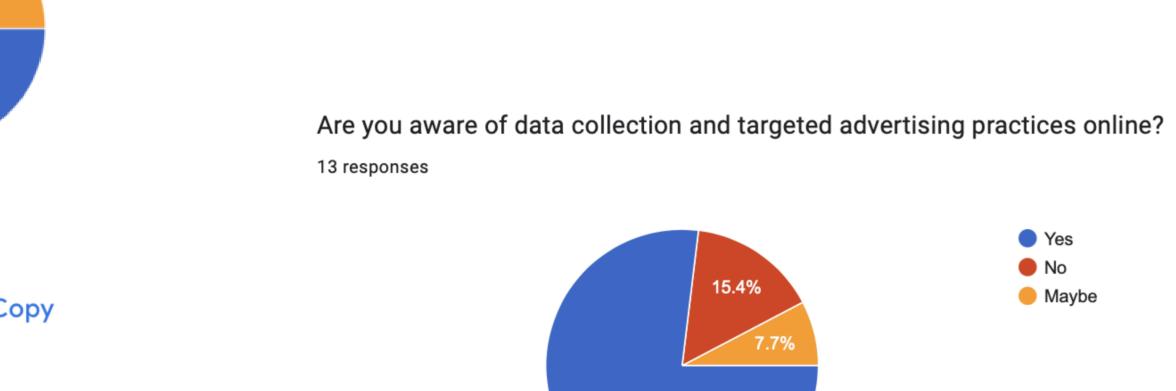


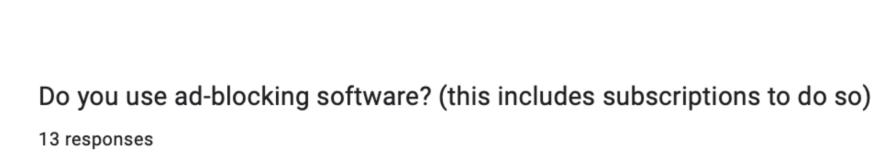
Do you think there's a subliminal effect to advertising? Please elaborate:

