Same Story, Different Experience: Media-Format Effects on Processing Fluency in Narrative Advertising

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Digital environments have intensified concerns about declining advertising effectiveness, heightening interest in narrative advertising. Although prior research has emphasized immersive mechanisms, cognitive processes—particularly processing fluency—remain underexplored. This study examines how video and image executions of the same narrative campaign differentially influence perceptual, conceptual, comprehension, and imagery fluency, and how these dimensions shape attitudes toward the advertisement. Most relationships were supported across formats, except the conceptual–comprehension link in the video condition, indicating that presentation format systematically alters fluency-based processing.