



ICORIA 2014 PROGRAM

EAA's
13th International Conference on
Research in Advertising
Amsterdam, the Netherlands
June 26 – 28, 2014

Welcome

Academics from 26 different countries spread across all six continents of the world are gathering here in Amsterdam, to be part of the 13th edition of ICORIA, the **I**nternational **C**onference **O**n **R**esearch **I**n **A**dvertising endorsed by the European Advertising Academy. For some of you, this will be your first ICORIA experience. Others have visited this conference before. Some of you even attended the previous Amsterdam edition in 2003. They know what to expect: a lively get together of a close community that is eager to discuss the latest insights in their beloved field, and that has always been very welcoming to new faces. We are proud to host this event here in Amsterdam, the capital of The Netherlands and one of the most exciting cities in the world. We will make sure that you experience some of the city's different faces, as we convene in a former warehouse in the developing waterfront area, but also organize events in our historic city center.

The University of Amsterdam's **Graduate School of Communication** and **Amsterdam School of Communication Research (ASCoR)** are hosting this conference. These institutions have a leading role in the flourishing field of communication. They offer one of the world's largest PhD programs in this area (currently over 35 candidates), as well as one-year and two-year Master programs. ASCoR consists of more than 50 senior researchers, and is Europe's largest and most productive research institute in communication science.

The program for the ICORIA 2014 conference promises to be interesting. For the first time in the history of ICORIA, we will have a doctoral colloquium preceding the main conference, where prominent members of our community will present their views to PhD-students from around the world. The main two-day conference will have more than 120 presentations, focusing on a wide range of topics related to advertising. Big data and social media take a prominent place in the program, next to topics like health communication, brand placements, word of mouth and cultural influences. We were delighted to receive so many high-quality submissions in such diverse subfields, and look forward to the presentations and discussions. We are also looking forward to the opening keynote by Prof. Dr. Mark Deuze, professor of Media Studies at the University of Amsterdam.

The doctoral colloquium and the welcoming reception take place in the home of our institutions: the 17th century **Oost-Indisch Huis** – home of the former Dutch East India Company. The main program of the conference takes place in **Pakhuis De Zwijger**, a former warehouse at the waterfront. Finally, the dinner will take place at **Restaurant Stork** – another former industrial building that is located at the other side of the IJ river. We hope that these beautiful locations, as well as the quality of the presentations, will be enough to keep you away from all the other excitement that Amsterdam has to offer *.

The organizing committee, Peter Neijens, Edith Smit, Guda van Noort, Eva van Reijmersdal, Peeter Verlegh and Hilde Voorveld, with the help of many others **

*

See voucher for exploring the city by Canal Cruise offered to all ICORIA participants by the city of Amsterdam and all the tips on our Facebook page “Icoria Icoria” (Facebook.com/icoria.icoria). Rumors go that some are organizing an informal Saturday night party...

**

We would like to thank all our reviewers, Claire Segijn (review process), the Best Paper jury (Ray Taylor as chair, Sheila Sasser, Gayle Kerr, Shintaro Okazaki, Sara Rosengren, Marc Weinberger, Bettina Cornwell), our hosts during the conference (Annemarie Wennekers, Verena Wottrich, Fabienne Rauwers, Manuel Maerker, Hannah Werner, Niklas Johannes, Nadine Strauss), and our colleagues Daan Muntinga, Sophie Boerman, Stefan Bernritter, Sophie Boerman and Elske Verkruijsse.

WIFI

Network: Zwijger-zalen
Password: dezwijger

Facebook.com/icoria.icoria
Twitter: @icoria2014
#icoria2014



**EUROPEAN
ADVERTISING
ACADEMY**

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Our Best Paper Award is sponsored by

International Journal of
ADVERTISING
The Quarterly Review of Marketing Communications

Best Paper Nominations

Best Paper Award

Understanding agency-client relationships better through clients' perceptions of value and value antecedents

Maja Arslanagić-Kalajdžić & Vesna Žabkar

Creative media use increases online sharing of your ad (but it doesn't do much for your brand)

Jiska Eelen & Roxana Seiler

The role of economic conditions on the effectiveness of Greek humorous TV advertising

Leonidas Hatzithomas, Christina Boutsouki & Yorgos Zotos

How advertisers should think about big data

Edward Malthouse, Peter Neijens & Edith Smit

Subtle brand placements affect implicit but not explicit brand attitudes

Annemarie Wennekers, Lisa Vandenberg, Kim Zoon & Eva van Reijmersdal

Best Student Paper Award

Why nonprofits are more liked: the effect of brand symbolism and warmth on consumers' intention to like brand pages on Facebook

Stefan Bernritter, Peeter Verlegh & Edith Smit

Processing different degrees of logo change: when higher levels of brand consciousness decrease openness to substantial logo changes

Bo van Grinsven & Enny Das

The cultivation effect of Facebook use on users' perceptions of and attitudes towards ethnic minorities

Erik Herrmann & Martin Eisend

Branded electric cars: the role of evoked feelings and cognitions, parent brand fit, experiences, and brand personality for early and late adopter segments

Ingrid Moons & Patrick de Pelsmacker

Creative media: an evolutionary step in advertising?

Fabiënne Rauwers & Guda van Noort

#1



#2



Location Overview

East India House (in Dutch: Oost-Indisch Huis, #1)

Kloveniersburgwal 48, Amsterdam

<http://www.uva.nl/en/about-the-uva/the-uva-in-amsterdam/locations/content/binnenstad/oost-indisch-huis.html>

Pakhuis De Zwijger (#2)

Piet Heinkade 179, Amsterdam

<http://www.dezwijger.nl> (sorry only in Dutch)

Restaurant Stork (#3)

Gedempt Hamerkanaal 96, Amsterdam

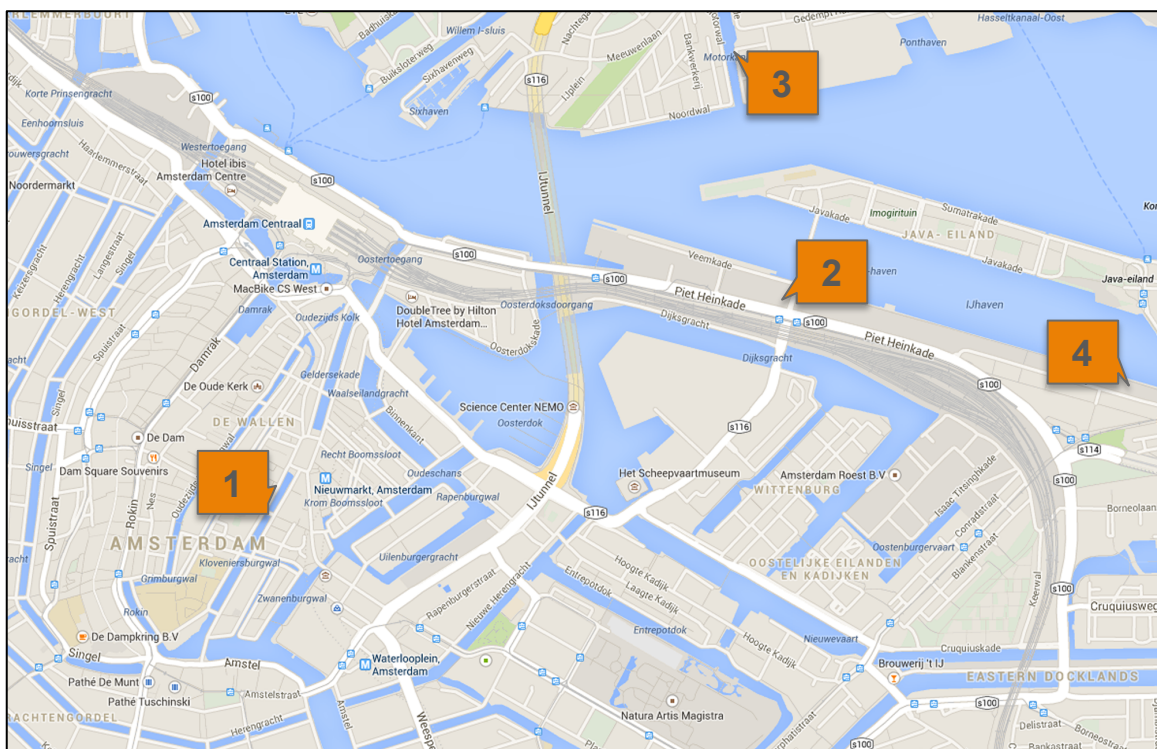
<http://www.restaurantstork.nl/EN/>

Boat to Stork leaves from Lloyd Hotel (#4)

