

V Appendices

Appendix 1: Discussion guides for each stage

Appendix 1a: Stage 1 discussion guide

ASA Superimposed text in broadcast adverts Stage 1

Discussion Guide

Depths and paired depths – 90 minutes

Note: This Guide indicates the areas to be explored in the discussion, the likely order in which topics will be covered and the kinds of questions and techniques which may be used. There will be some flexibility of discussion, however, to account for each individual being interviewed and the session type.

Not all respondents will respond to the same level of language or explanation. While the questions below details how we intend to cover topics in our own 'language', efforts will be made to meet the communication needs of the individuals interviewed.

Timings on the guide are approximate and give an indication of where the emphasis in the conversation will be.

Objectives

a) How viewers use supers in ads (claimed use and actual use)

- Whether viewers notice supers
- Whether they are interested in reading them
- Whether this varies for different types of adverts (and if so, which / how)
- Whether they then try to read (and how this varied between adverts)
- If / how the above varies between different types of viewer – e.g. age / demographics / attitudes towards advertising
- If / how this varies depending on home TV setup (e.g. size of screen, distance from TV)
- Whether their claimed use differs from their actual use and if so, how, and under what circumstances

b) Legibility of supers

- How legible supers are in a 'real life' setting
 - Whether they can be read
 - If / how this varies between adverts
 - Which factors are key in determining whether the supers in an ad are legible or illegible
 - How this might vary by type of viewer, demographics or tv setup

- Whether differences exist between viewers' self-reported ability to read supers and monitored ability
- What changes may be needed to improve legibility – for example:
 - Font and spacing/compressing text
 - Colour
 - Background / anti-aliasing
 - Duration of hold
 - Number of characters per line / line length / text blocks
 - Complexity of the information
 - Content of the ad – other text on the screen, changing backgrounds, music

c) Comprehension of supers

- How confident participants are that they understand the information included in the supers
- Whether participants are able to demonstrate their understanding of the information in ads
- If, how and why this varies (e.g. amount of text, duration text is displayed for, number of points in text)
- If/how this varies by type of viewer, demographics or tv setup

Materials:

- Advertising examples
- Moderators to have laptops / tablets with TV ads downloaded to devices (adverts included as both individual adverts, and 3 'blocks' of adverts, lasting around 2 mins 30s per block)
- HDMI-HDMI cable
- DVD with adverts on as backup
- USB stick with adverts as additional backup (new)
- Moderator crib sheet
- Print-outs of the super-imposed text (screen-shots from advert)
- Camera (mobile phone camera fine)

Timing summary:

- Introductions & set-up (10 mins)
- General understanding of all aspects of adverts (35 mins)
- General discussion of advertising and how respondents consume different types of adverts (10 mins)
- Discussion of supers and viewer perceptions (30 mins)
- Summing up (5 mins)

1. Introduction & tv set-up (10 minutes)

Moderator:

- *Introduce self, explain the process of market research to respondents (member of MRS, confidentiality and independence, how their data is stored and used and that audio files are destroyed after the end of the project) and the format of the discussion*
- *Ensure they understand that they can withdraw at any time, including after the interview, and that they can do this by contacting Define or Field Solutions by email*
- *Explain that we are going to be watching a range of TV adverts and asking for their feedback on them. (Do not mention 'super-imposed text' or anything about 'small print')*

Moderator: Check TV set-up (see separate document):

- Brief background details of respondents: First name, family details, working status, key interests, what type of TV they have, what size the TV is, how long they've had it etc.
- Ask permission to take photo of their set-up – ensure sofa and TV are both in shot

2. General understanding of adverts (20 minutes)

Purpose: To briefly assess their general, spontaneous take-out and understanding of all aspects of an advert from a set of adverts.

[Note type of TV set up as this may make a difference regarding responses and usage of supers.]

Moderators – note change here – only ONE block of ads being shown in this section. First as a block, then separately.

Moderator: Explain that we would like them to watch some adverts as if they were being shown on TV now

Show all adverts as a block. Rotate first block shown across sessions, ensuring each block is shown first an approximately equal number of times

Moderator: If respondents start 'critiquing' the adverts, try to move conversation on as quickly as possible – this is about what they notice and remember, not their personal opinions of adverts.

Do not mention 'super-imposed text' or anything about 'small print' but listen out for and note any spontaneous mentions

- What can you tell me about the set of adverts you've just seen? *Allow spontaneous responses then probe, for each advert they discuss*
 - What was the advert about / what was it advertising?
 - Did any specific details stand out? What were these? Why did they stand out?
 - If this advert was on the TV, would you watch it? Why / why not?
 - On a scale of 1-10, how interesting is this advert to you? Why?
 - If you saw this advert, what would you do next?

Note any point at which they spontaneously mention the Super in any way and what they said/noted about it, but do not probe further at this point

Moderator: Show each advert individually and ask these questions after each – move quickly through these if they have nothing more to add. Again, do not mention Supers unless they raise them

- What can you tell me about this advert? *Allow spontaneous responses then probe, for each advert*
 - What was the advert about / what was it advertising?
 - Did any specific details stand out? What were these? Why did they stand out?
 - If this advert was on the TV, would you watch it? Why / why not?
 - On a scale of 1-10, how interesting is this advert to you? Why?
 - If you saw this advert, what would you do next?

Note any point at which they spontaneously mention the Super in any way and what they said/noted about it, but do not probe further at this point

DO NOT SHOW SECOND OR THIRD BLOCKS

3. General discussion of advertising and how respondents consume different types of adverts (10 minutes)

Purpose: To discover whether supers are seen as more or less important in different types of advertising and in general attitudes towards advertising.

- Can you tell me a bit about when and how you watch TV?
 - When do you usually watch TV?
 - How long do you watch for?
 - What are your favourite types of TV programmes?
 - Do you tend to watch TV alone or with someone else?
 - Is it more enjoyable with someone else? If so, why?
 - Do you chat during programs?
- Can you tell me a bit about watching adverts?
 - How do you feel when adverts come on? (*Explore fully, gauge level of interest in adverts*)
 - How often do you watch adverts?
 - Which ones would you be more likely to watch? Why those?
 - Which would you be less likely to watch? Why those?
 - Are there some that you always ignore? Why those?

- Do you pay attention to some more than others? If so, why? If not, why not?
- (Ask those who watch TV with someone else) Do you have conversations during the ad breaks about the adverts?
 - If yes – what kind of things make you discuss an advert?
 - Which adverts?
 - Why those?
 - What kind of conversations do you have?
- Do some adverts convey more important or useful information than others?
 - If so, what kind of adverts?
 - Why are they more important?
- What's the most important or useful information in adverts? Why do you say that?

4. Discussion of supers and viewer perceptions (45 minutes)

Purpose: to discover viewer perceptions about their own behaviours and if/how these vary from their actual observed behaviour thus far.

[Note whether their claimed use differs from their actual use and if so, how, and under what circumstances.]

Moderator: Explain – The next section is about the small text that appears at the bottom of the screen in some TV adverts. We don't mean text that might appear as part of the main advert, just the 'small print'.

- What do you call this kind of text? *[Use respondent terminology for remainder of discussion]*
- Why do you think advertisers use [super-imposed] text?
- Do you tend to notice [super-imposed text] in TV adverts?
- How often, if at all, do you tend to pay attention to this text? *(Note if response differs from observed behaviour thus far – e.g. if they claim to notice supers but have not previously mentioned them when adverts were shown)*
 - Does this vary between different types of adverts?
 - For which advert(s) are you more likely to pay attention to the super-imposed text? Why?
 - For which adverts are you less likely to pay attention to the super-imposed text? Why?
- Do you usually understand what the text says?
 - Does this vary between adverts?
 - When / why?
 - What makes it vary? *(Listen for comments on legibility, duration, amount of text etc)*
- What kind of things does this type of text usually tell you? *[Explore fully]*
 - Does it convey useful information?
- Would you expect to see super-imposed text on some advert types more than others?
 - Which ones? Why those? Why are they more important?
 - Which are less important? Why?

Show each advert one by one and ask these questions after each.

[Note how this varies by type of viewer, demographics or TV setup.]

Moderator: Note for each advert whether any mention had previously been made of the super-imposed text (when ads were shown previously)

Before advert: While we're playing the advert, can you pay attention to whether or not you are able to read the text?

After ad has played:

- How easy was it to read the text?
- Why do you say that? (Allow spontaneous responses then probe around: Amount of time on screen (duration), size of text, style of text, backgrounds, colours etc)
 - Does this vary because of the;
 - Amount of text?
 - Duration text is displayed for?
 - Number of points in the text?
 - Appearance of the text? (*If so – what do they mean by this? EG size of the letters, spacing of the letters, length of words, colour of the text compared to the background etc?*)
 - Language used? (EG long words, abbreviations)
- What, if anything, would make it easier to read?

Moderator: Show print-out of advert (screen-grab of Super in context of advert)

- How important is this information to this advert? Why do you say that?
- Are you interested in reading this? Why / why not
- Did you notice it when we watched the advert before?
 - Why do you think that is? (*Explore fully; listen for reasons around legibility, duration, amount of text, lack of interest in information, other competing elements in advert etc*)
- What is the [small print] text telling you? (*Explore fully – note what is recalled and what is not recalled. Note any **misunderstandings***)
- Do you understand the information included in the [small print] text?
 - On a scale of 1-10, how confident do you feel that you understand the information? Why do you say that? (*Explore fully, then ask as follows*)

- Is anything confusing about it?
- Thinking about the different types of advert, would you pay attention to the [small print] text in some types of advert more than others?
 - If so, which ones? Why those?
- What would make you more likely to notice the [small print] text?
 - What would make you less likely?
- What makes the text more noticeable for you?
 - What makes it less noticeable?

5. Summing Up (5 minutes)

- What stands out as the most important thing (or things) to think about with regards to [small print] text? Why that?
- What are the most important factors in making this type of text easy to read and understand?
- Which adverts stand out as having the best (easiest to read & understand) [small print] text? Why?
- Which adverts stand out as having the worst (hardest to read/understand) [small print] text? Why?
- Anything else to say about this type of text in TV adverts?
- Do you have any questions about [small print] text that haven't been answered?

Thank respondents for their contributions and close

Appendix 1b: Stage 2 discussion guide

ASA Superimposed text in broadcast adverts Stage 2

Discussion Guide

Depths and paired depths – 60 minutes

Note: *This Guide indicates the areas to be explored in the discussion, the likely order in which topics will be covered and the kinds of questions and techniques which may be used. There will be some flexibility of discussion, however, to account for each individual being interviewed and the session type.*

Not all respondents will respond to the same level of language or explanation. While the questions below details how we intend to cover topics in our own 'language', efforts will be made to meet the communication needs of the individuals interviewed.

Timings on the guide are approximate and give an indication of where the emphasis in the conversation will be.

Objectives

d) Legibility of supers

- How legible supers are in a 'real life' setting
 - Whether they can be read
 - If / how this varies between adverts
 - Which factors are key in determining whether the supers in an ad are legible or illegible
 - How this might vary by type of viewer, demographics or tv setup
- Whether differences exist between viewers' self-reported ability to read supers and monitored ability
- What changes may be needed to improve legibility – for example:
 - Font and spacing/compressing text
 - Colour
 - Background / anti-aliasing
 - Duration of hold
 - Number of characters per line / line length / text blocks
 - Complexity of the information
 - Content of the ad – other text on the screen, changing backgrounds, music

e) Comprehension of supers

- How confident participants are that they understand the information included in the supers
- Whether participants are able to demonstrate their understanding of the information in ads
- If, how and why this varies (e.g. amount of text, duration text is displayed for, number of points in text)
- If/how this varies by type of viewer, demographics or tv setup

Materials:

- Advertising examples
- Moderators to have laptops / tablets with TV ads downloaded to devices (adverts included as both individual adverts, and 3 'blocks' of adverts, lasting around 2 mins 30s per block)
- HDMI-HDMI cable
- USB stick with adverts as additional backup (new)
- Moderator crib sheet
- Print-outs of the super-imposed text (screen-shots from advert)
- Camera (mobile phone camera fine)

Timing summary:

- Introductions & set-up (5 mins)
- Discussion of supers and viewer perceptions (5 mins)
- Showing adverts & ranking exercise (45 mins)
- Summing up (5 mins)

6. Introduction & tv set-up (5 minutes)

Moderator:

- *Introduce self, explain the process of market research to respondents (member of MRS, confidentiality and independence, how their data is stored and used and that audio files are destroyed after the end of the project) and the format of the discussion*
- *Ensure they understand that they can withdraw at any time, including after the interview, and that they can do this by contacting Define or Field Solutions by email*
- *Explain that we are interested in the small text that appears at the bottom of the screen in some TV adverts. We don't mean text that might appear as part of the main advert, just the 'small print'.*
- *We are going to show them a range of TV adverts and asking for their feedback on the small print, particularly whether they could read it, whether they could understand it, and how it could be improved*

Moderator: Check TV set-up

- Brief background details of respondents: First name, family details, working status, key interests, what type of TV they have, what size the TV is, how long they've had it etc.
- Ask permission to take photo of their set-up – ensure sofa and TV are both in shot

7. Discussion of supers and viewer perceptions (5 minutes)

Purpose: to discover viewer perceptions about their own behaviours around Supers (cover quickly as covered in Stage 1)

- What do you call this kind of text? *[Use respondent terminology for remainder of discussion]*
- Why do you think advertisers use [super-imposed text]?
- Do you tend to notice [super-imposed text] in TV adverts?
- How often, if at all, do you tend to pay attention to this text?
 - Does this vary between different types of adverts?
 - For which advert(s) are you more likely to pay attention to the [super-imposed text]? Why?
 - For which adverts are you less likely to pay attention to the [super-imposed text]? Why?
- Do you usually understand what the text says?
 - Does this vary between adverts?
 - When / why?
 - What makes it vary? *(Listen for comments on legibility, duration, amount of text etc)*
- What kind of things does this type of text usually tell you? *[Explore fully]*
 - Does it convey useful information?
- Would you expect to see [super-imposed text] on some advert types more than others?
 - Which ones? Why those? Why are they more important?
 - Which are less important? Why?

8. Showing adverts (45 minutes)

Show each advert one by one and ask these questions after each. Please rotate adverts. If time is running short, ensure adverts targeted to that specific audience have been covered

[Note how this varies by type of viewer, demographics or TV setup.]

