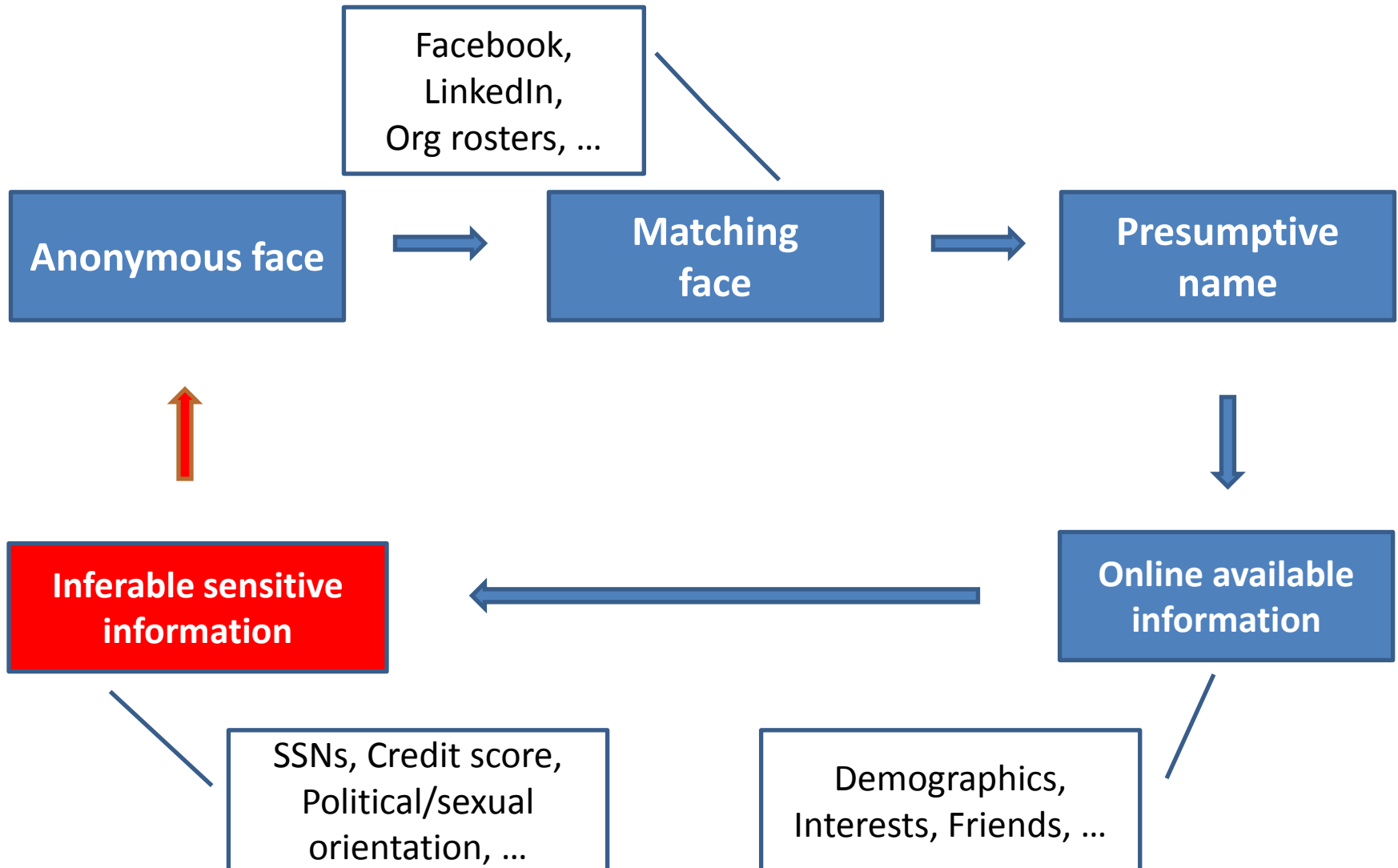


Visceral Targeting: Using Personalized Face Composites for Implicitly Targeted Marketing