Oostelijke Handelskade 34, Amsterdam

<http://www.lloydhotel.com/en/contact/location>

See also map and (bike) routes on page 58



Program Overview

Thursday – 26th June @ East India House

Pre-conference

12.00 – 17.00 Doctoral Colloquium

Opening Reception

17.00 – 19.00 Registration and Reception

Friday – 27th June @ Pakhuis De Zwijger

08.30 – 09.00 Registration and Coffee

09.00 – 09.45 Opening & Keynote

10.00 – 11.15 Parallel Session 1

11.15 – 11.45 Coffee Break

11.45 – 13.15 Parallel Session 2

13.15 – 14.15 Lunch

14.15 – 15.45 Parallel Session 3

15.45 – 16.15 Break

16.15 – 17.45 Parallel Session 4

BOAT from Lloyd Hotel to Restaurant Stork (leaves at 18.45, arrives at 19.45)

Dinner at Stork including Award Ceremony (starts at 20.00)

BOAT back to Lloyd Hotel (several between 22.30 – 23.30, takes 10 minutes)

Saturday – 28th June @ Pakhuis De Zwijger

09.00 – 09.30 Registration and Coffee

09.30 – 11.15 Parallel Session 5

11.15 – 11.45 Coffee Break

11.45 – 13.15 Parallel Session 6

13.15 – 14.45 Lunch including EAA General Assembly

14.45 – 16.15 Parallel Session 7

16.15 – 17.30 Parallel Session 8

After Party

Doctoral Colloquium

The aim of the colloquium is to provide PhD students with professional skills for their academic career. A selection of renowned scholars from the field of advertising, marketing and branding will give interactive lectures and workshops on various topics, including 'how to publish your work in academic top journals', 'how to manage your supervisors' and 'the dos and don'ts of peer reviewing.'

Detailed Program

The colloquium takes place on Thursday June 26 at the University of Amsterdam, Kloveniersburgwal 48, 1012 CX Amsterdam (East India House see #1 on map).

12.00 – 13.00	Informal lunch
13.00 – 13.15	Opening by Professor Edith Smit, President of the EAA
13.15 – 14.00	Professor Sara Rosengren (Stockholm School of Economics): “Looking back on my career”
14.00 – 14.45	Professor Ray Taylor (Villanova School of Business): “Tips and tricks of publishing your work in peer-reviewed journals”
14.45 – 15.00	Break
15.15 – 16.00	Professor Patrick DePelsmacker (Antwerp University): “Dos and don'ts of reviewing”
16.00 – 16.45	Dr. Hilde Voorveld (University of Amsterdam): “How to manage your supervisors”
17.00	Opening reception in the same building

Keynote

The person

Mark Deuze is Professor of Media Studies at the University of Amsterdam. He was Associate Professor of Telecommunications at Indiana University until 2013. Publications of his work include over fifty articles in peer-reviewed scholarly journals and seven books – including "Media Work" (2007) and "Media Life" (2012), both with Polity Press. His work is published both in Dutch and English, and has been translated in Chinese, German, Portuguese, Greek, and Hungarian. He was a Research Fellow at the Centre for International Communications Research of the University of Leeds in the UK, a visiting Fulbright Scholar at the University of Southern California in Los Angeles, and bassist with grunge outfit Skinflower. Beyond researching people and their media, Mark listens to and studies extreme metal (deuze.blogspot.com).

The talk

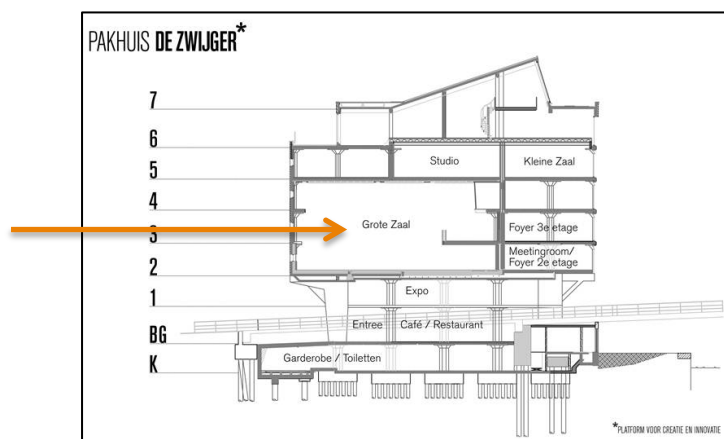
Research consistently shows how, through the years, more of our time is spent using media, how media multiply in everyday life, and that consuming media for most people takes place alongside producing media. **Media Life**, as a concept, is a primer on how we may think of our lives as lived *in* rather than *with* media. The way people experience media – the way humanity is digital – can be used as a prism to understand key issues in contemporary society, in which reality is open source, identities are – like websites – always under construction, and private life is lived in public forever more.

Ultimately, media are to us as water is to fish. The question is: how can we live a good life in media, like fish in water? Mark's presentation offers a compass for the way ahead.

The book

Media Life (2012) is our gift to you as participant of ICORIA 2014. You will receive the book at the registration desk.

Opening & Keynote



Boat trip and dinner

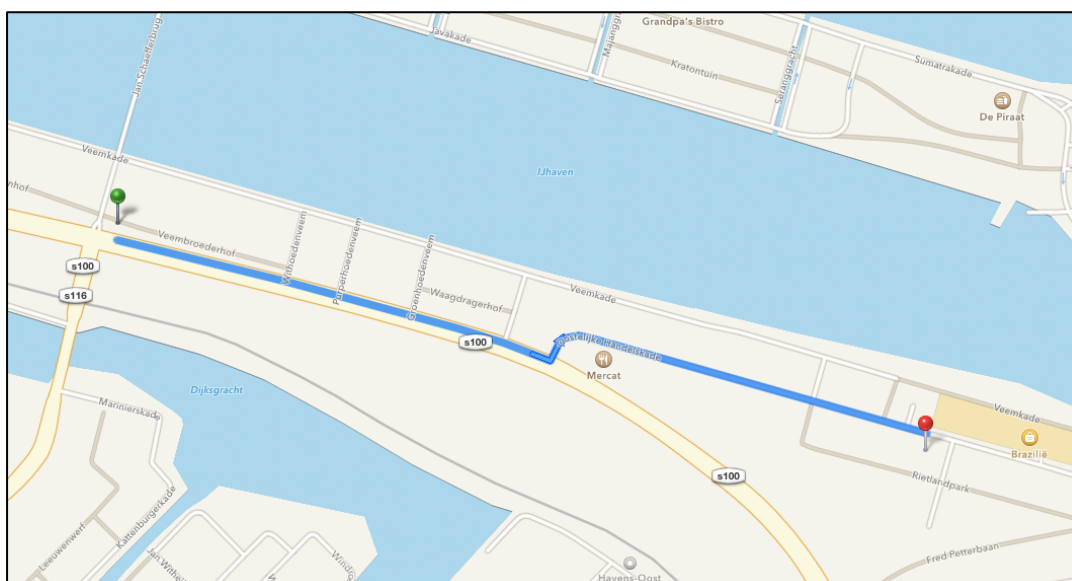
The Conference Award Dinner is planned at **Restaurant Stork**, situated in an old industrial building at the Northern banks of the river IJ. Two boats will transfer the delegates to the restaurant, preceded by a nice boat trip through the canals of Amsterdam. The boat trip is provided by Lovers.