Pay particular attention to responses from Online Gambling and Payday Loan respondents when watching these ads:

Payday loans: *Oakbrook Finance, Lending Stream*

Online Gambling: Slot Mob, Paddy Power

Please ensure that one advert with good Supers (CB12 Mouthwash or Philips One Blade) is shown in the first 3 ads – this will give respondents a benchmark for what a Super that is easy to read and understand should be like

Before advert: While we're playing the advert, can you pay attention to whether or not you are able to read the text?

Legibility

- How easy was it to read the text?
- Why do you say that? (Allow spontaneous responses then probe around: Amount of time on screen (duration), size of text, style of text, number of different points the text is making, backgrounds, colours etc)
 - Does this vary because of the:
 - Amount of text?
 - Number of different points the text is making?
 - Appearance of the text? (*If so – what do they mean by this? EG size of the letters, spacing of the letters, length of words, colour of the text compared to the background etc?*)
 - Language used? (EG long words, abbreviations)
 - (If not covered) Was the text on screen for long enough?
- What, if anything, would make it easier to read?
- When thinking about how easy the ad is to read, what score would you give it out of 10?

Moderator – note score for ranking exercise

Show print-out of advert or pause advert on screen with Super

Comprehension

- What is the [super-imposed text] telling you? (*Explore fully – note any misunderstandings*)
- Do you understand the information included in the [super-imposed text]?
 - How easy or difficult is it for you to understand the information?
 - Is anything confusing about it?
 - Do you think others would agree?

Repeat above for all ads

RANKING EXERCISE

Note to moderator: this ranking exercise is to tease out which factors have the greatest impact on *legibility* (not comprehension)

Arrange ads into three piles based on the scores they were given during 'legibility' section – best, medium, and worst

Moderator, explain: We're now going to arrange the ads from best to worst, starting with the best – those that are easiest to read. These ('best') pile were the ones you gave the highest scores to. Can you put these into order and explain briefly why you've ordered them that way?

Repeat for each pile, until you have a single 'best to worst' pile.

9. Summing Up (5 minutes)

- What stands out as the most important thing (or things) to think about with regards to [small print] text? Why that?
- What are the most important factors in making this type of text easy to read?
- What are the most important factors in making this type of text easy to understand?
- Anything else to say about this type of text in TV adverts?
- Do you have any questions about [small print] text that haven't been answered?

Thank respondents for their contributions and close

Appendix 2: Full sample criteria

Stage 1

No of respondents: 58 (60 intended but one pair dropped out)

Quota		Depth interviews	Pairs
Life-stage	Pre-family	5	4
	Family	5	5
	Empty nester	5	5
	Retired	5	5
Sex	Male	10	9
	Female	10	10
SEG	BC1	10	10
	C2DE	10	9
Location	England – South East	3-4	3
	England – North	3-4	3
	England – Midlands	3-4	3
	Wales	3	3
	Northern Ireland	4	5
	Scotland	3	2
Number of sessions		20	19

Stage 2

No of respondents: 80

Quota		Depth interviews	Pairs (lead respondent to fit criteria)
Life-stage / boosted sample	Pre-family	3	3
	Family	5	5
	Empty nester	5	5
	Retired (to include some age 75+)	7	10
	Any lifestage: Has taken out at least one payday loan	3	2
	Any lifestage: Has tried online gambling* 3+ times and spent at least £50 in total	3	2
Sex	Male	13	13
	Female	13	14
SEG	BC1	10	11
	C2DE	16	16
Location	England – York	3	3
	England – Nottingham	3	3

	England – Brighton	3	3
	England – Birmingham area	3	3
	England – London	3	4
	Wales – Cardiff	3	4
	Scotland – Edinburgh	3	3
	Northern Ireland – Belfast	5	4
Number of sessions		26	27

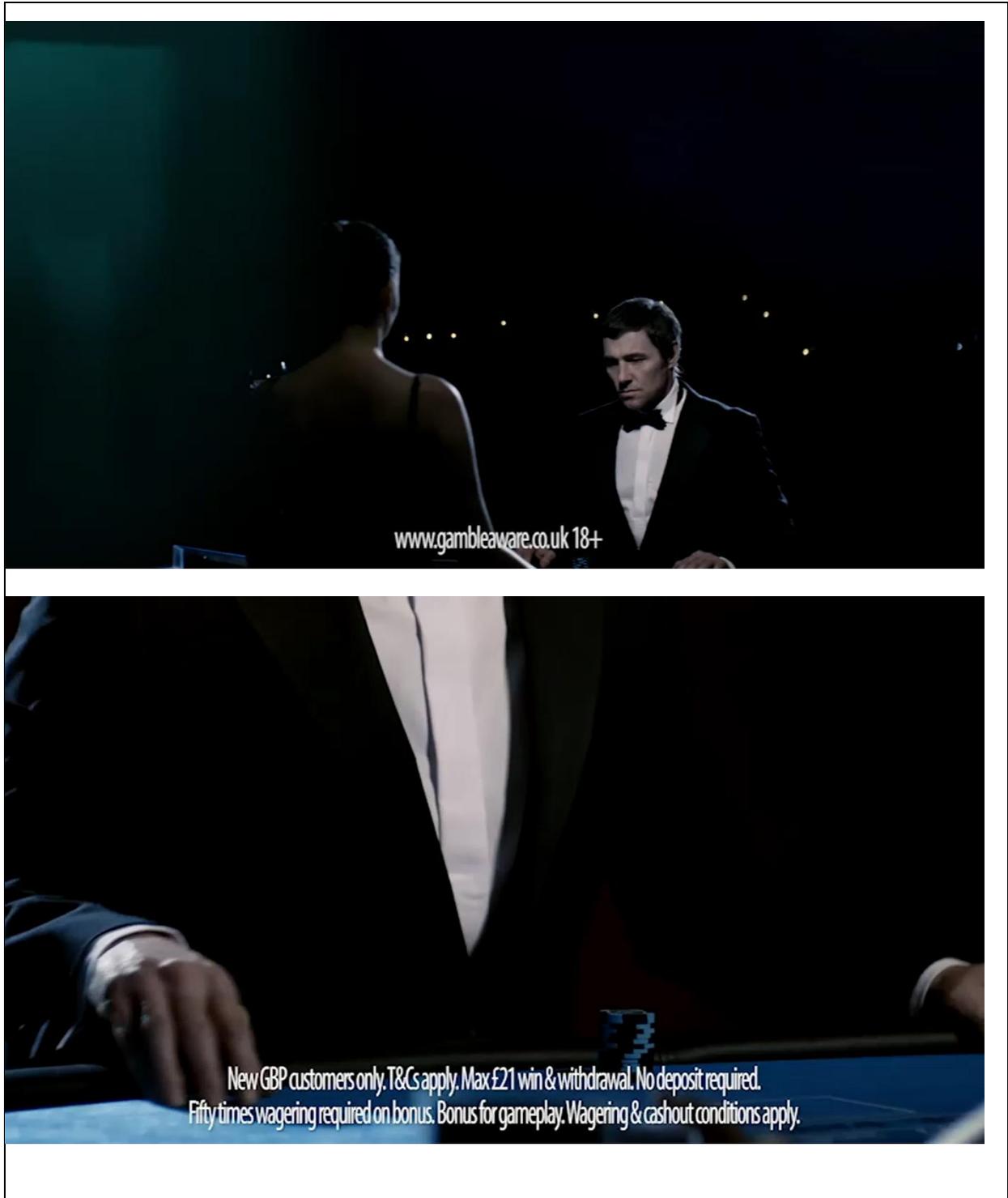
Additional criteria:

Across all respondents:

- All to watch TV in their own homes & watch adverts
 - None to say they ‘never watch adverts on TV’
- A good spread of reading abilities (self-assessed at screening) but all to be able to read English to basic standard
- To include minimum quotas of those with poor eyesight, e.g. spectacles / contact lens wearers **we suggest min 30% per life-stage and more can fall out naturally**
- Hearing ability to occur naturally across sample
- A good spread of age across the different life stages with inclusion of 75+ in retired audience
- A range of types and sizes of TV
- **All to have either a TV with HDMI input or a working DVD player connected to their TV**
 - All to know how to work their TV & DVD player if applicable – e.g. how to switch between different inputs (e.g. know how to switch between watching TV and watching a DVD on the DVD player)
- BAME representation to occur naturally according to area
- All respondents (esp. retired) must be fully able to give informed consent to take part in interview

Appendix 3: List of adverts shown in each stage

1. Advert: 21.co.uk Casino



- This advert was shown during Stage 1 of the research.
- It includes two sets of white-coloured supers displayed against a moving background (i.e. the main advert itself).
- Respondents mostly found these supers difficult to read. The duration for which the supers were on screen was seen by some as inadequate, and several also noted that the text appeared 'squashed' together.
- Comprehension was impacted negatively by the use of acronyms (e.g. "GBP") and gambling jargon (e.g. "fifty times wagering required on bonus").

2. Advert: Age Partnership



www.agepartnership.co.uk | Freephone 08080 555 888

Fee of 1.95% (minimum £1,395), only payable on completion. Equity released, plus accrued interest to be repaid upon death, or moving into long-term care.



www.agepartnership.co.uk | Freephone 08080 555 888

You only continue to own your home with a lifetime mortgage secured against your property.

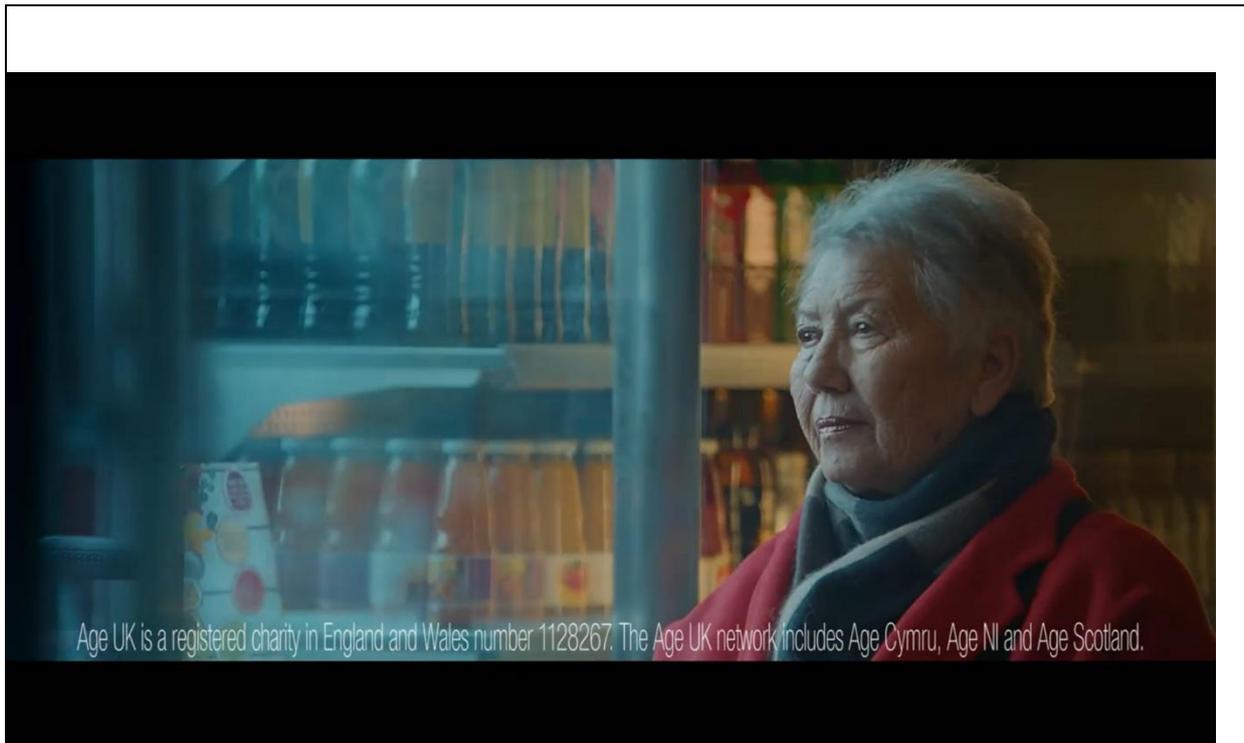


www.agepartnership.co.uk | Freephone 08080 555 888

Equity release requires paying off any existing mortgage. Equity release will impact the size of your estate and entitlement to means tested benefits.

- This advert was shown during Stage 2 of the research.
- The advert features three sets of blue-coloured supers shown consecutively against a stationary, block white background.
- Respondents tended to find these supers difficult to read, although not completely illegible. Most found there was too much information to read in the relatively short durations for which each set of supers were displayed, and some also commented on the 'squashed' appearance of the text.
- Comprehension was impacted mainly by the financial jargon used in the supers (e.g. "accrued interest" and "equity release"), which generated some confusion among certain respondents.

3. Advert: Age UK



- This advert was shown during Stage 2 of the research.
- It features one set of white-coloured supers set against a moving background (i.e. the main advert itself).
- Overall, respondents found the supers in this advert difficult to read. The principal factor affecting legibility, according to the majority of respondents, was the short duration for which the supers were on screen.
- Regarding comprehension, the vast majority of respondents found the information contained in the supers to be understandable, with no major confusion expressed over any points.