(Ongoing Research)

Sonam Samat, Alessandro Acquisti, Ralph
Gross & Eyal Pe'er

Privacy in the age of augmented reality







Visceral targeting



Targeted Advertising

- Ads selected for the user
- Contextual Advertising
 - Webpage content
- Behavioral Advertising
 - Browsing history, previous search queries, demographic information

AP Associated Press

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March 15, 2006

N.Y. Files Fraud Suit Against H&R Block

By SAMUEL MAULL Associated Press Writer

New York state filed a \$250 million fraud suit Wednesday against H&R Block Inc., charging that the nation's largest tax preparation service steered more than 500,000 customers into a money-losing retirement account plan.

**Buy H&R Block
TaxCut On Sale At
Amazon**

Looking for H&R Block TaxCut. Buy it on sale at Amazon.com. Free shipping. Huge selection. Easy online ordering.

Free Tax Software

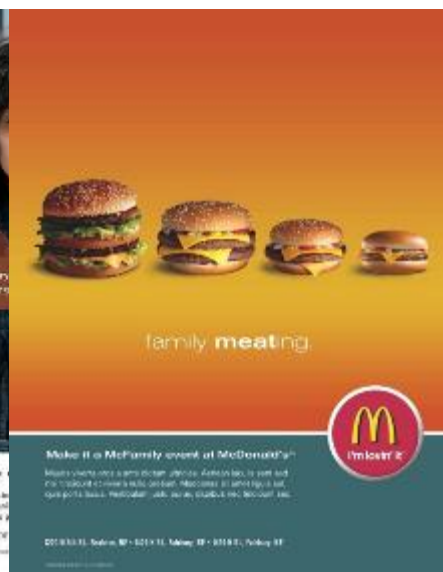
Features IRS approved free tax software and e-file services. Choose from either software download or online tax preparation.

Targeted Advertising

- Mutually beneficial
 - May reduce consumers' search costs
 - May reduces marketers' advertising costs
- Effective
 - Increases reported purchase intentions (Goldfarb & Tucker, 2011)
 - May increase CTRs by as high as 670% (Yan et al., 2009)

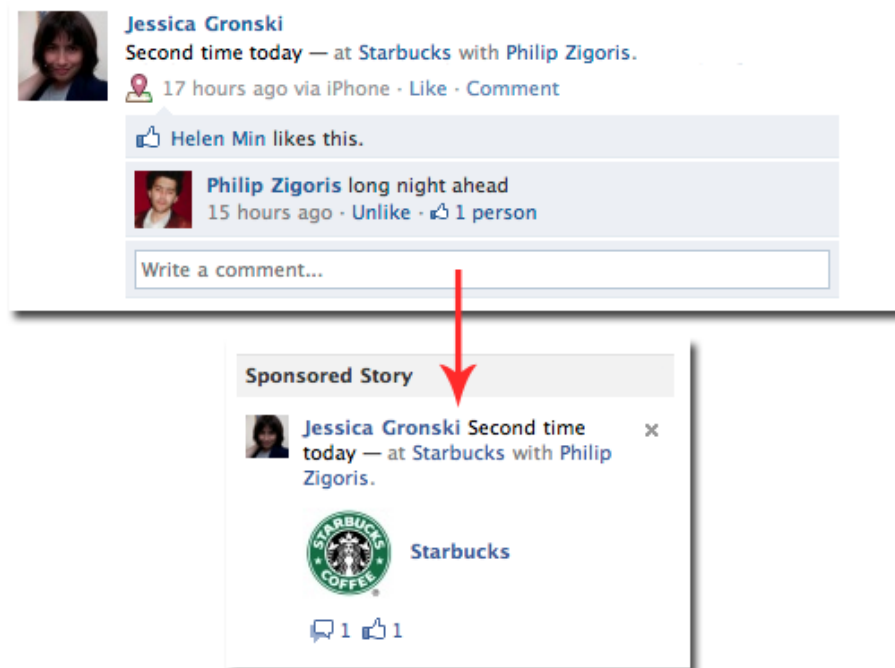
Where is online advertising headed?