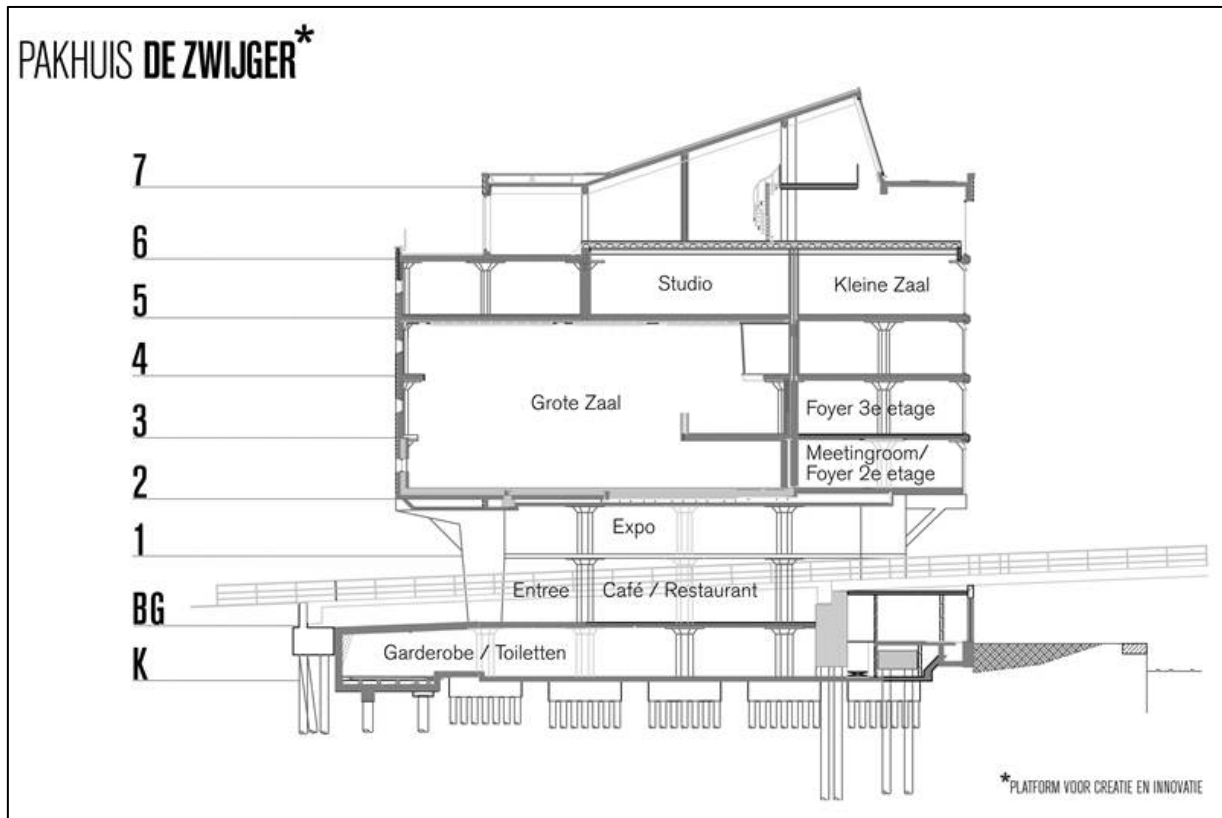
We will gather at **18:30** at the pier directly **behind the Lloyd hotel**. For the delegates who do not stay at the Lloyd hotel: it is a 10-minute walk from the conference venue (see map below; green pin is conference venue). The boats will depart at **18.45**, and will arrive at Restaurant Stork around 20.00.

If you would like to skip the beautiful boat trip, you can take a taxi directly to the restaurant (estimated price € 20, phone: +31 20 7777777). Please make sure you arrive around 20.00. The address is: Restaurant Stork, Gedempt Hamerkanaal 96 Amsterdam North. Going by bike is also an option; it is a 15-minute ride, including a transfer by ferry (see for bike and other travel tips page 58 of this booklet as well as the ICORIA website: <http://www.icoria.org/2014/travel.php>).

After the dinner, a boat will bring you back to the Lloyd hotel. The boat commutes between 22.30 and 23.30 between Restaurant Stork and the Lloyd hotel. The last boat will depart at 23.30, but taking a taxi is also an option.



Graphic overview of Pakhuis



BG = Ground floor (Entrance floor)

K = Basement with cloakroom and restrooms

Overview Parallel Sessions

Friday	Expo	Grote Zaal	Kleine Zaal	Studio
10.00 – 11.15	1.1 Let's get emotional	1.2 BIG data	1.3 Blending brands with content	1.4 A postmodern look at advertising
11.45 – 13.15	2.1 Managing brands and advertising	2.2 (Online) shopping	2.3 Concerns: deception, skepticism and privacy issues	2.4 Of language, culture and stereotypes
14.15 – 15.45	3.1 It's all about technology	3.2 The importance of replication and generalization	3.3 Gender issues	3.4 Comparing cultures
16.15 – 17.45	4.1 Going green	4.2 How to appeal your customers	4.3 Studying Facebook	4.4 Something to look at
Saturday	Expo	Grote Zaal	Kleine Zaal	Studio
9.30 – 11.15	5.1 Celebrities and other endorsers	5.2 Integrating and combining media	5.3 This session will improve your health!	5.4 Listening and responding to consumers online
11.45 – 13.15	6.1 Doing good, doing better	6.2 New and creative ways of advertising	6.3 Cultural differences	6.4 Talking about brands
14.45 – 16.15	7.1 Threat and fear: A scary session	7.2 The little ones	7.3 Advertising: judgment and strategy	7.4 Creative and new ways of advertising
16.15 – 17.30	8.1 How does it make you feel?	8.2 Branding apps	8.3 A sponsored event	8.4 New conceptualizations of online and social media

Parallel Sessions

Session 1

Friday 10.00 – 11.15

1.1 – Let's get **emotional**

Chair: Marc Weinberger – Room: Expo

The power of affect in advertising effectiveness, audience involvement and ad type

Neslihan Alpay, Ali Atif Bir, Hasan Kemal Suher

The rise of emotion in the analysis of advertising effectiveness has resulted in development and usage of affect scales. This study analyses cognitive, affective and conative attitudes towards the ad in the same model testing the hierarchy of effects. Structural equation modeling revealed that affective attitude has not only a significant impact on conative attitude but also on cognitive attitude. The structural model for informational and transformational ad type as well as high and low product category involvement was tested. Results showed different factor loadings for low/high involvement and informational/ transformational ads.

Do(n't) laugh at that ad: emotion regulation predicts consumers' liking

Peter Lewinski, Marieke Fransen, Ed Tan, Mariska Snijdewind, Wouter Weeda, Karolina Czarna

In two studies we demonstrated how consumers' emotion regulation affects their attitudes toward advertisement through feedback from facial expressions. We recorded participants in their every-day environments and analysed their facial expressions. In Study 1, it was found that cognitive reappraisal led to less facial expressions of happiness, which in turn caused lower attitudes. Study 2 replicated the findings while demonstrating that expressive suppression or amplification led to less or more expressions strengthening or weakening the attitudes. Our findings are consistent with the functional account of emotions that defines facial expressions as action readiness to engage or disengage with the stimuli.

Emotional brand experience: conceptualization and comparison with cognitive brand experience

Dirk Fischer, Sandra Praxmarer-Carus

We propose a conceptualization of emotional brand experience (EBE). We define EBE as the extent to which a consumer's subjective, conscious internal response to a brand-related stimulus includes (1) pleasure, (2) arousal and (3) appraisal of extraordinariness. We describe the construct and distinguish it from the cognitive brand experience (CBE) construct by Brakus et al. (2009). Furthermore, we present a study that tests how well EBE explains consumers' brand-self connection compared to CBE. Finally, we discuss the results of our study and give

directions for marketing practice and research.

1.2 – **BIG** data

Chair: Peter Neijens – Room: Grote Zaal

How advertisers should think about big data

Edward Malthouse, Peter Neijens, Edith Smit

Big data are widely available and there is a substantial amount of hype about what it can do and how it changes advertising and research. However, advertisers are currently struggling with understanding the implications and how to use it to achieve a competitive advantage. We discuss big data characteristics, possible uses in advertising, methodological and privacy issues, and attempt to separate the hype from the new opportunities it creates.

Big data and small data: Innovative paths to integration

Hairong Li, Peking Tan

This concept paper addresses the lack of discussion on the integration of big data and small data with the increasing popularity of big data in advertising research. It explores the differences between big data and small data and identifies the innovative paths to integration of the two data types, namely concept adoption, matched combination, cross calibration, coordinated creation, and synergistic consolidation. These paths are defined and interpreted with examples. The importance of integration for the future of advertising research and education is also elaborated.

The dynamics of mobile customer engagement behaviors

Vijay Viswanathan, Wei Xie, Edward Malthouse, Su Jung Kim

Brodie et al. (2011) define customer engagement (CE) as a dynamic iterative process. We propose a statistical model for this process and show how CE develops over time as customers interact with the firm with non-purchase behaviors, purchase from the firm, and consume the firm's products. We illustrate the model studying non-purchase behaviors with a mobile app. While most adopters become engaged with the app, some disengage and stop using it. The model quantifies the positive effects of engagement and finds small negative effects for disengagement.

1.3 – **Blending brands with content**

Chair: Sophie Boerman – Room: Kleine Zaal

Subtle brand placements affect implicit but not explicit brand attitudes

Annemarie Wennekers, Lisa Vandeberg, Kim Zoon, Eva van Reijmersdal

The present research focused on implicit evaluation processes in the area of brand placements. Specifically, the aim was to investigate whether subtle brand placements affect implicit attitudes, and to shed more light on the conditions that may cause these effects to be positive or negative. The results of an experiment showed that subtle brand placements (as compared to no brand placements) resulted in positive implicit attitudes toward the placed brand. Importantly, this effect was obtained regardless of whether the brand was placed in a neutral,

positive, or negative clip. Moreover, brand placements did not affect explicit brand attitudes.