4. Advert: Aldi UK

Big 4 Supermarkets
Birds Eye!
£2.50
10 pack

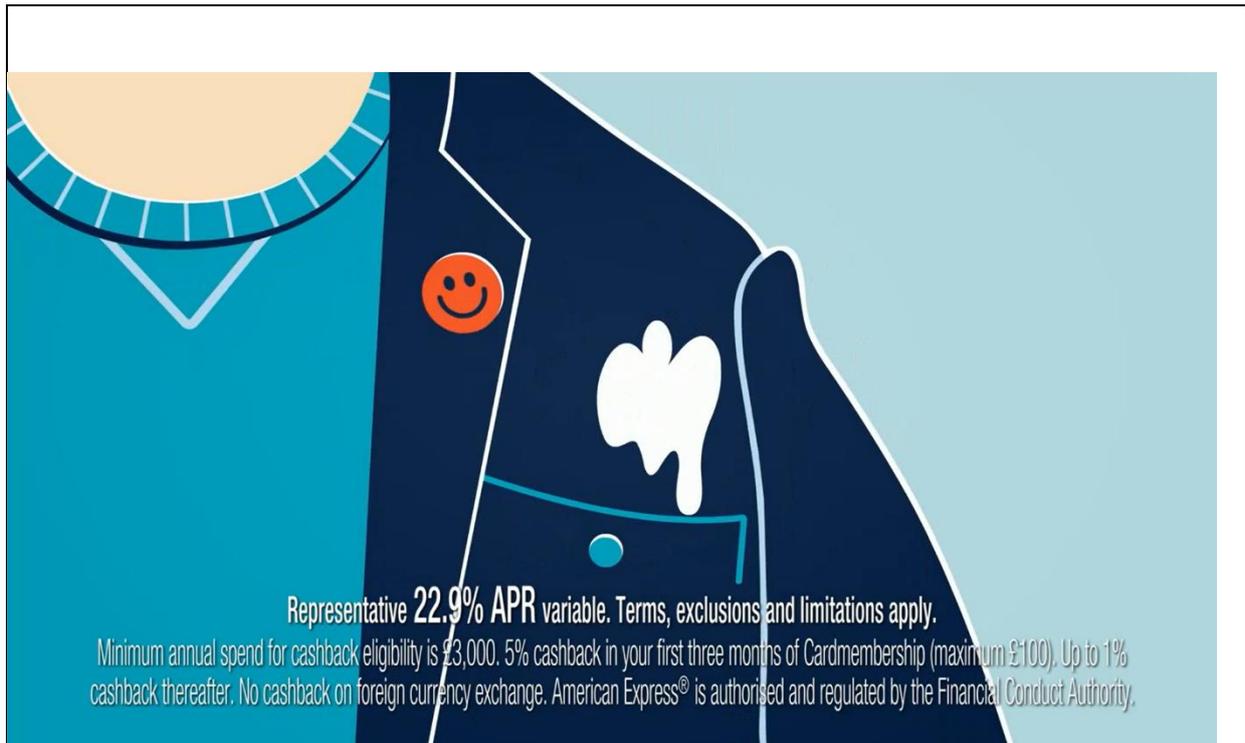
Exclusive Aldi Brand
Northern Catch.
£1.39
10 pack

I like these fish fingers.

†Comparison of products shown only. Other supermarkets may sell 'own brand' products at different prices. Lowest competitor price used and checked on tesco.com, sainsburys.com, asda.com and morrisons.com on 08/05/18. Details at www.aldi.co.uk/tv

- This advert was shown during Stage 2 of the research.
- The advert features one set of white-coloured supers displayed against a shifting background (i.e. the main advert itself).
- Where legibility is concerned, the supers in this advert received mixed responses from respondents. Those that found them difficult to read cited the weak colour contrast between the white-coloured text and light-coloured background, the 'thin'/'squashed' appearance of the text, and – chiefly - the other distracting elements within the advert (i.e. the subtitles).
- The information in the supers was comprehensible for the majority of respondents, although some found the sheer amount of information somewhat difficult to process.

5. Advert: American Express



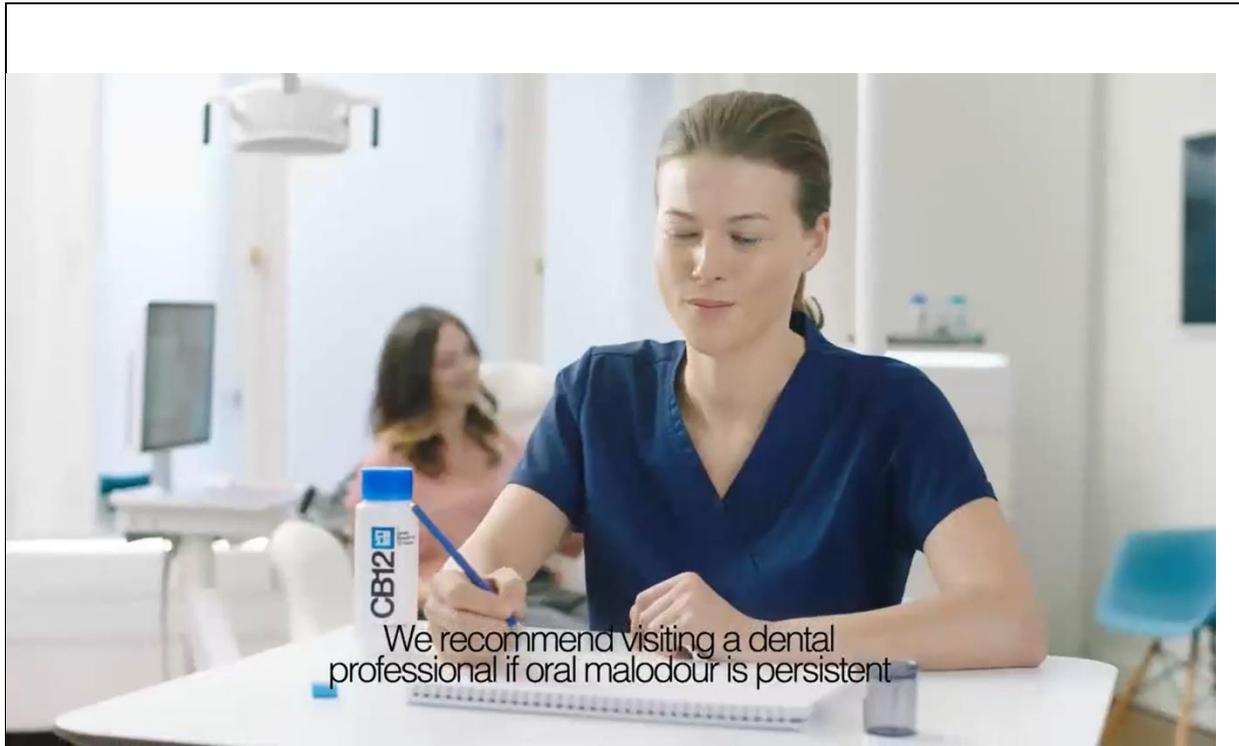
- This advert was shown during Stage 2 of the research.
- It includes one set of white-coloured supers, featuring different font sizes, displayed against a moving background (i.e. the main advert itself).
- Although respondents were split as to the legibility of these supers, most found them somewhat difficult to read. The key factors impacting on legibility were the background movement, which a number of respondents found distracting, as well as the relatively large amount of text.
- Most found the supers comprehensible, although a small minority of respondents had difficulties making sense of some of the financial terms used (e.g. “cashback thereafter”).

6. Advert: British Gas



- This advert was shown during Stage 1 of the research.
- It features two sets of white-coloured supers shown consecutively against a light-coloured background.
- The supers were generally perceived as being very difficult to read, largely due to the small size of the text and weak contrast between the white text and light background.
- Around comprehension, respondents gave mixed responses: some found the information easy to understand, while others found the language used in the supers somewhat confusing.

7. Advert: CB12



✓ Clinically proven
✓ Significantly reduces bad breath
For up to 12 hours

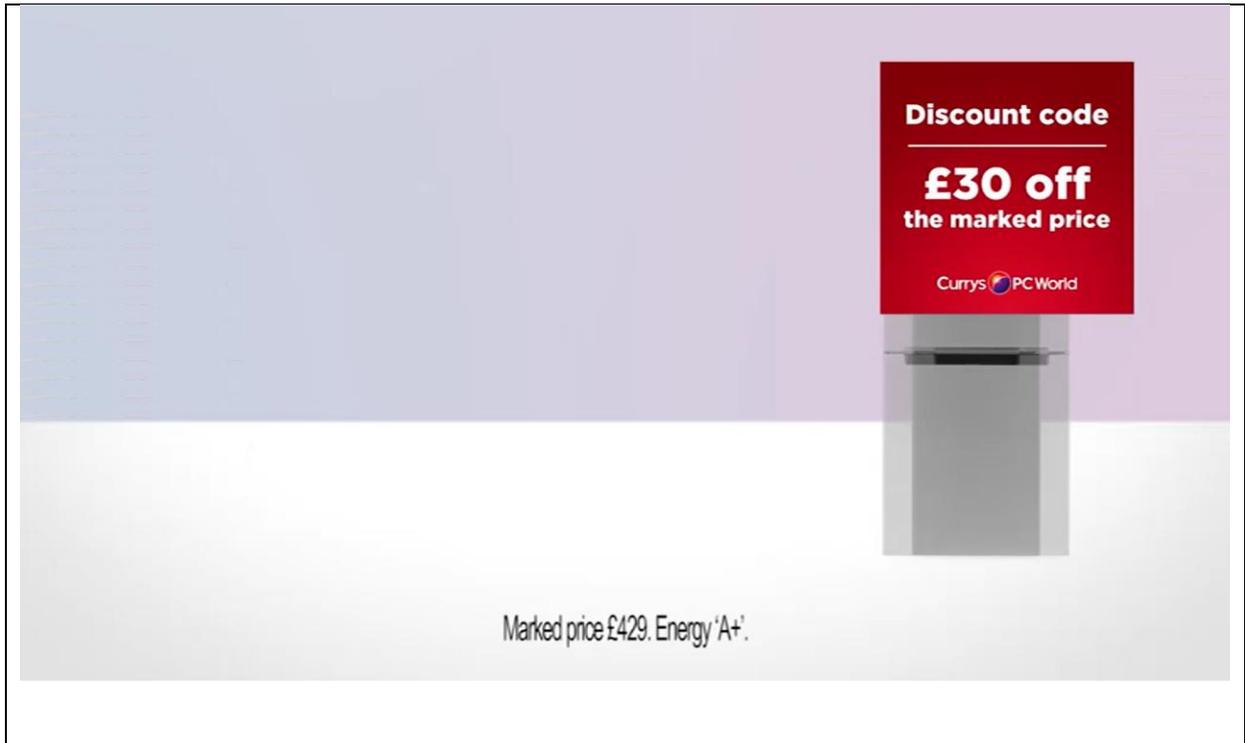
Now half price at £5.50, was £11. Whitening variant Now £6.50, was £13. Available at most Boots stores and online. Subject to availability, 250ml only. Offer ends 31st July 2018.

- This advert was shown during Stage 2 of the research.
- The advert features two sets of supers – the first set coloured black and the second coloured blue – shown against a moving background (i.e. the main advert itself).
- Respondents generally found these supers either easy or very easy to read. Particularly helpful with regard to legibility, according to respondents, were the comparatively large font size and strong colour contrast between the black/blue text and light-coloured background.
- No comprehension issues emerged around these supers: respondents found the information to be straightforward and understandable.

8. Advert: Curry's

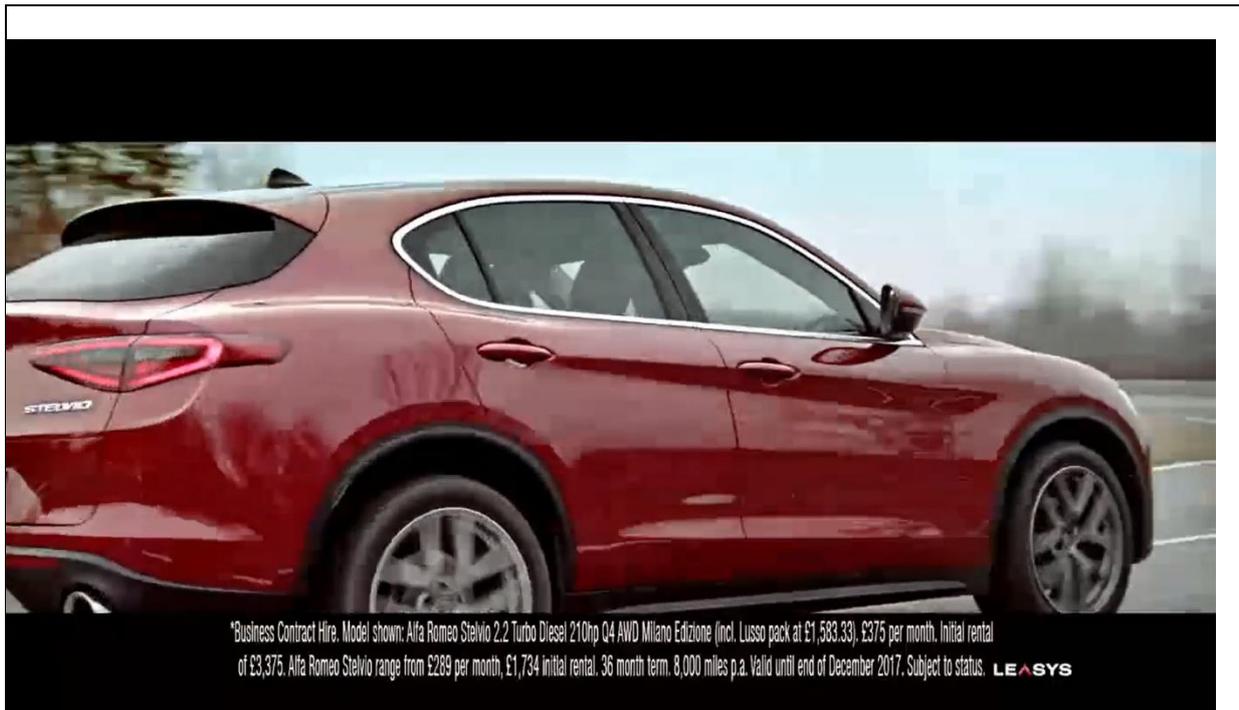
The advertisement is divided into two horizontal panels. The top panel features a white Bosch front-loading washing machine on the left. To its right is a red rectangular callout box containing the text: 'Bosch', '£349', 'Save a total of £150', and the 'Currys PC World' logo. Below the machine, a line of text reads: '£399 before cashback. Was £499 from 13/06 - 03/07. To claim visit boschtreats.co.uk/summer18. Offer ends 17/07. Energy rating 'A+++'

The bottom panel features two Nespresso coffee machines, one black and one white, on the left. To their right is another red rectangular callout box containing the text: 'Nespresso', '£44', 'Half Price', and the 'Currys PC World' logo. Below the machines, a line of text reads: 'Was £89.99 from 28/03 - 05/06.'