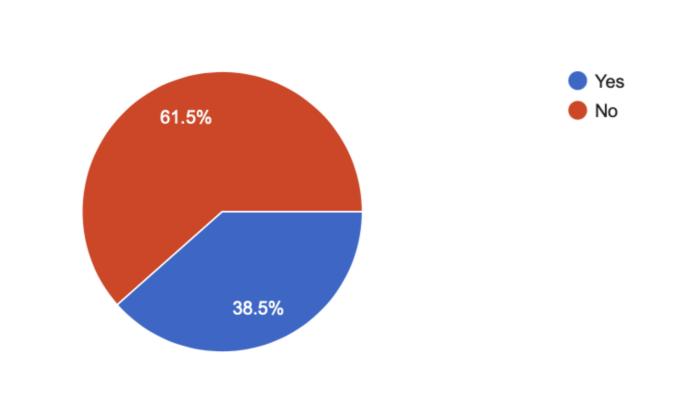


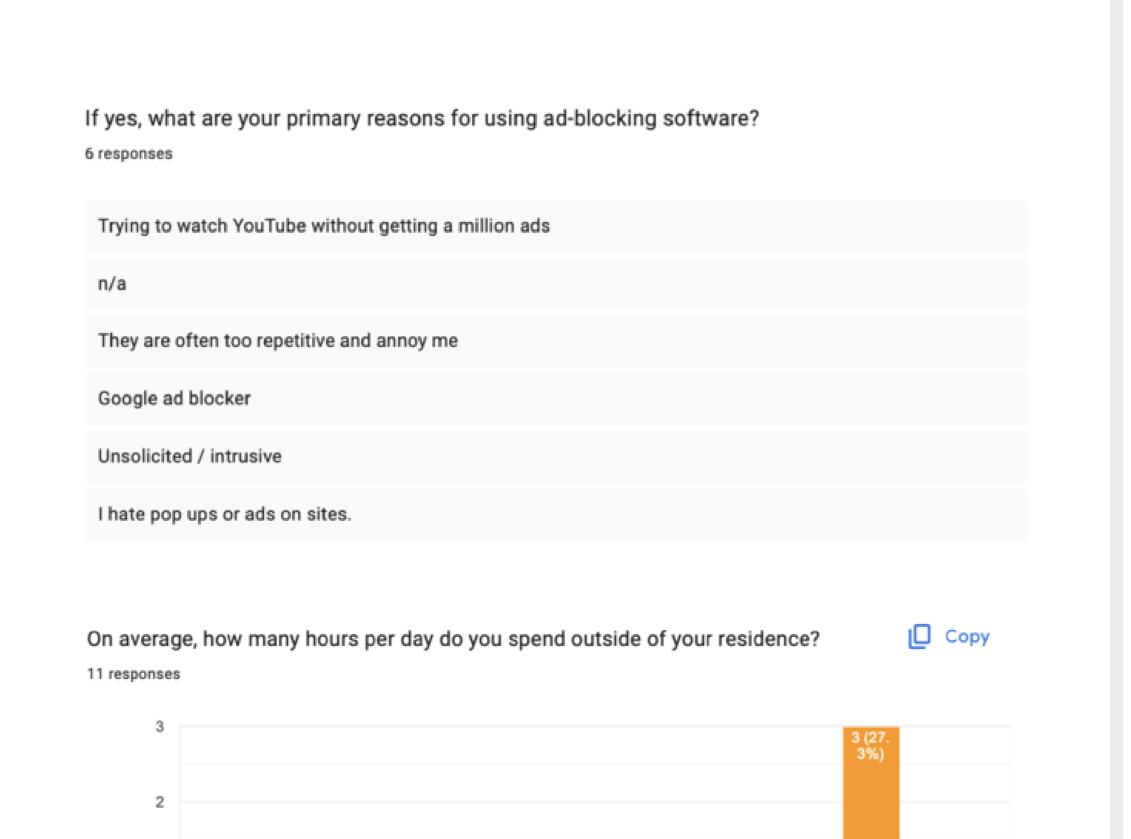












The initial results show that most participants are faced with an influx of advertising on a daily basis, seeing more than (at least) 7 a day. The output of this advertising is spread across a variety of media outlets, primarily PT, social media and billboards. Despite this, all modes of advertising showed prevalent in daily life.

Half of the sample group believe that they cannot recall advertisements,

while the other

half can.

Surprisingly, most participants

find social media advertising

to show little to no impact on

be impossible quite frankly,

explore, especially when

influence of advertising.

brand impression. I find this to

and it is an interesting point to

considering the subconscious

Another surprising fact is that most participants believe they are not influenced by advertising, this applies to slightly over 55% of the sample group. This feeds into their responses on the subliminal affects of advertising. The ones who are aware of the subliminal affects display so clearly.

"Yes of course. In many ways certain subconscious biases, desires, motives and emotions are triggered by advertisements. These triggers drive our decision to explore further, but we would might just believe we like the product we see and it fulfills a need for that product, whereas it could be something deeper than that."

The results on branded content engagement are quite interesting, as the engagement varies 50/50. This makes it quite hard to determine the general engagement levels with advertising, it comes down to the product, design elements implemented, etc.

84% of the sample group see advertisements more than once. In all following responses, it has been made clear that doing so makes participants draw back from a product/company. 70% are actually annoyed when seeing recurring ads. Companies are perceived as "trying to hard" to please people.

"Well yes, that's practically the main definition of good advertising; to subliminally engage the audience. An advertisement should leave an imprint on the audience whether they're conscious of it or not, I.e subliminally."

> "Yes, in my opinion the design is what makes or breaks the advertisement. If an ad is well-designed it would personally attract my attention more. Design elements like typography and choice of color have a huge influence on the consumer's behavior."

"I think a minimalistic "Any design that is too design and approach funky for skincare I makes me feel as though don't like. I feel like the marketers are not some designs that are trying to manipulate me, they're just laying out the minimalistic make me facts straight, and I can feel they r cleaner be sure what I see is brands" what I'll get"