Brand placement effectiveness: an experimental study on the direct evaluative conditioning effects

Serena D'Hooge, Veroline Cauberghe, Liselot Hudders

This paper investigates brand placement effectiveness and investigates under which condition brand prominence might not induce negative brand attitudes by relying on direct evaluative conditioning theory (DEC). An experimental study with a 2 (Valence: negative versus positive context) by 3 (Placement prominence: subtle versus prominent versus very prominent) design shows that prominence moderates the effect of the context valence on brand attitude. In the positive context, brand prominence has no significant impact on brand attitude. In the negative context, very prominent brand placements lead to more negative brand attitudes. Repeatedly and simultaneously linking different contexts (DEC) might explain these results.

The impact of an advertiser funded television program on consumers' brand attitude: a longitudinal field study

Yann Verhellen, Patrick De Pelsmacker, Nathalie Dens

By means of a longitudinal field study, we investigate the short-term (one week after season finale, n=717) and long-term (one month after season finale, n=456) impact of a branded entertainment television program on viewers' brand attitude for the sponsoring brand. The results indicate that program liking benefits brand attitude in the short-term, but not in the long-term. The positive effect of program liking on brand attitude is greater for respondents who perceive a higher level of fit between the program and the brand. In the long term, the effect of liking is only significant for viewers who perceive high levels of fit.

1.4 – A postmodern look at advertising

Chair: Gayle Kerr – Room: Studio

Minding the gap: an allegory in practice and theory for exploring the creative process in advertising (and academe)

Andrea Scott

In response to a call for research that investigates creative phenomena, this paper represents a preliminary exploration into creativity within the advertising creative process with inferences for academic research. Based in part on a series of conversations with creative personnel, this work combines traditional academic prose with an allegorical conceptualization of the research. Study implications aid in generating advertisements that improve consumers' experiences with a given brand and also inform the creative process of conducting research via writing as inquiry.

Reconstruction of the tradition in postmodern world: the usage of the Ottoman cultural components in advertisements

Muge Elden, Isil Karpat Aktuglu, Ozen Okat Ozdem

While considering postmodernism as combining the different and the opposite; the new and the old to create a new world, it is possible in modern world to encounter reinterpretation of retrospective components constantly. Accordingly, the marks of the Ottoman period as representative of recent history coincide in the daily lives of modern Turkish people to a large extent. The most important reflection of the modern world in people's daily lives is observed in living areas and clothing. Therefore, this work aims to reveal the marks of Ottoman Culture through its reflections to our daily life and analyzing the advertisements in decoration magazines.

The use of stereoscopic 3D virtual reality in fashion advertising and retailing

Kung Wong Lau, Pui Yuen Lee

The study explores the impacts of implementing stereoscopic 3D virtual reality technology for fashion advertising and retailing. We established a stereoscopic 3D fashion show interface for both a research protocol and a free-to-attempt advertising platform. Reflections from audiences praised a stereoscopic 3D fashion show experience built a strong sense of telepresence and a hedonic experience, which enriches product information and arouse purchase intention, which is consistent with suggestions by other research in fashion retailing.

A review and integration of message strategy typologies

Liyong Wang, Carolus Praet

In this paper we propose an integrated message strategy framework for academic research. We first review the respective strengths and limitations of typologies of message strategy that have been developed for use by advertising practitioners and academics. We then synthesize elements from various academic typologies into a modified typology primarily based on the two-stage typology developed by Laskey et al (1989). In addition, we propose to incorporate the conative aspect of the hierarchy-of-effects theory underlying the practitioner-based FCB Grid. Finally, we provide detailed descriptions of the main strategies and sub-strategies in our integrated framework.

Session 2

Friday 11.45 – 13.15

2.1 – Managing brands and advertising

Chair: Sara Rosengren – Room: Expo

Method for management to determine corporate brand identity

Auli Kangas, Jaana Tähtinen, Eeva-Liisa Oikarinen

This paper develops a method for management to define the corporate brand identity (CBI) of their organization. Research on brand identity is short on concrete methods to determine CBI. Since a solid CBI precedes and enhances external branding, management needs such a practical method. The CBI-method is developed by combining CBI theory, creative data collection, and action research. The method includes workshops where management and members of the organization draw pictures, choose music, answer questions and have a discussion. Hence, the method enables a comparison between official CBI and unofficial views, conscious CBI and unconscious views to determine the CBI.

Exploring the causal relationship between consumer advertising and employee organizational identification

Niklas Bondesson, Sara Rosengren

The present paper adds to the budding literature on employee reactions to advertising by investigating if and how consumer advertising impacts organizational identification. More specifically, we test the causal relationship between employee reactions to advertising (in terms of feelings of ad pride and perceptions of advertising effectiveness) and organizational identification in an experimental study of employees at a retail chain. The findings show that perceptions of advertising effectiveness enhance organizational identification. This suggests that advertising could be an important tool to foster organizational identification and that synergies can be achieved by a closer cooperation between Marketing and HR.

External communication and internal brand management

Rico Piehler, Michael Schade

Although internal brand management (IBM) is an important factor for brand success, research is still in an infant state. While there is some research regarding IBM outcomes and organization-oriented antecedents like internal communication, leadership and HR management, external communication has received limited consideration as antecedent of IBM outcomes in past IBM research. Therefore, the authors empirically investigate the effect of external communication on IBM outcomes. The study indicates that external communication congruence, which is the degree externally communicated information, is in accordance with internal reality in the organization, affects cognitive, affective, and behavioral IBM outcomes.

Corporate personage: how the “we” in marketing communications anthropomorphizes and alters perceptions of corporate capability

Hu Xie, Bettina Cornwell

“We” is frequently used to represent a corporation in marketing communications, but consequences are largely unexamined. In two studies, this paper demonstrates that using “we” can anthropomorphize a corporation and consequently affect perceptions of corporate capabilities, which in turn influence consumer attitudes. This relationship is moderated by consumer perceptions of encounter potential (i.e., likelihood of interacting with a corporation). When a corporation is perceived to have high encounter potential, anthropomorphism can increase the mind-like perception of corporate capabilities, resulting in positive attitudes. Counter intuitively; anthropomorphizing via company communications can result in negative attitudes when the consumer’s encounter potential is low.

2.2 – (Online) shopping

Chair: Edward Malthouse – Room: Grote Zaal

Are evaluations of the base product affected by advertising add-ons in an online environment?

Martina Maurer, Heribert Gierl

Few years ago, Bertini, Ofek, and Ariely (2009) published findings indicating that offering add-ons has a strong effect on the base products’ evaluations. They found that alignable (nonalignable) add-ons impair (improve) the evaluations of the base product to a considerable extent. However, online shopping malls frequently present base products along with both types of add-ons. Hence, we ask the question about whether advertising add-ons in connection with the corresponding base product in an online environment affects the base products’ evaluations. We did not find considerable effects and conclude that even alignable add-ons may be offered along with the base products.

When consumers go blind: the effects of repetition, user type, and attention tactics on banner blindness

Tobias Langner, Philipp Brune, Alexander Fischer, Nils Fallack

Banner blindness refers to the phenomenon that allows consumers to avoid seeing banner advertising on websites. But after how many exposures to a website structure do users begin to ignore banners? How might this effect be mitigated? Building on attention theories, this study analyses the effects of repetition, user type and attention tactics on banner blindness. As the eye-tracking results show, user type exerts a strong influence on banner blindness. Unlike browsers, searchers get accustomed to the website structure very quickly and go blind immediately or after just the first exposure. Attention tactics do not help overcome banner blindness.

Pay what you want: how to affect the price consumers are willing to pay

Stefan Thomas, Heribert Gierl

Recently, some studies compared the revenues from regular prices to the revenues from pay-what-you-want pricing and found mixed results. Because pay-what-you-want pricing campaigns can be accompanied by additional information, the question arises about what information can make pay-what-you-want pricing more profitable by increasing customers' willingness to pay. We investigated the effect of reference prices (i.e., information about the obligatory minimum price or the price customers pay on average) and found that companies should refrain from communicating such reference prices. Moreover, we investigated whether nonprofit organizations benefit more from using pay-what-you-want pricing than profit-oriented companies and found no effect.