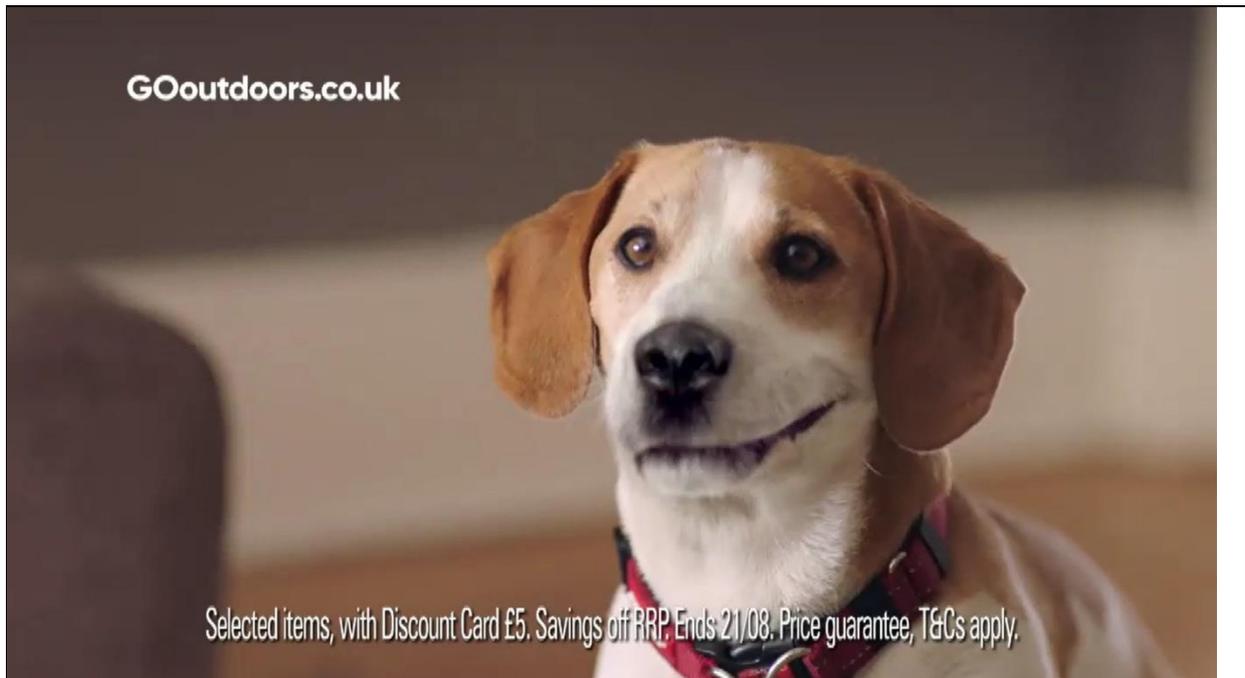


- This advert was shown during Stage 2 of the research.
- It includes three sets of black-coloured supers shown against a mostly stationary background.
- Respondents tended to find these supers easy to read. The key factors boosting legibility were the strong colour contrast between the black text and white background, as well as the way in which the supers were broken up into more manageable chunks of information, shown consecutively.
- The information contained in the supers was comprehensible for the vast majority of respondents. A small minority, however, found the cashback arrangement detailed in the first super slightly confusing, in that it required further explanation.

9. Advert: Fiat Chrysler

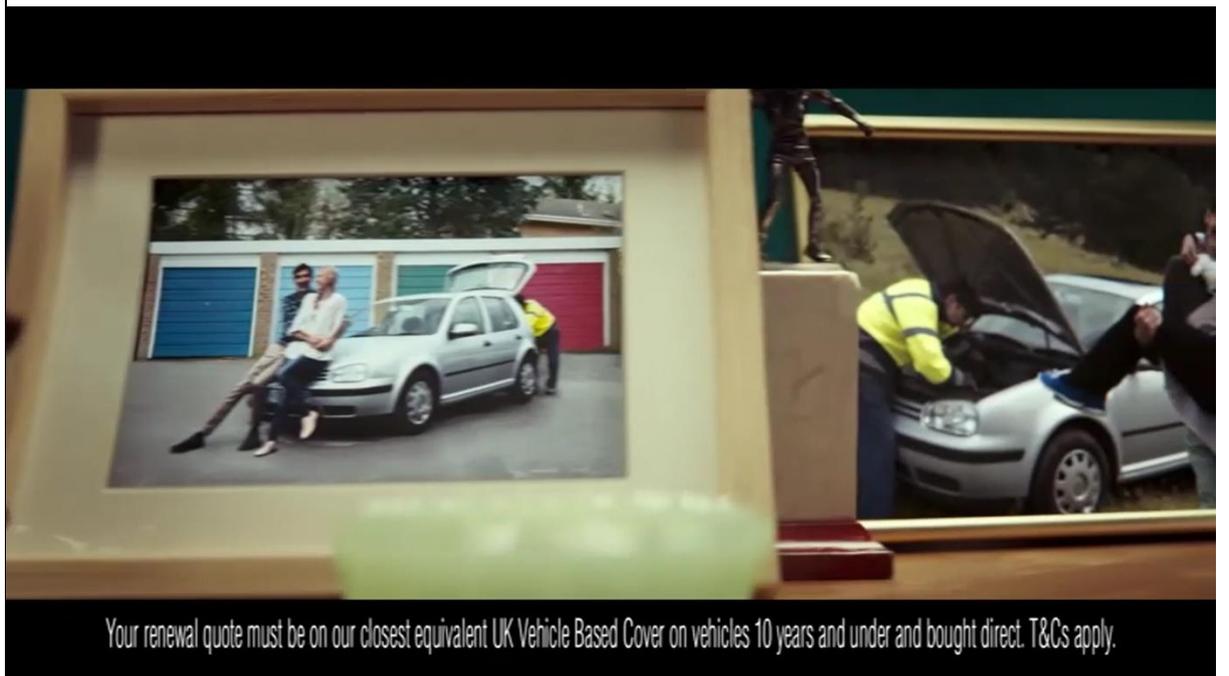


- This advert was shown during Stage 1 of the research.
- It features one set of white-coloured supers against a stationary, block black background.
- The supers were typically perceived as being very difficult to read, usually because respondents found them to be too small and 'squashed/'narrow' in appearance. Some additionally found the amount of text overwhelming.
- Comprehension levels were mixed: some found the information understandable, although others felt that certain aspects – most notably, the large amounts of figures quoted – were confusing.

10. Advert: Go Outdoors

- This advert was shown during Stage 2 of the research.
- This advert features one set of white-coloured supers set against a moving background (i.e. the main advert itself).
- Respondents tended to find these supers easy to read. Legibility was boosted by the strong colour contrast between the text and background, clear font, and appropriate duration for which the supers were displayed.
- Most understood the information in the supers, although several respondents had difficulties comprehending the specific terms around the Discount Card. Some felt this required further explanation.

11. Advert: Green Flag



- This advert was shown during Stage 1 of the research.
- It features two sets of white-coloured supers shown consecutively against a stationary block black background.
- Respondents generally thought these supers were readable because of the strong contrast between the white writing and stationary black background. However, several mentioned that the legibility of the second set of supers could have been improved if they were held on screen for a slightly longer duration.
- No major issues emerged around comprehension: respondents typically understood the information in the supers.

12. Advert: Hachette Partworks



- This advert was shown during Stage 2 of the research.
- It features one set of white-coloured supers, unusually positioned at the top-right of the screen and displayed against a shifting background (i.e. the main advert itself).
- Most respondents found these supers essentially illegible, and many failed to even notice them, given their small sizing and unusual positioning.

13. Advert: Legal and General



From £5 a month

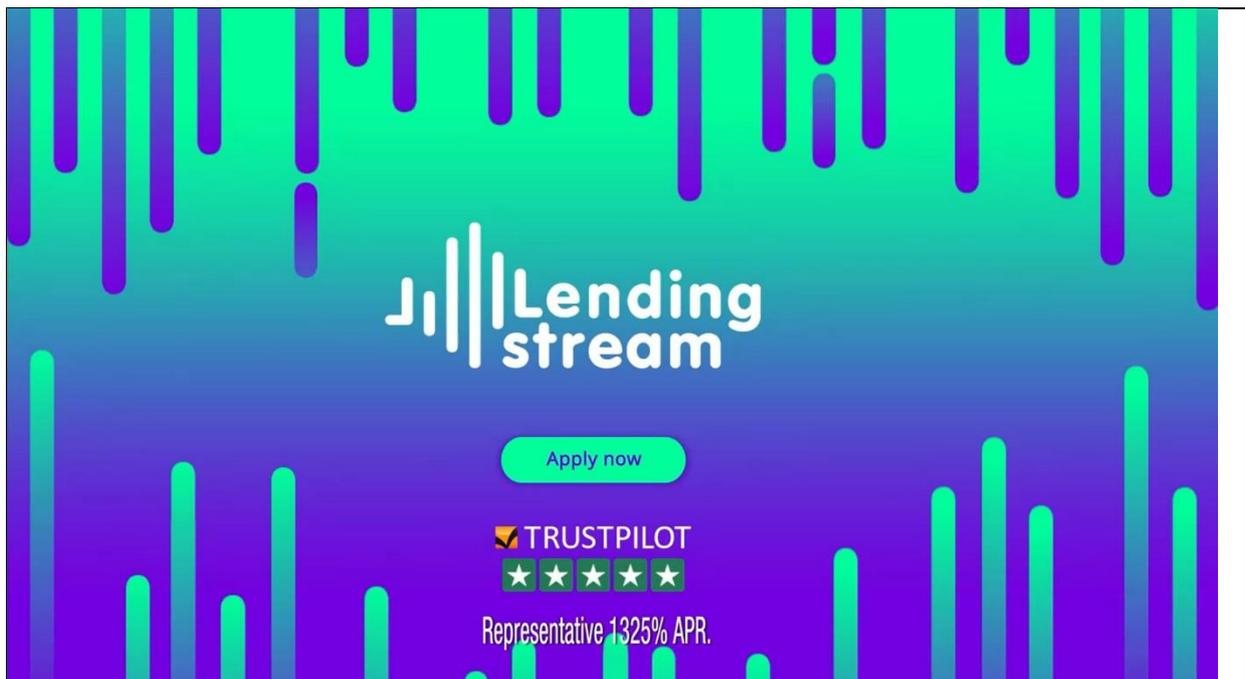
Premiums depend on age. Full cover after a year. No cash value. Inflation will reduce the value of the cash sum. Total premiums paid may exceed the cash sum. If payments stop, you won't get anything back. Gift card issued after 4 months, T&C's apply.

0800 975 85 85
legalandgeneral.com



- This advert was shown during Stage 1 of the research.
- It features one set of black-coloured supers against a stationary white background.
- Overall, respondents found these supers legible. Most helpful were the good contrast between the black writing and white background, alongside the supers being displayed for the duration of the advert. However, other respondents did comment that legibility was partly affected by the 'squashed'/'narrow' appearance of text.
- No major issues emerged around comprehension: respondents generally found the information in the supers understandable.

14. Advert: Lending Stream 1



- This advert was shown during Stage 1 of the research.
- It features two sets of white-coloured supers shown consecutively against a moving background.
- Respondents generally found the supers difficult to read, due to the moving background and large amount of text displayed on screen.
- There were no serious issues around comprehension, with respondents typically finding the supers easy to understand.

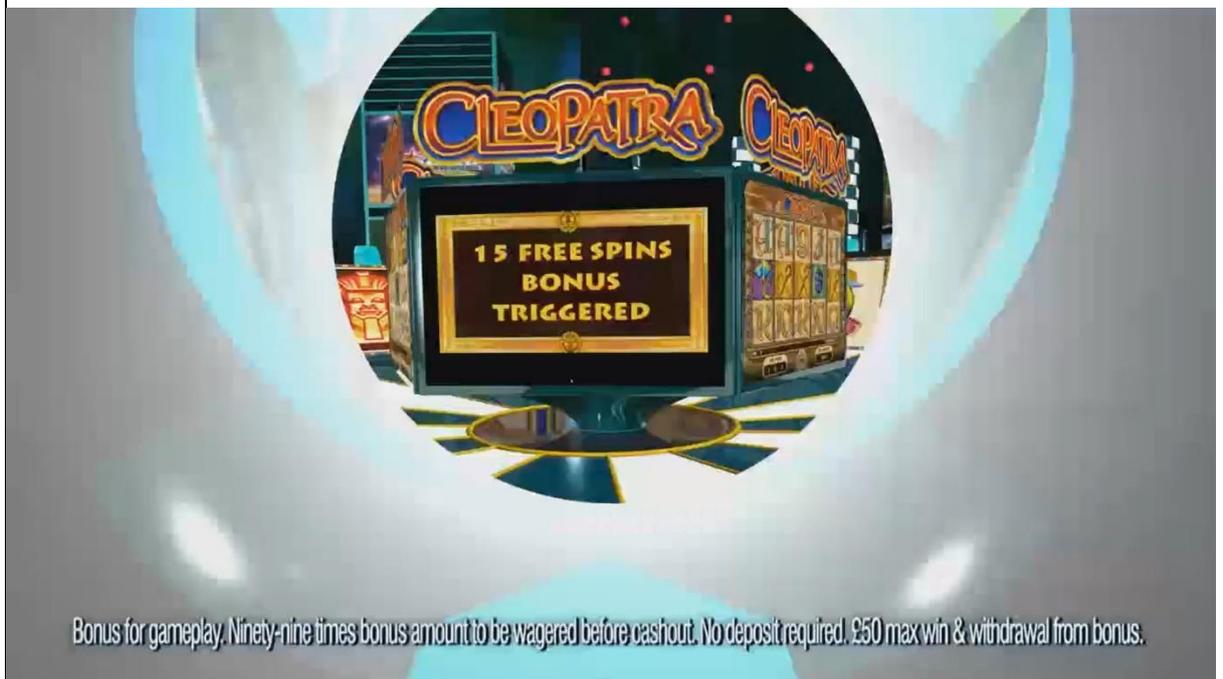
15. Advert: Lending Stream 2

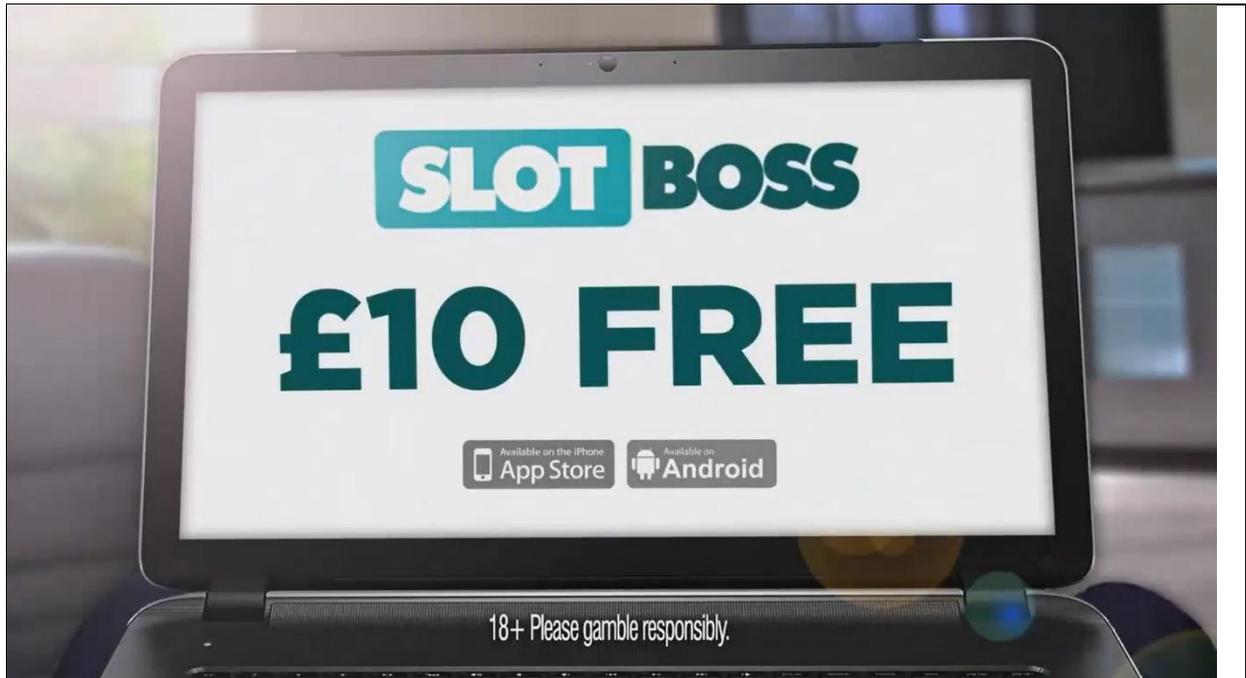
Representative 1325% APR. Warning: Late repayment can cause you serious money problems. For help, go to moneyadviceservice.org.uk. Approval for a loan is subject to your unique financial circumstances and you must be 18 or over. Upon application approval money transfer to your bank account is initiated within 15 minutes, delivery subject to your bank's procedures. T&C's apply. Additional information available on LendingStream.co.uk. Ratings accurate as at 20/03/17.

