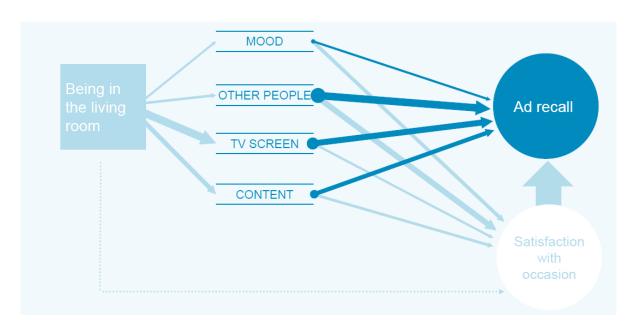
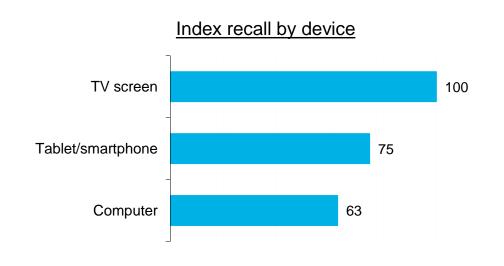
Effects of 'socio-spatial' context on advertising efficiency

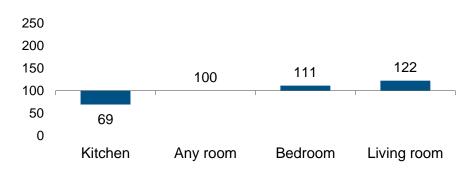
The cumulative « living room » effect







Index recall by room



Index recall, other context factors