U.S. Online shopping: facts, fiction, hopes and dreams

Don Schultz, Martin Block

Much online shopping research has been viewed from the seller's side, i.e., volume, timing and the like. This paper looks at online shopping/buying from the buyer's view. Based on 285,000+ individual responses from an online U.S. panel, the questionnaires, gathered between 2006 and 2013, form the analytical base. Findings include an increase in online shopping volume among a declining customer base. Consumer reported details such as leading online retailers (Amazon.com), online product preferences, comparisons of online and fixed location research and buying scenarios, buying influences and the like are discussed. Managerial implications and suggestions for future research are included.

2.3 – Concerns: deception, skepticism and privacy issues

Chair: Edith Smit – Room: Kleine Zaal

Does puffery deceive in Chile?

Pablo Farías

The purpose of this study is to test the viability of puffery claims in Chile. Data were collected via controlled experimentation. The results suggest that puffery claims are not more effective than factual claims in Chile. Additionally, data do not support the idea that the effect of puffery claims is moderated by the product category. While experimental research is not sufficient to establish the generalized non-superiority of puffery claims in the region, the results support the idea that puffery claims might not be more effective than factual claims for many marketing campaigns in Latin America.

The influence of body weight on skepticism towards advertising: does the promoted product matter?

Sabrina Brauneis, Ralf Terlutter

Research has revealed that overweight people tend to have a higher internalization of societal ideals shown in advertising. The higher internalization causes less awareness of the unrealistic picture drawn in advertising. The current study investigates whether overweight people have lower levels of skepticism

towards advertisements for non-food, food and pharmaceutical products than normal weight people. A study with 481 subjects shows that overweight and normal weight people do not differ in their level of skepticism towards advertisements for non-food and pharmaceutical related products. However, overweight people show lower levels of skepticism towards an advertisement for food related products.

“This tweet is sponsored by canon” - effects of disclosing sponsored tweets on persuasion knowledge and source evaluations

Sophie Boerman, Sanne Kruikemeier

This study gives insight into the effects of the disclosure of sponsored tweets (“sponsored by [sponsoring party]”) and compares these effects between brands and political parties. An experiment shows that sponsorship disclosures can increase the recognition of a tweet as advertising and reduce source trustworthiness, but only when the disclosure is recalled. As only 14% of participants recalled the disclosure, the disclosures that are currently used are hardly effective. Additionally, a tweet from a brand is more likely to activate persuasion knowledge, than a tweet from a political party. Furthermore, the brand was evaluated more favorably than the political party.

You are what you share: privacy and social media?

Louise Kelly, Gayle Kerr, Judy Drennan

Social media has matured along with the digital natives who first shared their lives on Myspace and MSN. This longitudinal cohort study examines the changes in privacy and the antecedents of privacy concerns of these digital natives. It addresses both the growing maturity of the participants and the evolution of the medium to investigate attitudes towards perceived control of information online and also perceived vulnerability. As consumers have matured, so has their understanding of privacy and acceptance of behavioral targeting. They accept that advertising needs to be personalized and relevant but are concerned when targeting becomes too individually identifiable.

2.4 – Of language, culture and stereotypes

Chair: Carolus Praet – Room: Studio

Does the use of a foreign language in print advertisements manage to attract consumers’ attention? An eye-tracking study

Béryll Hilberink-Schulpen, Ulrike Nederstigt, Frank van Meurs, Dinesh Murlu

A key issue in advertising is to stand out in the mass of advertisements consumers are confronted with. One way to attract consumer’s attention is using a foreign language, at least that is what researchers such as Domzal et al. (1995) and Kelly-Holmes (2000) claim. This claim lacks experimental proof. In this study, an eye-tracking experiment was conducted to find support for this claim. However, no differences in viewing behaviour were found between the native Dutch and the English advertisements. This means that using a foreign language does not manage to make an advertisement stand out from the mass.

Changing country-of-origin stereotypes towards China via advertising

Kineta Hung, David Tse

This study examines how China's 2009 ("Made-with-China") ad campaign affected consumer perceptions on made-in-China products in the USA, UK and Australia. Using insights from stereotyping literature, the study postulates that to be effective, the ad campaign needs to stimulate reflective thinking and provide favorable information signal. Through surveys involving national representative samples (400 respondents each) in three countries, the study confirms the relevant propositions. Policy and managerial implications are discussed.

Which advertising cues cause consumers to perceive brands as more global? A conjoint analysis

Sarah De Meulenaer, Nathalie Dens, Patrick De Pelsmacker

This paper investigates which advertising and branding cues determine perceived brand globalness (PBG). The results of a conjoint analysis (N=200) are compared for products differing in category involvement (chocolates versus computers) and for local versus global consumer culture segments. Verbal cues are imperative in determining PBG. The spokesperson and logo relatively more strongly determine PBG under low involvement, whereas brand name is relatively more important under high involvement. The results do not differ between local and global consumer culture segments. PBG more strongly determines perceived prestige and quality under low involvement and for the global consumer culture segment.

Does your product speak the right language? Effects of multilingual product packaging

Verena Huettl, Johanna Schwenk

We examine how an additional foreign language printed on product packaging impacts product attitudes, quality perceptions and taste perceptions. In our experimental study in which we used beverages as test products we found that adding a foreign language with a low fit to the product category impairs the evaluation of the product. Our results show that even taste perceptions are negatively affected in this case. These findings provide new insights on the effects of cues that point to a foreign culture or country and are highly relevant for marketers since today multilingual packaging is ubiquitous.

Session 3

Friday 14.15 – 15.45

3.1 – It's all about **technology**

Chair: Shintaro Okazaki – Room: Expo

What the hell is wrong with QR codes? Reasons why global youth are not embracing QR messages and what advertisers should do about it

Barbara Mueller, Shintaro Okazaki, Sandra Diehl

Marketers around the globe have embraced QR codes. College students? Not so much. This study explores QR code adoption among university students in the U.S., Spain and Germany. A two-phased approach is employed, combining content analysis and free association tasks. Content analysis of 650 QR codes revealed that most QR codes are for services. There is considerable variation by country in the use of QR codes for non-durable products, and in the media employed. The free association task (N=207) revealed that most respondents were familiar with QR codes, but either never or only occasionally scanned QR codes: QR codes were too complicated to scan, and often not worth the effort.

Branded electric cars: the role of evoked feelings and cognitions, parent brand fit, experiences, and brand personality for early and late adopter segments

Ingrid Moons, Patrick De Pelsmacker

The attitude and intention formation towards branded electric car extensions of early and late adopter segments is studied in a sample of 512 Belgians. Emotions evoked by the electric car are the most important driver of extension attitude, while cognitive responses drive usage intention. Also parent fit, anticipated intellectual and sensorial experiences, a responsible, active, emotional and sophisticated brand personality, and aspirational brand characteristics drive attitude and intention. The relative importance of these responses and perceptions for attitude and intention formation are partly different for early adopter segments, warranting a specific positioning and advertising strategy to appeal to them.

When presence meets electronic technology acceptance model: investigating consumer evaluations of augmented reality technology

Mark Yi-Cheon Yim, Shu-Chuan Chu, Paul Sauer

Augmented reality technology (ART) has been recently attracting attention from many companies. Yet little research has explored its impact in marketing communications. This study examines consumers' willingness to adopt ART by focusing on the concept of presence and its expanded functionality in affecting the antecedents – ease of use, usefulness, and enjoyment in the electronic Technology Acceptance Model (e-TAM). Further, this study investigates user characteristics such as curiosity, attention to ART, irritation, and previous medium experience as antecedents of presence. This study highlights the important role of presence in understanding ART and contributes to the literature on interactive advertising.

Location aware advertising: determinants of consumer acceptance and intention to use

Claudius Warwitz

Through Location Aware Advertising (LAA) companies can transmit context-related, location-specific advertising messages to consumers via the mobile phone. With new technologies that can collect and analyse large amounts of multi-structured data (Big Data), personalized advertising messages highly relevant to users can be generated. However, targeting that penetrates too far into the privacy of consumers, could provoke negative response. Hence, it is important for companies to understand how to shape LAA to achieve a high level of user acceptance. Possible determinants are the level of personalization, context adaptation, trust and personal control. Fear of privacy invasion is a central factor for disapproval.

3.2 – The importance of replication and generalization

Chair: Tim Smits – Room: Grote Zaal

Breakthrough or one-hit wonder? Three attempts to replicate musical conditioning effects in advertising

Ivar Vermeulen, Anika Batenburg, Camiel Beukeboom, Tim Smits

Three studies replicated a seminal study on the use of music in advertising (Gorn, 1982), testing whether liked (vs. disliked) music affects preferences for a shown (vs. different) pen through single-exposure conditioning. Experiment 1 employed the music originally used and hypothesis-aware experimenters. Experiments 2 and 3 employed hypothesis-blind experimenters. Experiment 3 employed contemporary music. Experiments 1 and 2 (N=158, 190) showed no evidence for musical conditioning of pen choice, and were qualified (conclusive) replication failures. Experiment 3 (N=91) reproduced original effects with significantly smaller effect size. Aggregated, the three studies produced a null effect.