- This advert was shown during Stage 2 of the research, exclusively to respondents who had taken out a 'payday loan' at any point prior to interview.
- Respondents found these supers very difficult to read, although not completely illegible. The main factors decreasing legibility, as respondents saw it, were the relatively large amount of text and 'squashed'/'narrow' appearance of the text.
- Comprehension of these supers varied between respondents. Some found them understandable, whilst others found the financial jargon unclear, despite their familiarity with payday loans.

16. Advert: LeoVegas

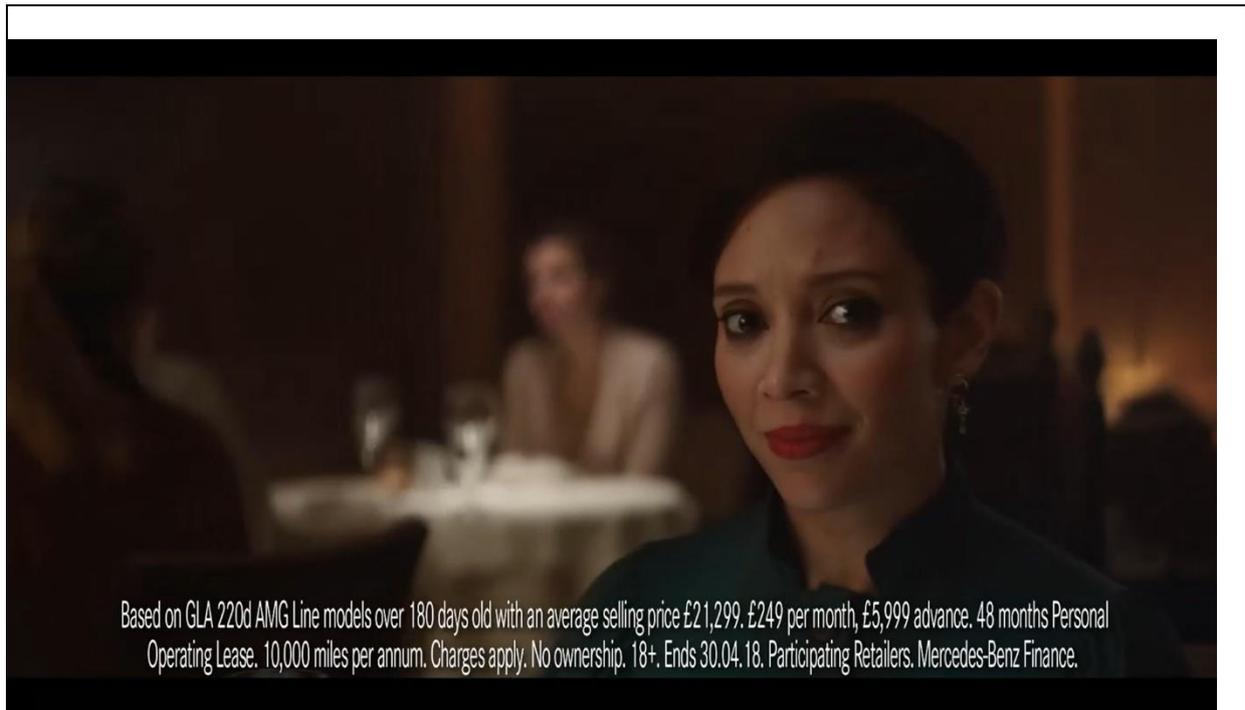




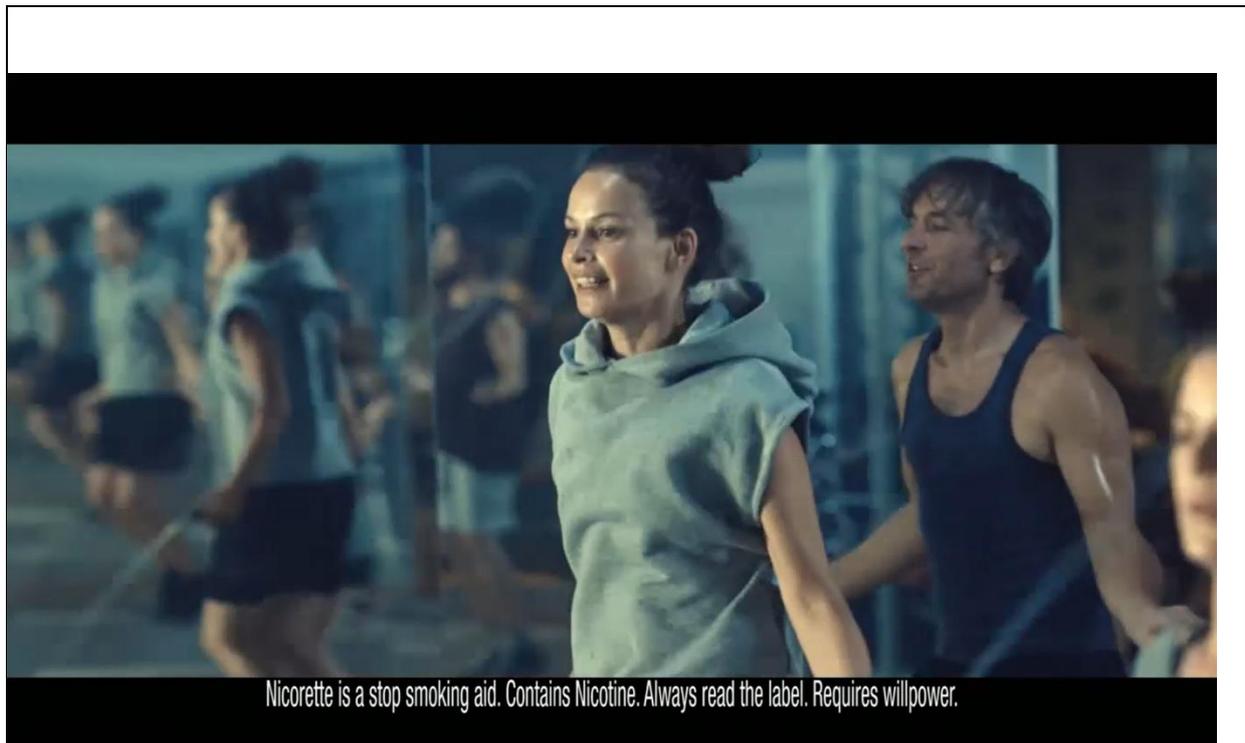


- This advert was shown during Stage 1 of the research.
- It features a total of 5 separate sets of white-coloured supers of varying lengths shown consecutively against a moving background.
- Respondents generally found these supers difficult to read. The main legibility issues were the short durations for which each set of supers were on screen, small font size, and background distractions.
- In terms of comprehension, most respondents understood the information in the supers, although some had difficulties making sense of the niche gambling terminology.

17. Advert: Mercedes

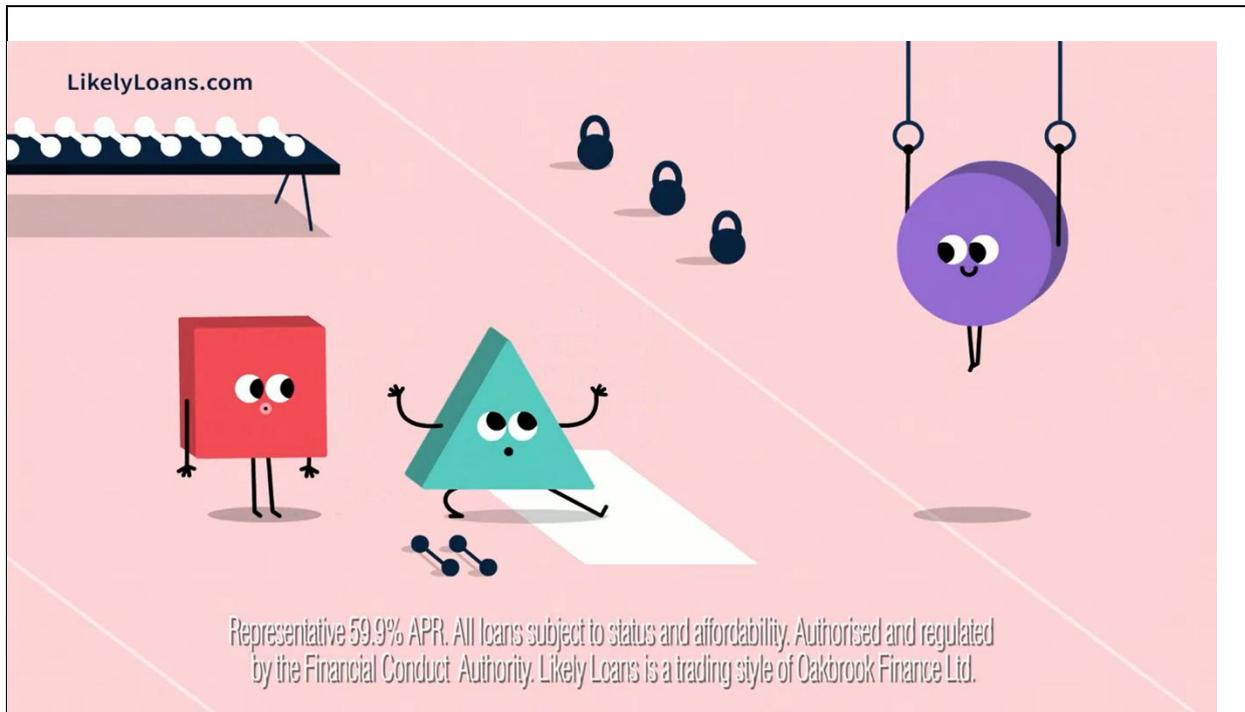


- This advert was shown during Stage 2 of the research.
- The advert includes one set of white-coloured supers displayed against a dark, shifting background (i.e. the main advert itself).
- Opinions were equally split as to the legibility of these supers. Those that found them easy to read commented on the strong contrast between the white text and dark background, as well as the good duration for which the supers remained on screen. Conversely, others felt legibility was reduced by the 'squashed' and/or small appearance of the text, and comparatively large amount of information contained within the supers.
- On the issue of comprehension, a large proportion of respondents found these supers difficult to understand and process, mainly due to the large amounts of acronyms and numerical information contained within the text.

18. Advert: Nicorette

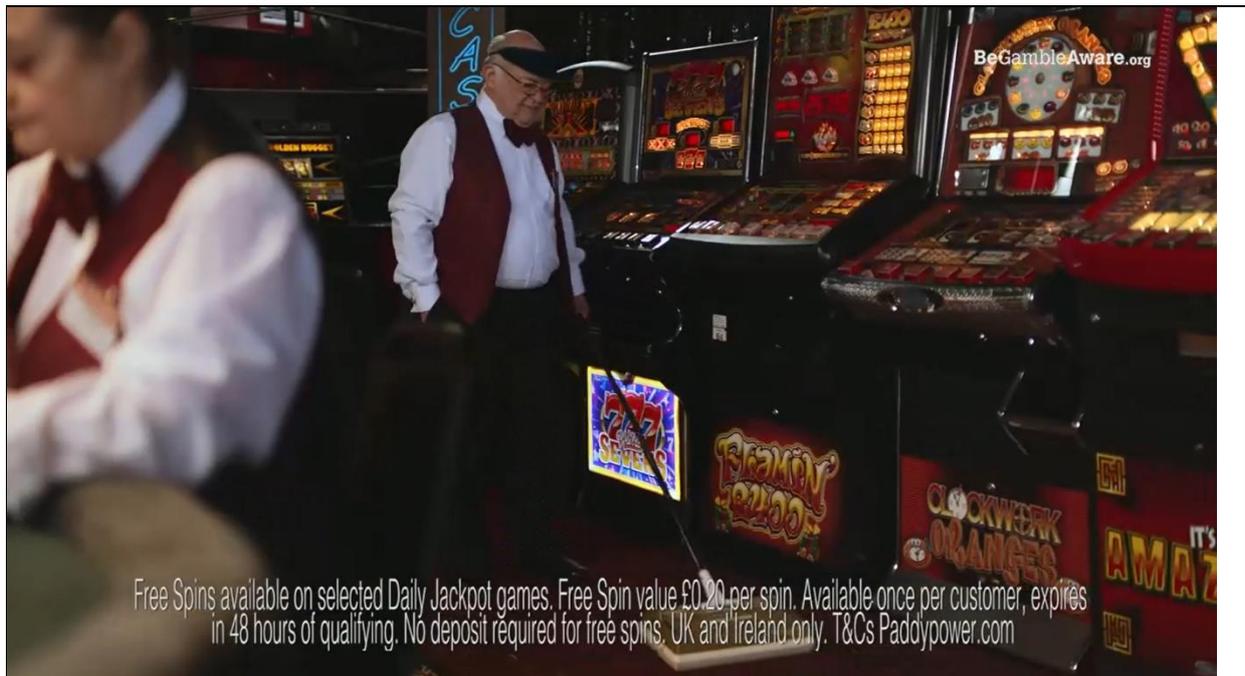
- This advert was shown during Stage 2 of the research.
- It features one set of white-coloured supers, set against a stationary, block black background.
- Most respondents found these supers very easy to read. Contributing to their high legibility were the strong colour contrast between the white text and black background, large font size, and relatively small amount of text.
- Respondents found these supers easy to understand: the information was perceived to be straightforward, with no confusion expressed around any points.