- Targeted ads: Products – Consumers
- Personalized ads: Advertisements – Consumers



Personalized Advertising

- Sponsored stories on Facebook



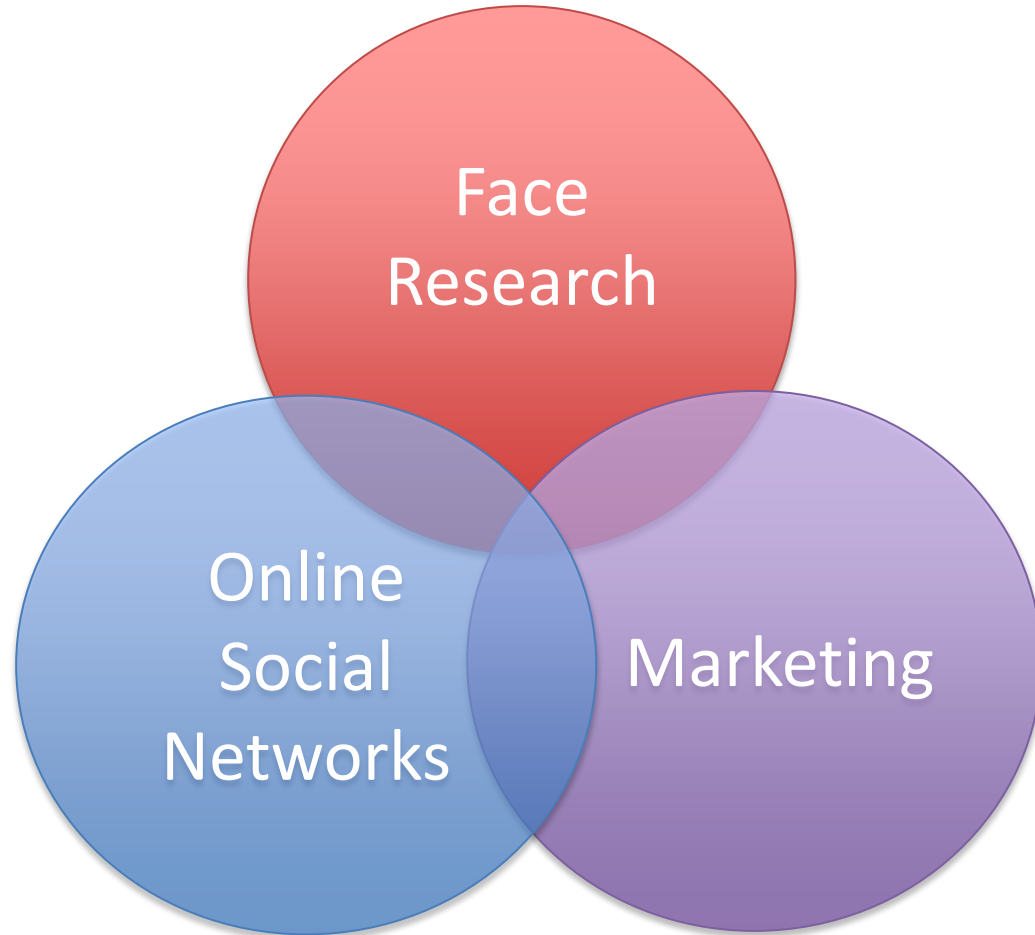
Personalized Advertising

- Explicit forms of targeting are perceived as invasive or creepy (Kean & Dautlich, 2009, McDonald & Cranor, 2010)
- Reactance: users deliberately avoid ads they perceive as intrusive (Brehm, 1966, Edwards et. al., 2002, White et. al., 2008)

Research Agenda

- Can personal information about consumers be used in a subtle and implicit fashion to influence behavior?
- Specific focus:
 - Can faces of spokespersons on advertisements be subtly manipulated to influence purchasing behavior?