Implicit measurement methods in advertising research: their sense, nonsense, and application

Lisa Vandeberg, Jaap Murre, Edith Smit

Research in advertising has largely adopted explicit measures to examine the impact of advertising on consumer behavior. However, the determinants of consumer behavior are often automatic, or occur at a subconscious level. Because explicit measurements are unable to tap into these processes, their isolated use gives an incomplete view of advertising impact. Based on a literature review we will define, present, and review several implicit measures that are of great added value for advertising research. We argue that combining such implicit with explicit measures is essential for the field to move forward and disentangle the mechanisms responsible for advertising effectiveness.

How effective is advertising? A meta-meta-analysis of effect sizes in advertising research

Martin Eisend

How effective is advertising? By analyzing 294 meta-analytic effect sizes from 41 meta-analyses that include more than 1,500 studies with more than 1.5 million subjects, this study shows that the application of advertising tools helps to increase the effectiveness of advertising by almost 24%. These findings provide quantitative evidence for the productivity and accountability of advertising and show to what degree scientific knowledge explains advertising effects. The findings further indicate that source and strategy tools lead to stronger effects than message tools and receiver characteristics. Furthermore, we find decreasing effects over time and depending on the maturity of a topic.

Predictive validity of evidence-based persuasion principles: an application of the index method

Scott Armstrong, Rui Du, Kesten Green, Andreas Graefe, Alexandra House

This study develops an index model for predicting the effectiveness of advertisements based on 195 evidence-based persuasion principles that were derived from a prior review of empirical, mostly experimental, research. The index model sums the points credited by a rater who assesses the application of each of the principles to an advertisement. Predictive validity was tested against recall data for 96 pairs of print advertisements using the ratings of self-trained novices. The index scores correctly predicted which ad was the better recalled for 75% of the pairs. Predictions by experts using their unaided judgment were correct for 55%.

3.3 – Gender issues

Chair: Jenny Darroch – Room: Kleine Zaal

A study in pink: what determines the success of gender-specific advertising?

Anna Fenko, Willemijn Drost

Gender-specific marketing gains importance as women become more influential as consumers. The study investigated an efficiency of two approaches to gender-specific marketing: designing a stereotypically “feminine” product and priming an interdependent self-construal with an advertising scenario. Female participants (N=160) evaluated four advertisements for a soft drink with feminine/gender-neutral product design and independent/interdependent self-construal. The results demonstrated a significant positive effect of interdependent self-construal on the attitudes towards the ad. The effect of stereotypical product design was non-significant. These results suggest that indirect approach to gender-specific advertising via priming techniques may be more efficient than direct use of gender stereotypes.

Is there gender bias when creative directors judge advertising?

David Roca, Daniel Tena, Patricia Lázaro, Alfons González

Creative departments are seen as a laddish subculture in advertising agencies and women feel many difficulties in their career progress. One of these drawbacks is gender bias in selection of ideas by male creative directors, who are supposed

to promote ideas created by men. This perception that emerged from qualitative research is studied experimentally. Almost 90 advertising creatives assessed ads created by students in an advertising university course. Observations revealed that gender of advertisement creators or evaluators did not affect evaluations. Moreover, younger creative directors are tougher when evaluating ads than older ones.

The prejudice and gender stereotyping in advertising – the receiver perspective

Francisco Costa Pereira, Jorge Verissimo, Ana Castillo Diaz, Rosário Correia, Luisa Magalhães, Paulo Cardoso

This research intended to identify how the perception of discrimination against women in advertising can be influenced by gender stereotypes in advertising as well as some attitudes such as sexism and sexual and racial discrimination. Two models were created, one for sexism influencing the discrimination of women in advertising and one for sexual and racial discrimination. The two models were tested through a quantitative research with 736 subjects in Spain and Portugal. It was found that hostile sexism and gender stereotypes in advertising contribute to the discrimination of women in advertising. Racial and sex discrimination did not contribute.

Do gender egalitarian appeals matter in advertising? Results from the United States

Sandra Diehl, Barbara Mueller, Ralf Terlutter

Changes in gender roles are one of the most important developments affecting many societies. In this study, based on the GLOBE dimension of gender egalitarianism (GE), we examine how the portrayal of gender roles in an ad relates to the perception of GE in the ad, to ad evaluation and to attitude towards the product, among female and male subjects. 180 Americans were exposed to one of three versions of a print ad (either “male dominant”, “female dominant” or “team-oriented”).

3.4 – Comparing cultures

Chair: Sheila Sasser – Room: Studio

Empowerment through online marketing communication knowledge: participatory action research for a SME in Thailand

Chompunuch Punyapiroje

This study employed Participatory Action Research (PAR) to provide marketing communication knowledge because its core beliefs are collaborative ethos where the people most affected by the research in its process stages, including an intervention experiment in a local practice context. PAR is also a way to build and strengthen relationships and understandings of the communities. Bantom village group was selected to participate this project during February to May 2013. The results revealed the positive feedback on the villagers’ attitudes and knowledge about the marketing communication field.

Ideological media bias and advertising: differentiation of advertising appeal usage between mainstream and conservative Islamic print media in turkey

Muge Elden, Ugur Bakir, Murat Celik

This study aims determining the differentiation of the advertising appeal usage between conservative Islamic and the mainstream media in Turkey. The results of the study examining 2793 advertisements with the content analysis method showed that the advertising appeals preferred by advertisers varied according to the ideological bias of the newspaper in which the advertisement appeared. Advertisements with appeals more expressive of collective values were prevalent in newspapers with a conservative Islamic ideological bias, while the mainstream press contained more advertisements with appeals that expressed individualistic values.

Generational differences in advertising avoidance and attitude toward advertising: a six-country comparison

Margot van der Goot, Esther Rozendaal, Paul Ketelaar, Edith Smit

This study examines generational differences in ad avoidance and attitude toward advertising for five media in six countries. We distinguish the Newspaper Generation (born between 1930 and 1957), the TV Generation (born between 1958 and 1977), and the Net Generation (born between 1978 and 1995). The most pronounced finding of the survey (N=5784) was that the Newspaper Generation held more negative attitudes toward advertising than the younger generations for all media. However, this generational pattern in attitudes did not translate into a clear generational pattern in ad avoidance.

Cultural values reflected in American, French and Ghanaian television advertisements targeting children

Evelyn Odonkor

This study examines the influence of cultural values on American, French and Ghanaian television advertisements targeting children. We observed that many of what some scholars have underlined as natural traits of children is reflected in the advertising messages of all three countries. Our findings suggest that culture influences not only the values advertisers chose to portray in their messages but also the degree of prominence of each value in a message. The results also support previous findings that advertising content should reflect the values of its target audience.

Session 4

Friday 16.15 – 17.45

4.1 – Going green

Chair: Marla Royne Stafford – Room: Expo

Eco-harmful media perception and its impact on communication effectiveness

Claudia Rademaker

Does the choice of a medium, by which a company's advertising message is carried, communicate something about that company's commitment to act responsibly towards the green environment? By way of an experiment this study explores green media selection and its impact on communication effectiveness. The findings shed light on the importance of taking the green environmental aspect into account when practitioners select advertising media. This is particularly valid for companies that are committed to act responsibly toward the green environment, by for instance having environmental policies, and wish to be associated as such through their brands and communication thereof.

Is there a time to turn “green”? Effectiveness of social labeling in promoting preadolescents' pro-environmental behaviors

Julien Bourjot-Deparis, Karine Charry, Béatrice Parguel

We study the effectiveness of “social labeling” to promote pro-environmental behaviors in preadolescents, and examine the moderating effect of age. We run an experiment on 115 preadolescents and show that (1) tweens exposed to a social labeling declare more pro-environmental behaviors, (2) those behavioral concerns are sustained over an extended period of time, and (3) preadolescents between 9.5 and 11.5 year-old are the most responsive to the technique, underlying an inverted-U relationship between social labeling effectiveness and age. Referring to previous research on children, persuasion knowledge and social labeling, we propose theoretical explanations and (responsible) managerial implications.

How do green claims improve CSR and advertising perceptions?