19. Advert: Oakbrook Finance



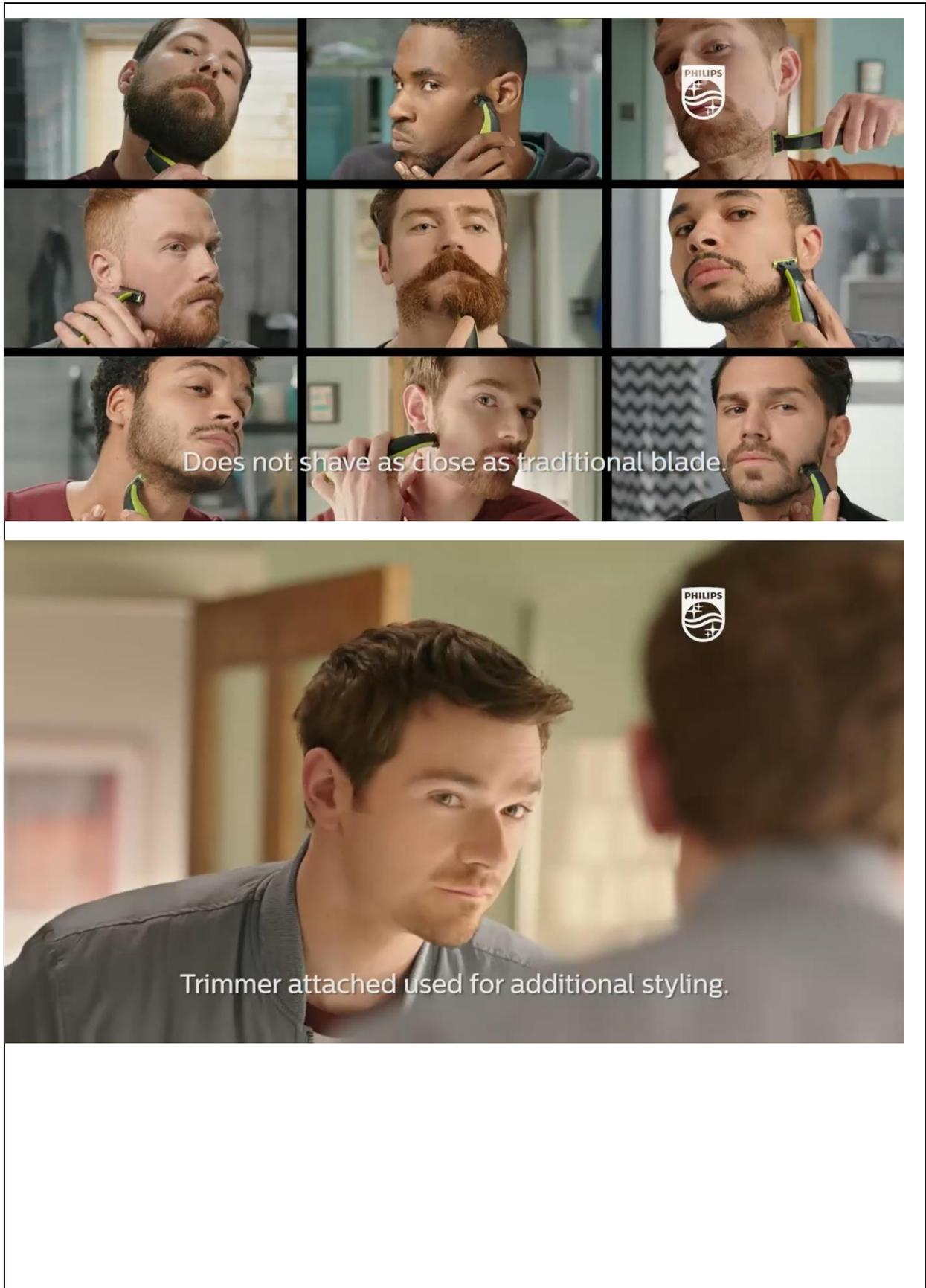
- This advert was shown during Stage 2 of the research.
- It features one set of white-coloured supers displayed against a moving background (i.e. the main advert itself).
- Respondents tended to find these supers either moderately difficult or difficult to read. A key consideration here, in relation to legibility, was the contrast between the text and background. Whilst most found there to be a poor initial contrast between the white text and pink background (pictured above), legibility improved as the advert progressed, with the introduction of a dark blue background that strengthened the text/background contrast.
- Comprehension was generally high among respondents, notwithstanding the use of financial terminology in the supers.

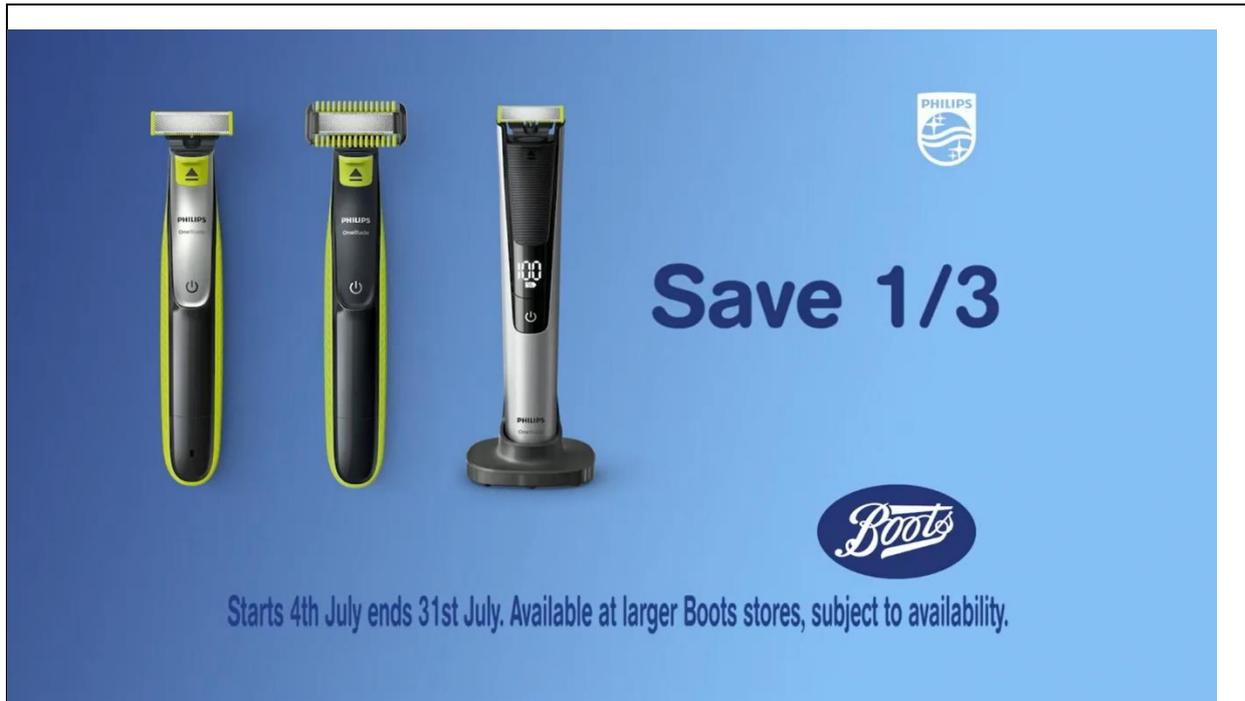
20. Advert: Paddy Power



- This advert was shown during Stage 2 of the research, exclusively to respondents who had gambled online at any point prior to interview.
- The advert includes one set of white-coloured supers, displayed against a shifting background (i.e. the main advert itself).
- Where legibility is concerned, the supers in this advert received mixed responses from respondents. Some found them quite legible, citing the strong contrast between the text and background, whilst others felt that legibility was reduced by the supers being on screen for an inadequate amount of time and 'squashed' appearance of the text.
- On the issue of comprehension, respondents demonstrated differing levels of understanding of the information contained in the supers. On the one hand, some found it understandable. Others, though, had difficulties interpreting the gambling terminology, despite having themselves previously gambled online.

21. Advert: Philips One Blade





- This advert was shown during Stage 2 of the research.
- It features two sets of white-coloured supers, followed by one set of blue coloured supers, all displayed against a moving background (i.e. the main advert itself).
- On the whole, respondents found these supers very easy to read. Legibility was boosted particularly by the comparatively large text size, bold font, and (mostly) strong colour contrast between the text and background, according to respondents.
- No comprehension issues arose: the information was seen by respondents to be clear and understandable.

22. Advert: Plusnet

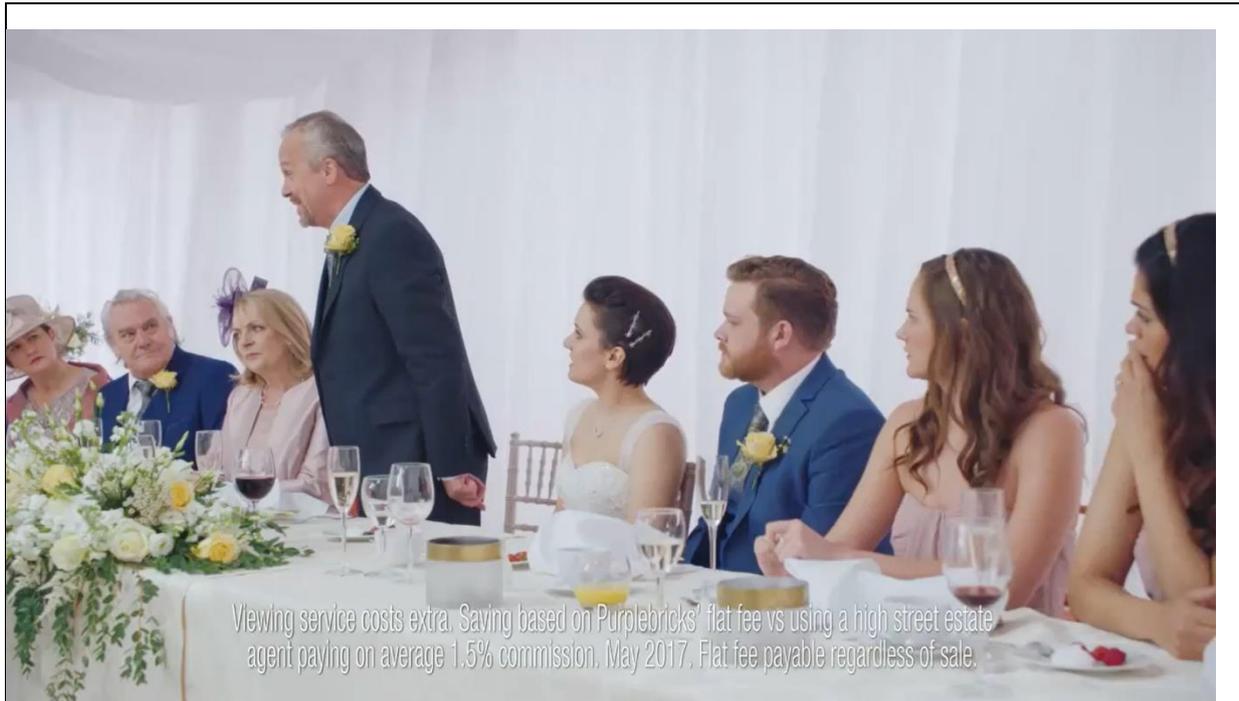


0800 731 9000  plus.net/mobile

Rolling monthly contract. Subject to credit status. Excludes mates rates UK calls, texts and data. SIM only. Compatible phone needed, may need unlocking. Terms apply.

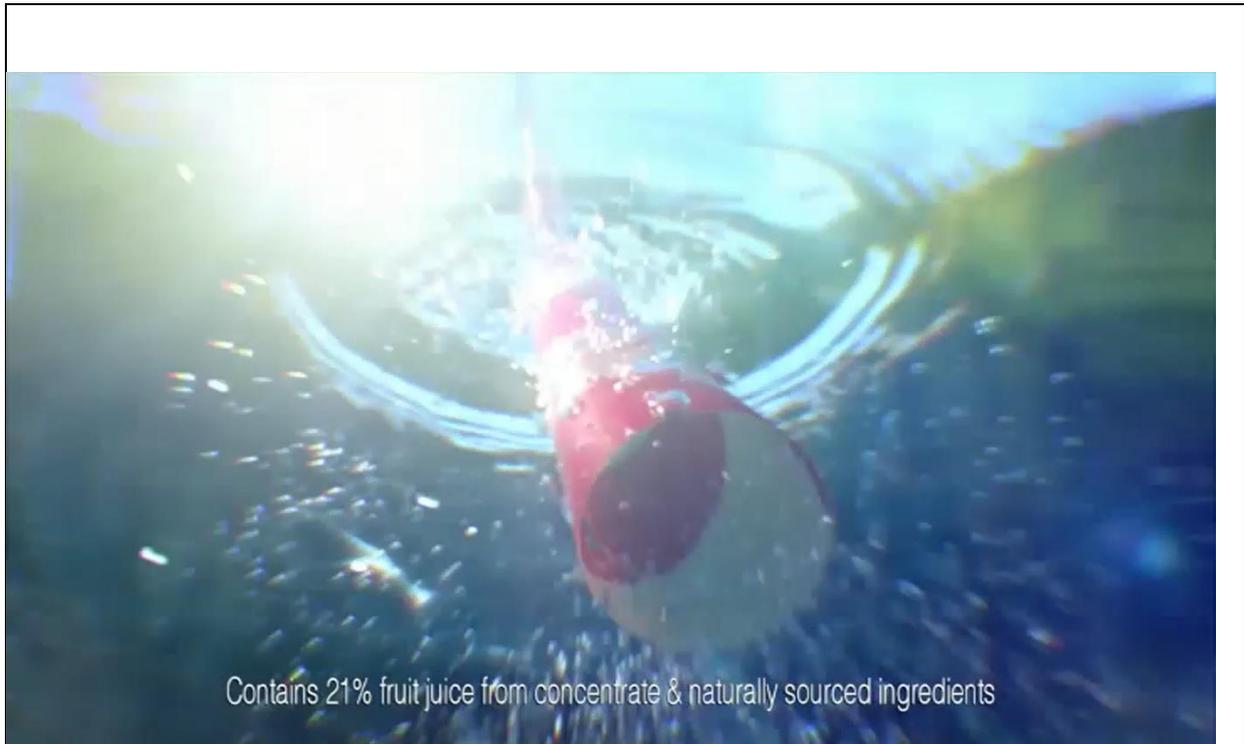
- This advert was shown during Stage 1 of the research.
- It features two sets of white-coloured supers of similar lengths shown consecutively against a stationary, block black background.
- Regarding legibility, the supers in this advert received mixed responses from respondents. Some found them to be quite legible, particularly due to the strong colour contrast between the white text and black background. Alternatively, others had difficulties reading the supers in their entirety, as they felt the text was not displayed on screen for an adequate duration of time.
- No major issues emerged around comprehension: respondents generally understood the information in the supers.

