

**THE PICTURE-SUPERIORITY EFFECT IN CANDY MAGAZINE
ADVERTISEMENTS BASED ON CONSUMERS' LEVEL OF BRAND RECALL**

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ABSTRACT

The picture-superiority effect in candy magazine advertisements based on consumers' level of brand recall is a study aimed towards helping advertisers formulate effective strategies in magazine advertising and provide insight for fellow researchers on the picture-superiority effect and its relative effects on consumer behavior. In this study, the researchers focused primarily on proving the prevalence of the picture-superiority effect in Candy magazine advertisements. They surveyed 65 female freshmen in UPV-Miagao, each of whom were given a copy of the April 2010 issue of Candy magazine one day prior to the survey. Data gathered were analyzed through frequency count and content analysis of the top three most recalled advertisements and three unrecalled advertisements based on pictorial and verbal elements and the sizes of both. Results showed that the picture-superiority effect is indeed prevalent but discovered that it is not exclusive to brand recall and may also be affected by brand familiarity or past purchase decisions. The latter are then recommended by the researchers as basis for further research.