Keiya Tabe, Kei Mineo, Ying Xu, Morikazu Hirose

The purpose of this study is to identify the effectiveness of advertising with green claims in terms of CSR. The empirical research was conducted with 277 samples in Japan. Structural equation modeling suggests that CSR perception improves corporate credibility and attitude toward the ad. Consequently, corporate credibility mediates the relationships between CSR perception and attitude toward the ad, attitude toward the brand, as well as purchase intention. In addition, the perceptual difference between two types of green claims was tested. The result indicated that substantial claims are more effective to improve CSR perception than associative claims.

Consuming green, living green? The role of pro-environmental identity

Marijn Meijers, Marret Noordewier, Peeter Verlegh, Edith Smit

Research often investigates how to design green advertisements so to make them more appealing. Not much attention is however devoted to people's post-purchase behavior: What happens once consumers have purchased the green product? We show that consuming eco-friendly products may paradoxically result in subsequent environmentally unfriendly choices (i.e., licensing effect). This licensing effect only arises for people who have a weak pro-environmental identity. Contrarily, people with a strong pro-environmental identity do not show such licensing effects. The degree of emphasizing green claims does not influence the proportionality of the licensing effect.

4.2 – How to appeal your customers

Chair: Ralf Terlutter – Room: Grote Zaal

Topdog or underdog: bullying in comparative advertising between national brands and private labels

Martin Waiguny, Andrew Parsons

Comparative advertising has a long tradition in competitive markets, however sometimes it gets extreme, and amounts to bullying behavior. We propose that this may lead to sympathizing with the victim but also admiring the bully. How we react is mainly related to if we see the bully or the victim in an underdog or topdog position, which may be translated to private labels and national brands. An experiment (N=373) shows that bullying by a private label leads to a positive effect for both brands (the bully and the victim), while bullying from a national brand, backfires on the national brand's attitude ratings.

Probability markers in advertising: a content analysis of Belgian and Croatian print advertisements

Ivana Bušljeta Banks, Patrick De Pelsmacker

The present study provides an overview of the current situation in advertising practice in Belgium and Croatia with regards to the use of probability markers, and examines to what extent the use of probability markers in advertising is consistent with the findings of extant research on the moderating effects of involvement, buying motivation, and gender on the effectiveness of probability marker usage. The results show that while probability markers appear more frequently in Croatian advertisements than in Belgian ones, advertising practitioners, especially in Croatia, could make better use of extant research findings on the topic.

The impact of attitude functions on luxury brand consumption: An age-based group comparison

Michael Schade, Sabrina Hegner, Florian Horstmann

The main purpose of this study is to understand the consumption of luxury brands in different age groups. This study shows that the hedonic and utilitarian attitude functions are in principle relevant across all age groups, while the impact of the social functions greatly differ among the target groups. Whereas the social-adjustive function strongly enhances luxury brand purchase behavior of late adolescents (16 to 25 years), value-expressiveness only impacts the luxury

consumption of young adults (26 to 39 years). The acquisition of luxury brands by middle-aged adults (40 to 59 years) is not determined by social functions.

Effective risk communication: reaching optimistically biased individuals with anecdotal information - the role of similarity and framing

Marina Wieluch, Sandra Praxmarer-Carus

Because previous research suggests that social marketers should use anecdotal information when targeting optimistic individuals, this paper examines how anecdotal messages should be designed. We test the effects of a comparison other's similarity to the receiver on message compliance among optimistic and non-optimistic individuals who engage in risky behavior. Two studies consider similarity in two different ways (1) the comparison other's socio-demographic factors and (2) the comparison other's relevant risky behavior, which is linked to message framing. Our findings support the assumption that similarity is even more influential when targeting optimistically biased receivers as compared to non-optimistic receivers.

4.3 – Studying Facebook

Chair: Daan Muntinga – Room: Kleine Zaal

The cultivation effect of Facebook use on users' perceptions of and attitudes towards ethnic minorities

Erik Hermann, Martin Eisend

Based on a sample of 571 Facebook users, this study investigates the cultivation effect of Facebook use on perceptions of ethnic minorities as well as attitudes towards them. The findings provide empirical support for the cultivation effect and show that Facebook use leads to perceptions of ethnic minorities that resemble the world on Facebook that is characterized by ethnic diversity. Furthermore, Facebook use leads to more favorable attitudes towards ethnic minorities. Both perceptions and attitudes mediate the influence of Facebook use on the number of ethnic minority friends and colleagues a user has.

Why nonprofits are more liked: the effect of brand symbolism and warmth on consumers' intention to like brand pages on Facebook

Stefan Bernritter, Peeter Verlegh, Edith Smit

In the present paper, we examine processes that underlie consumers' intention to like brand pages on Facebook. In particular, in a set of four experiments, we distinguish between nonprofit and for-profit brands and show that brand warmth and brand symbolism mediate the effect of brand type (nonprofit vs. for-profit) on consumers' intention to like brand pages on Facebook. Based on our findings, we proposed and tested a model to describe this phenomenon.

Is this for me? How consumers respond to personalized advertising on Facebook

Freya De Keyzer, Patrick De Pelsmacker, Nathalie Dens, Michel Walrave

This paper examines the impact of perceived personalization on consumer responses (attitude toward the brand, click intention and purchase intention) to advertising on Facebook. Based on two experimental studies, we test a model with

perceived relevance as the mediator and consumers' attitude toward Facebook as the moderator. The results show that perceived personalization improves consumer's responses toward Facebook ads, through perceived relevance. The impact of the attitude toward Facebook is only significant in the second study. The positive effect of perceived personalization of Facebook advertisements on click intention is stronger for participants with a more positive attitude toward Facebook.

Facebook as a corporate communication tool? A content analysis of the communication strategies of reputable Belgian companies

Hannelore Crijns, Liselot Hudders, Verolien Cauberghe, An-Sofie Claeys

The current study investigates how companies use Facebook as a corporate communication and relationship management tool. A quantitative content analysis of the Facebook pages of 12 reputable Belgian companies was executed. This study shows that the companies use Facebook more often to communicate public relations related content than marketing related content. The relationship management potential was investigated based on the symmetry/excellence theory and the dialogic communication theory. The findings indicate this potential is not maximized. Even on Facebook, one-way communication dominates over two-way symmetrical communication and only two of the dialogic principles are fully incorporated in the communication.

4.4 – Something to look at

Chair: Sandra Diehl – Room: Studio

Processing different degrees of logo change: when higher levels of brand consciousness decreases openness to substantial logo changes

Bo van Grinsven, Enny Das

Two experimental studies tested the effects of different degrees of brand logo change on logo processing speed. Experiment 1 (N=120) used a 3 (degree of change: original vs. small vs. substantial) unifactorial between subjects design. Experiment 2 (N=148) used a 3 (degree of change: original vs. small vs. substantial) x 2 (Exposure: 1 vs. 3) between subjects design with brand consciousness as a continuous moderator. Results showed that substantial logo changes harmed processing speed of highly brand conscious consumers and that substantial logo changes decreased processing speed, which was compensated by repeated exposure to the redesigned logo.

Should we invest in a logo of a brand name?

Irene Roozen, Maria Buda

The purpose of this research is to conduct an empirical investigation whether there is a significant difference in reactions to the brand name compared to the logo of the same brand. The research consists of three studies: the first two measure affective attitudes explicitly and the third measures implicit attitudes. While the literature asserts that logos are powerful marketing tools as compared to brand names, this has never been empirically investigated. Our findings do not find more effective responses with regard to the logo than to the brand name. The results, therefore, question marketing strategies focused on promoting logos of brands

Atypicality affects product evaluation through increased processing

Iris van Ooijen, Marieke Fransen, Peeter Verlegh, Edith Smit

We investigated a fluency-based role of atypical packaging design on product knowledge and product evaluation. We suggest that atypical packaging design increases processing of product claims, affecting product claim recall and product evaluation in turn. Specifically, we predicted that atypical packaging would increase the persuasiveness of strong product claims and decrease the persuasiveness of weak product claims. An experiment showed that atypical packaging increased cognitive processing, which in turn decreased the persuasive impact of weak, and increased the persuasive impact of strong product claims on product evaluation. Product claim recall improved when packaging design was atypical, through increased processing.

Icons as tools of visual persuasion in advertising: the role of visual claim strength.

Lampros Gkiouzepas, Margaret Hogg

Theories of visual rhetoric offer a promising framework for understanding visual communication in advertising. One of the assumptions which might inhibit the further development of theories of visual rhetoric is the argument that images do not imitate reality. Our counter-argument is that resemblance between visual signs and reality is essential for leveraging consumers' experiences when they interpret pictorial metaphors in ads. Two experiments suggest that individuals not only incorporate their knowledge of the physical world into their interpretation of ad images, but also that principles of categorization of physical objects can be used to understand persuasion in visual communication.