23. Advert: Purplebricks



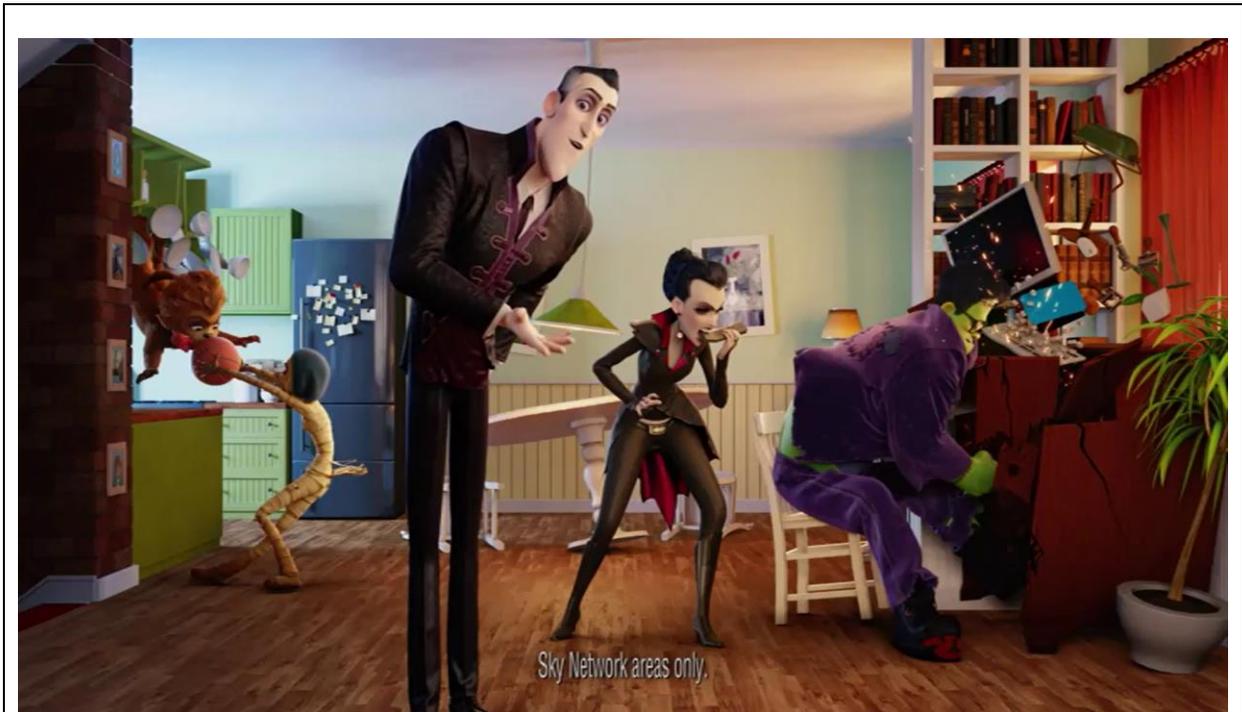
- This advert was shown during Stage 1 of the research.
- It features one set of white-coloured supers shown against a moving background.
- The supers in the advert were perceived by most as very hard to read due to the generally weak contrast between the white text and (mostly) white/light-coloured background.
- The information was generally comprehensible for respondents, with nothing seen as majorly unclear or confusing.

24. Advert: Robinsons



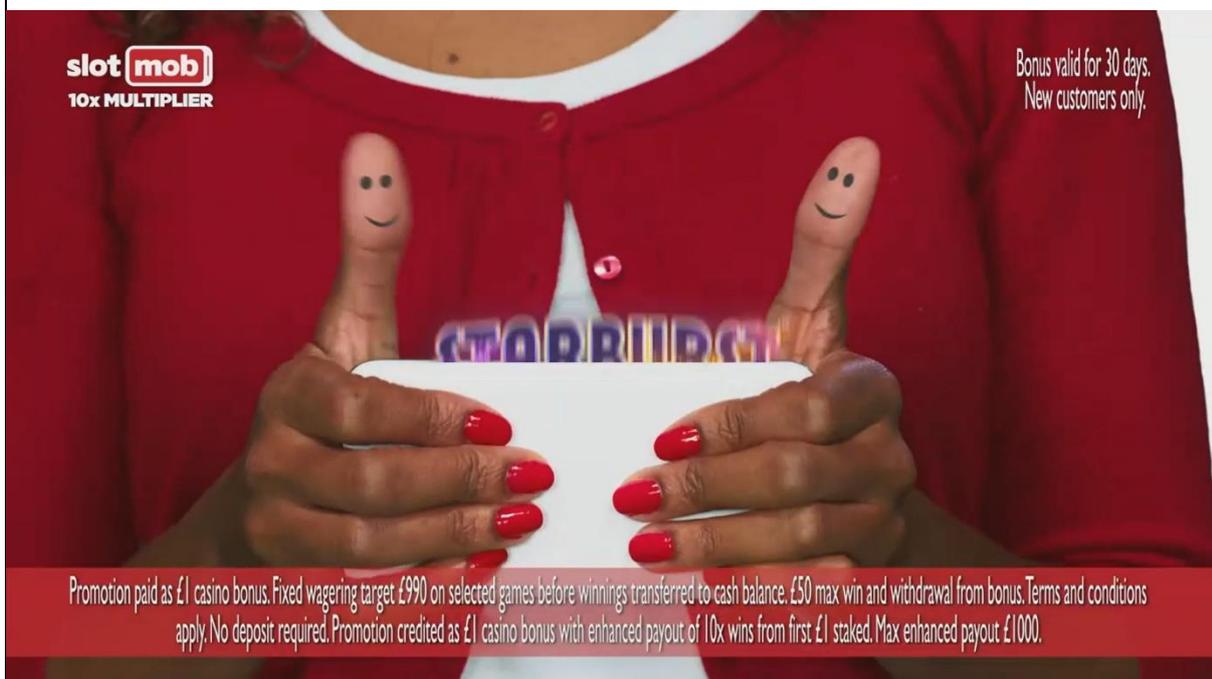
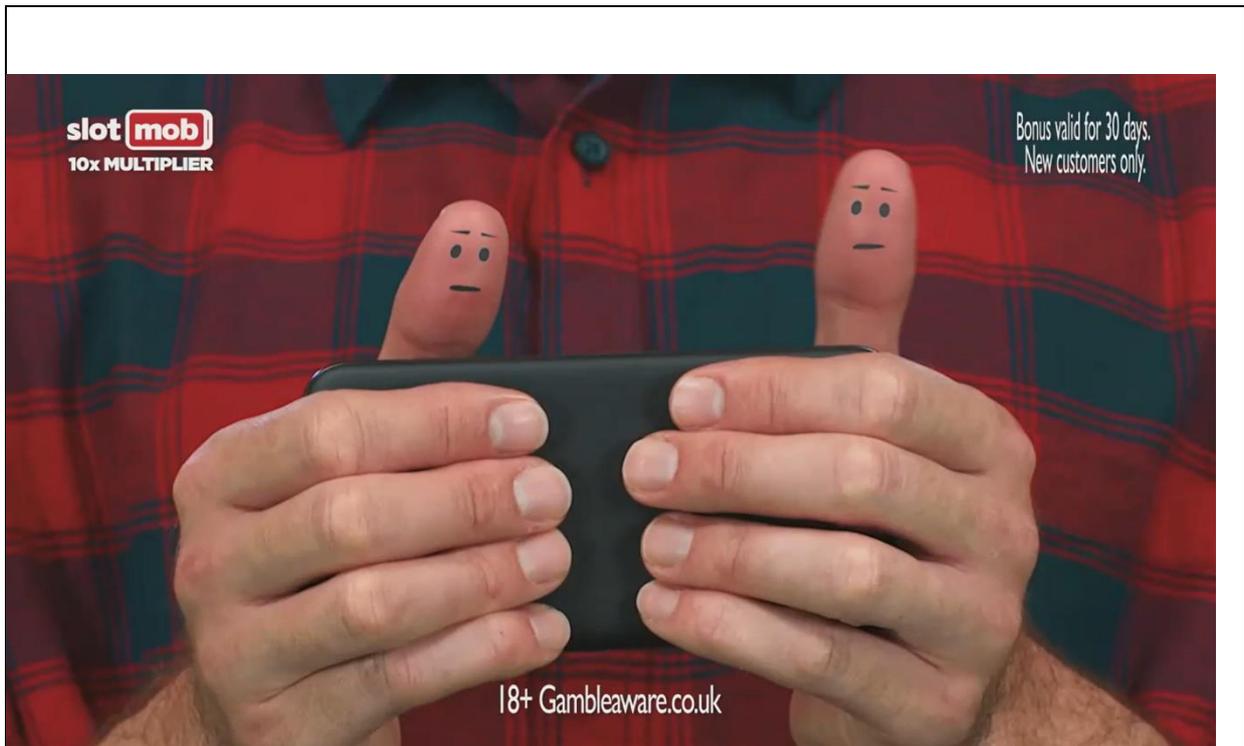
- This advert was shown during Stage 2 of the research.
- The advert features one set of white-coloured supers, set against a moving background (i.e. the main advert itself).
- The majority of respondents found these supers easy to read. In their view, the high legibility of the text resulted from its relatively large size and clear font, as well as the relatively small amount of information in the supers.
- Most respondents found these supers to be comprehensible, with little, if any, confusion.

25. Advert: Sky Broadband



- This advert was shown during Stage 2 of the research.
- It includes one set of white-coloured supers displayed against a shifting background (i.e. the main advert itself).
- Respondents tended to find these supers easy to read. Legibility, in their view, was assisted principally by the relatively short amount of text, although some still felt the text could be larger, in order to further improve legibility.
- The information was seen by the vast majority of respondents to be straightforward and to the point, with no major comprehension issues arising.

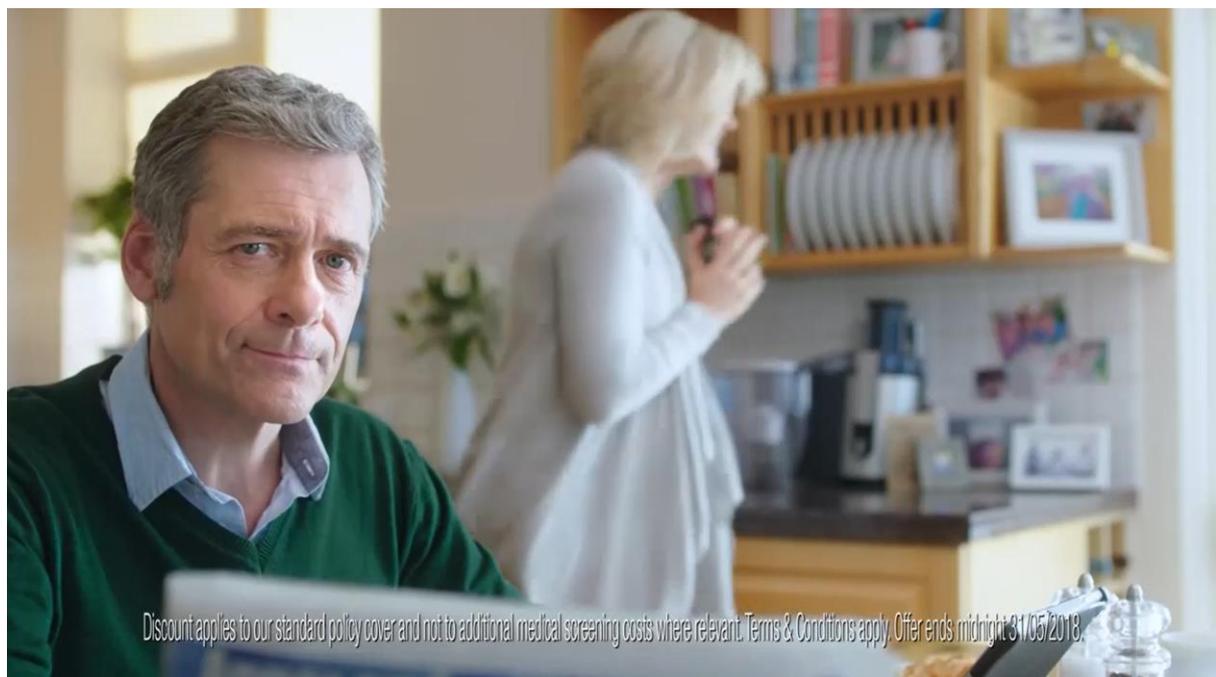
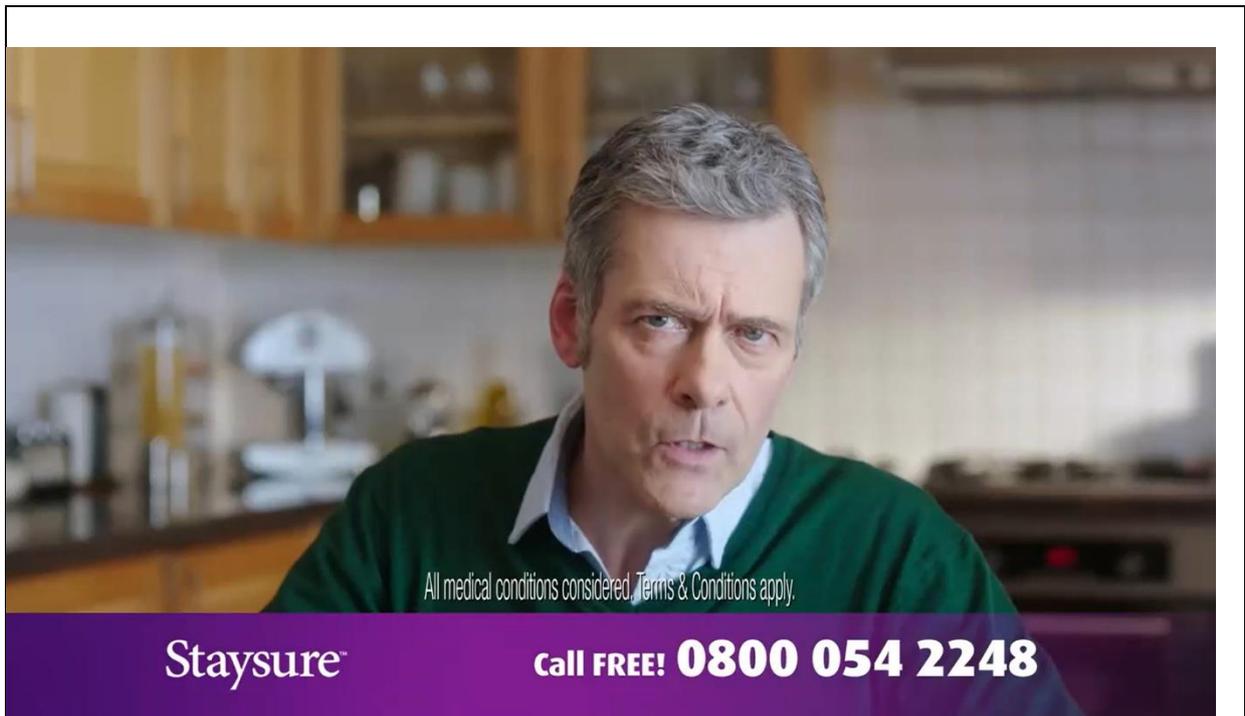
26. Advert: Slot Mob



- This advert was shown during Stage 2 of the research, exclusively to respondents who had gambled online at any point prior to interview.
- Respondents found these supers difficult to read. The key factors reducing legibility, as they saw it, were the relatively short duration of the supers on screen, combined with the large amount of text that respondents were expected to read within that timeframe. Also problematic was the 'squashed' appearance of the supers.
- Despite having gambled online before, respondents generally found these supers

difficult to understand: the information, and particularly the gambling terminology used, was confusing for most.