Interdisciplinary Approach



Marketing Literature: Consumer Behavior

- Familiar people are more persuasive (Bornstein et al., 1987; Weisbuch et al., 2003)
- Perceived trustworthiness increases purchase intentions (Priester & Petty, 2003)
- Perceived attractiveness increases purchase intentions (Snyder & Rothbart, 1971; Horai et al., 1974)

Marketing & Face Composite Research

Stock model face 65%



Tiger Woods 35%



Stock model face 65%



Control face 35%



Tiger-morph



Control-morph



Tanner and Maeng (2012)

Face Composite Research

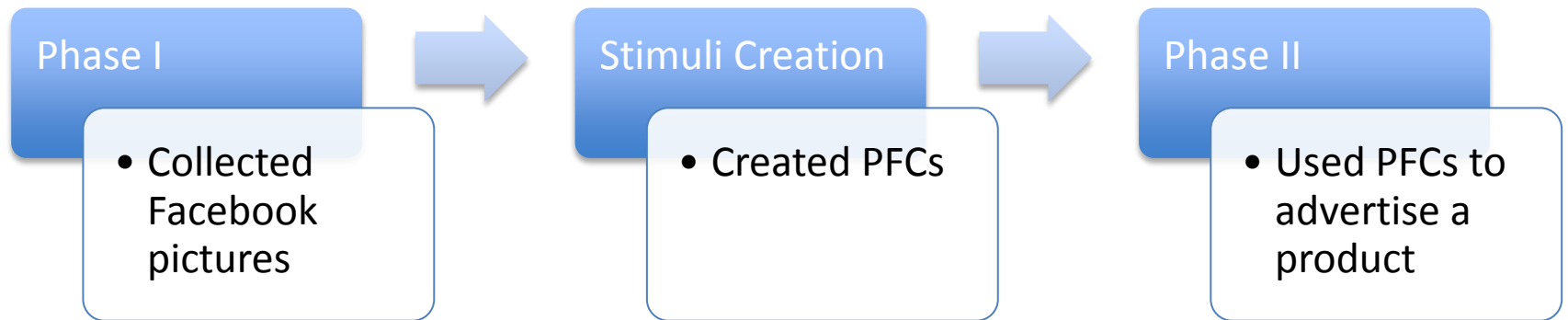
- Own face morphs are trusted more - DeBruine (2002)
- Own face morphs seem more attractive – DeBruine (2004)
- Higher intentions to vote for self-like candidates – Bailenson et al. (2008)
- More prosocial towards self-morph than identical twin-morph – Bressan & Zucchi (2009)



Research Questions

- Can people's pictures from online social networks be used in the form of Personalized Face Composites (PFCs) in advertising?
- Are these PFCs effective in increasing people's purchase intentions?
- Are they perceived to be more credible as spokespersons on an ad?

Experimental Design: Overview



Study I



60%



40%

"What makes grand prix headphones better than any other headphones is the use of ground-breaking technology packed with incredible comfort, giving you the best audio experience ever!"

Study II

GPX 60 Headphones

Features:

- Noise cancellation across a wide range of frequencies
- Advanced ear cushions for around-the-ear fit
- Includes cable with mic for hands-free calling
- Average battery life of 35 hours



Customer Reviews



"I think these headphones are awesome! Their sound quality is fantastic and I love how comfortable they feel on my ears. I used them on a plane as well, and the noise cancelling works great.

I would highly recommend these to anyone looking for a new pair of headphones."

Further Extensions

- Own-morphs
 - Purchasing behavior
- Friend-morphs
 - Disclosure behavior
- Family member-morph
 - Opinions on policy issues (for ex., gun control)

Overall Research Agenda

- Any personal information
 - Faces, names, old habits, preferences, likes
- Different behaviors
 - Purchasing, disclosure, voting, altruistic
- Every aspect of a message can be tailored specifically to each individuals' tastes

Thank you.

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