



# WHAT DO YOU *remember* MOST?

In recent decades, evolutionary advancements in technology such as 360-degree video technology, augmented reality, virtual reality, mixed reality, artificial intelligence, blockchain technology, 3-D and 2-D has become an innovative approach to be used in the marketing field. In 2017, around 86% of businesses have used 360-degree videos as part of their marketing campaigns. The 360-degree videos are considered as immersive or spherical videos, in which the video recordings consist of a view in every direction been recorded at the same time. These photo shoots are conducted by using an omnidirectional camera or a collection of cameras.

This study explores the consumer visual memory of standard video advertisements and 360-degree video advertisements using a theory of social information processing by Wyer (2003). A theory of social information processing is a social psychology theory that focuses on several aspects in social cognition stages of human beings. The main scope of this study is to explore consumer visual memory of 360-degree video advertisements and standard video advertisements using the four theoretical assumptions of the 'Workspace' unit in this theory. This study explores the differential effects of consumer memory on 360-degree versus standard video advertisements under single and multiple viewing conditions using experimental approach. From a theoretical perspective, this is the first study to compare the consumer visual memory of 360-degree video advertisements and standard video advertisements using a social psychology theory. From a practical perspective, findings of this study provide a solid foundation for the future advertising firms or agencies, marketers, and salespeople on how to design effective advertisements using standard and 360-degree video versions in a way that appeals to consumer visual memory.