27. Advert: Staysure Travel Insurance



15% OFF
Travel Insurance!
Quote: TV OFFER

Staysure™

0800 054 2248

staysure.co.uk

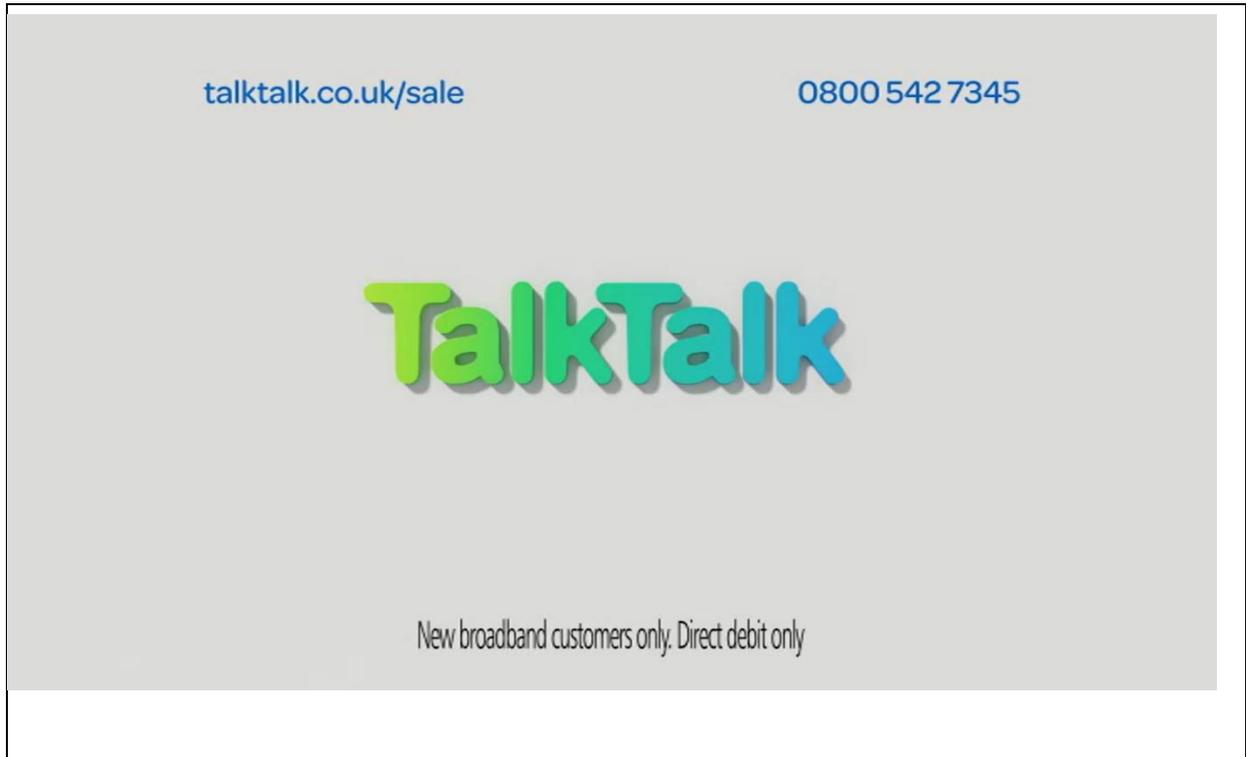
Trustpilot score taken 10/17.

defaqto 2017
★★★★★
Travel Insurance

TRUSTPILOT
★★★★★

- This advert was shown during Stage 2 of the research.
- It features three sets of white-coloured supers displayed against a moving background (i.e. the main advert itself).
- Overall, respondents found the supers in this advert difficult to read. Most challenging, in terms of legibility, was what respondents described as the ‘squashed’/‘thin’ appearance of the text, alongside the weak colour contrast between the text and background.
- Although most found the information in the supers comprehensible, some felt the point on medical screening costs (in the second set of supers) was unclear, and thus required further explanation.

28. Advert: TalkTalk



talktalk.co.uk/sale

0800 542 7345



18 mth min term, 12 months free, £7.50 thereafter, £17.70 monthly line rental applies

talktalk.co.uk/sale

0800 542 7345



£6.75 router delivery charge.

talktalk.co.uk/sale

0800 542 7345

NO
sneaky
CAPS

£50 connection fee may apply

talktalk.co.uk/sale

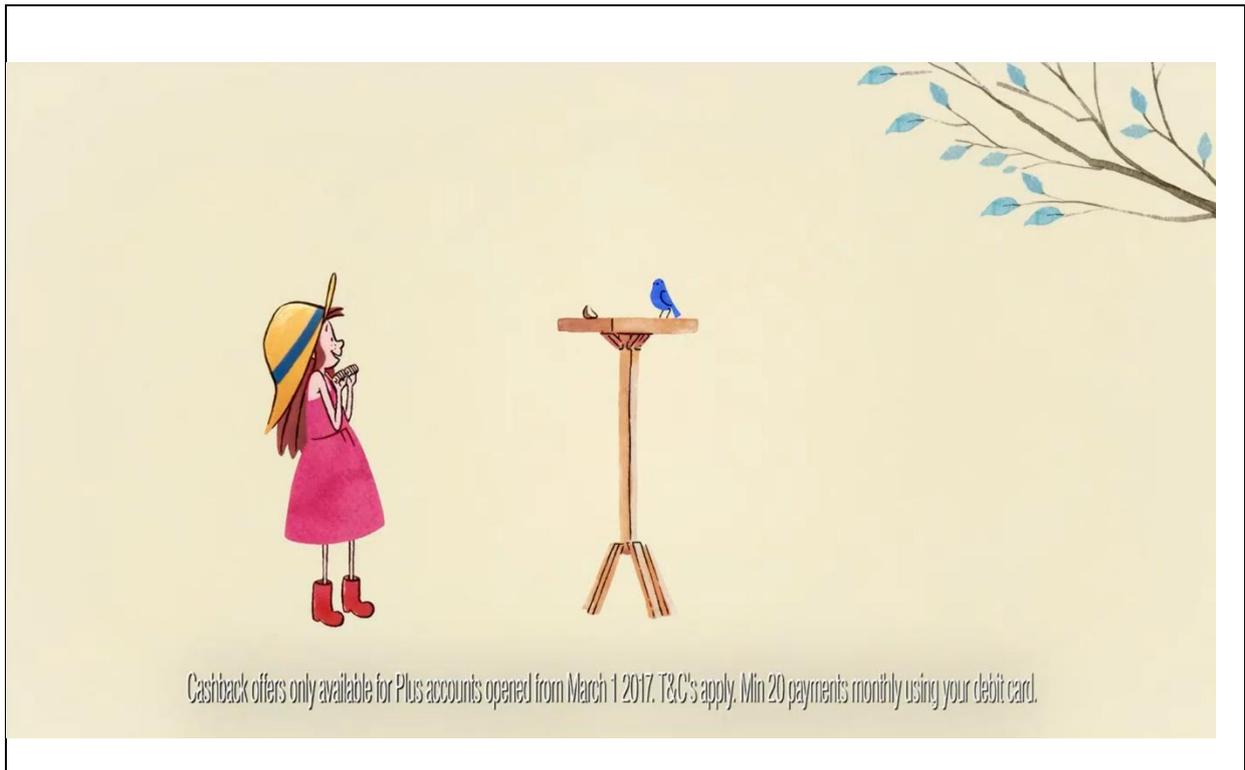
0800 542 7345



18 mth min. term. 12 months free. £7.50 thereafter

- This advert was shown during Stage 2 of the research.
- It features five sets of black-coloured supers, set against a moving white background.
- Respondents generally found these supers very easy to read. Particularly helpful, where legibility was concerned, were the strong colour contrast between the black text and light-coloured background, adequate duration of text on screen, and clear font.
- The vast majority of respondents found the supers easy to understand. Comprehension was boosted by the way in which the information was broken up into a series of manageable chunks displayed over multiple, relatively short, supers.

29. Advert: TSB



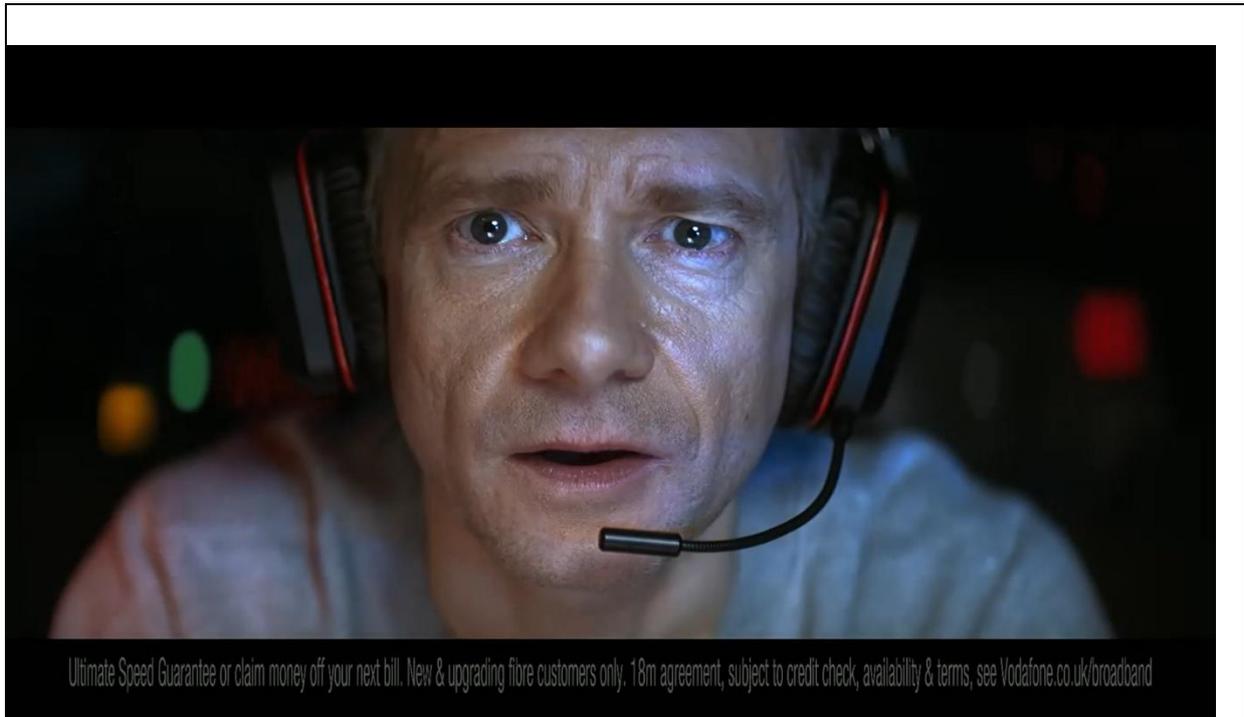


- This advert was shown during Stage 1 of the research.
- It features three sets of white-coloured supers (with black shading) of similar lengths, shown consecutively against a stationary beige background.
- The supers were generally difficult for respondents to read. Contributing to this poor legibility was the small size and seemingly 'squashed' appearance of the text, in combination with the poor colour contrast between the white text and beige background.
- Whilst most understood the information in these supers, for a small minority of respondents, the amount of figures used in the supers created some confusion.

30. Advert: Tesco Mobile

- This advert was shown during Stage 1 of the research.
- It features one set of white-coloured supers displayed against a moving grey/blue background.
- The supers in this advert were generally seen as readable, but with certain legibility problems still present. Of these, the main issues were the moving background, which some found distracting, as well as the weak contrast between the white text and (momentary) light grey background.
- No major issues emerged around comprehension: respondents generally understood the information contained in these supers.

31. Advert: Vodafone Broadband



- This advert was shown during Stage 1 of the research.
- It features one set of grey-coloured supers that appear towards the end of the advert, set against a stationary black background.
- Respondents typically found these supers difficult to read. The main reasons for this, as they saw it, were the poor colour contrast between the dark grey text and black background, other distractions emanating from the main advert (e.g. the engaging narrative), and the relatively late appearance of the supers.
- Respondents were, overall, clear as to what the supers were saying, with no major comprehension issues arising.

32. Advert: William Hill

- This advert was shown during Stage 1 of the research.
- It features one set of white-coloured supers shown against a moving background.
- Nearly all respondents thought that these supers were very difficult to read. This was largely due to the poor contrast between the white text and dark, moving background. Moreover, distracting elements within the main advert further reduced the legibility of the supers, according to respondents.
- Respondents tended to have some difficulty understanding the language and gambling jargon employed in these supers.