Session 5

Saturday 9.30 – 11.15

5.1 – Celebrities and other endorsers

Chair: Martin Eisend – Room: Expo

Cervical cancer prevention: examination of endorser types and advertisement appeals on young peoples' perceptions of HPV vaccine advertisements

Maggie Fung, Toby Yip

HPV vaccinations are established as effective means to prevent cervical cancer. Information gap among young people become one of the barriers for successful cervical cancer prevention communication. As literature suggested Celebrity endorsement could be used to promote cancer screening effectively. During 2013, 700 young people were surveyed to examine their perceptions on types of endorser and advertising appeals used for the health promotion of HPV vaccination in Hong Kong. The results show that celebrity endorser is the most effective communication strategy regardless of the ad appeals. In addition, health consciousness has favourably influences on ad attitude and ad effectiveness.

A systematic review of endorser effects in child-targeted food marketing

Tim Smits, Evy Neyens

Since the seminal review on food marketed to children by the FTC (2006), more researchers studied the most prevalent child-targeted marketing technique: the use of endorsing characters. Such research stems from various disciplines and displays a wide variation in experimentation strategies. This paper provides a systematic review of these studies (15 identified; participant age 3 to 12 years) and their joint interpretation. The review focuses on three important questions: (a) Does a basic endorsement effect exist?; (b) Is the strength of such effect influenced by endorser type?; and (c) Does the endorsement strength differ according to food type?

Don't hate me because I am beautiful: identifying the relative influence of celebrity attractiveness and character traits on credibility

Nora Rifon, Mengtian Jiang, Sookyung Kim, Karen Smreker

Celebrity credibility has attracted great interest to scholars and practitioners in marketing and advertising. However, little research has examined celebrity character traits and what elements might influence the perceived credibility. This study investigates the relative influence of celebrity characteristics such as physical attractiveness and character traits on consumer perceptions of celebrity credibility, using the dimensions of trustworthiness and expertise. Furthermore, we explore how celebrity philanthropy influences these perceptions. The results inform future academic research on celebrity effectiveness, and offer a new dimension for inclusion in the profiling of celebrity endorsers. Implications for celebrities seeking to improve their image are provided.

Are celebrity endorsements worth the effort? A non-profit conundrum

Debbie Human

Non-profit organizations (NPOs) are faced with increasing competition for declining resources. As a result marketing techniques such as celebrity endorsement (CE) are becoming increasingly important for securing much-needed funding. However, CE might not be the ideal marketing solution for NPOs. In this research the influence of celebrity presence, attractiveness, monetary and volunteering involvement upon donation and campaign participation intentions are assessed. The findings suggest that attractive celebrities have a greater ability than unattractive celebrities to influence participation intention, but that the most positive outcomes might arise from campaigns where no celebrities are featured.

5.2 – Integrating and combining media

Chair: Hilde Voorveld – Room: Grote Zaal

A brand POEM: how to build brands combining paid, owned and earned media

Marnix van Gisbergen

The aim of this study was to investigate the effects of paid, owned and earned media on building strong brands. Longitudinal panel data collected from 1831 consumers at three points within six months, revealed that although paid, owned and earned media all have positive effects on brand strength, the combination of paid and owned media works best. Consumers trust earned media the most but believe that paid and owned media give the best overall brand impression. These findings may help advertisers and media agencies to develop media planning strategies aimed at specific brand-building blocks needed to create strong brands.

Extending the modeling of synergies in integrated marketing communication strategies

Jana Suklan, Vesna Žabkar

Multimedia marketing environment presents a challenge for marketers and major financial input for the company. In order to improve the effectiveness and prediction of the integrated marketing communications model, indicators for four communication channels were integrated into the model (television, online, own shops/retail and resellers net/wholesale). Our improved marketing-mix model provides insights into how different components of the model interact and cause main and side effects resulting in sales and brand awareness over time.

How cross-media investments impact purchase intention through brand interest: a mixture-amount moderated mediation model

Leonids Aleksandrovs, Peter Goos, Nathalie Dens, Patrick De Pelsmacker

We use a mixture-amount model to analyze the impact of advertising investments and budget allocation across magazines and television on purchase intention, and test the mediating role of brand interest and the moderating role of media usage. Using data from 52 beauty care product advertising campaigns that ran in the Netherlands and Belgium, we optimize media mix allocations for different advertising investments and media usage patterns to maximize purchase intention through brand interest. In addition, we develop a new measure to quantify the

synergy or cannibalization between magazine and television advertising.

Truly interactive websites: an eye tracking approach

Polyxeni (Jenny) Palla, Rodoula Tsiotsou, Yorgos Zotos

Designing effective websites remains a challenging task for academics and practitioners. Attention is the starting point of any further cognitive process. The present study makes an attempt to assess which elements in a website gain individuals' attention by measuring actual behavior instead of self-reported data. An online experiment was conducted and an eye-tracking system was employed in order to track users' attention to three interactive versions of a website that present a high involvement product. Data analysis establishes that five out of six web characteristics proposed by Voorveld et al. (2011) increase perceived interactivity.

5.3 – This session will improve your health!

Chair: Sandra Zwier – Room: Kleine Zaal

Hong Kong consumers' attitudes toward acupuncture: a quantitative study

Kara Chan, Lennon Tsang, Timothy Fung

A sampling survey was conducted to examine consumers' attitudes toward acupuncture in Hong Kong. Altogether 879 individuals aged 20 or above participated in a survey using quota sampling. Results found that the respondents perceived that acupuncture as a medical treatment has the advantages of not involving taking medicine, fewer side effects and good for preventive cure. Acupuncture was perceived as less scientific as well as less vigorous than biomedicine. Respondents with no prior experience with traditional Chinese medicine or acupuncture tend to be more skeptical toward acupuncture than those who had prior experience with either TCM or acupuncture.

Branded alcohol advertising and price effects: exploring the influence on brand and segment consumption levels

Marlize Terblanche-Smit, Tiaan van der Spuy

This study explored the influence of branded alcohol advertising and price effects on alcohol consumption in the South African market. The research design used was secondary data analysis (SDA) with quantitative time series data, over a period of 32 months. Variables included brand advertising expenditure; -sales volume; -market share; -retail selling price (RSP); and segment volume. Tests for stationarity, co-integration and regression were applied to assess associations between constructs. Findings indicated that branded alcohol advertising had little or no effect on brand- and segment consumption, or brand market share. Conversely, price effects were significant.

Altering health-pleasure trade-off via advertising claims

Svetlana Bialkova, Lena Sasse, Anna Fenko

The study investigated whether and how advertising claims (taste vs. health benefit) influenced consumer taste perception and buying intentions of potato chips. Participants (N=154) were exposed to the front of the product package and were invited to taste the product. Taste benefit claims lead to perceiving the chips

as more tasty, while health benefit claims reduced the perceived level of tastefulness of the product. The buying intention was higher when the package carried taste than health benefit claims. These outcomes show that advertising claims may alter consumer health-pleasure trade-off and thus play a crucial role in buying decisions.

Advertising literacy and obesity in children

Francisco Costa Pereira, Rui Estrela, Jorge Bruno

Media and the advertising they convey, significantly influence children, to the point that there is a great debate in the scientific community about the food advertising influencing or not their eating behaviors. A research was carried out with a sample of 602 children, 20 parents and two teachers to try to understand these effects. The results show that children are highly exposed to the media that disseminate advertising and that greater literacy of advertising on children may lead them to be more critical in relation to advertising and to accept healthier food in their diet.

5.4 – Listening and responding to consumers online

Chair: Guda van Noort – Room: Studio

Social media use and corporate reputation

Corné Dijkmans, Peter Kerkhof, Camiel Beukeboom

We investigate whether and when a company's online activities to get engaged consumers are beneficial for corporate reputation. In a survey among 3,531 customers and non-customers of an international airline, we measured consumers' engagement in the airline's social media activities and perception of corporate reputation. Results show that consumers' intensity of social media use is positively related to their engagement in the airline's social media activities, especially among customers. Engagement in *the social media activities in turn is positively related to corporate reputation, especially among non-customers. We discuss the implications of the results for corporate social media policies.*

How company respond to negative tweets can affects it image

Daniel Karney, Lawrence Ang

This study examines whether two different types of company response, problem-solving and empathetic, to a tweeted complaint can affect its image. The study found when a company resolves a complaint the damage to its image is significantly less than if the company just responded empathetically. This study also found that the more well-known the company, the more likely its image will suffer when consumers tweeted negatively about it.

Is it worth responding? The effect of different response strategies on the attitude toward the reviewed hotel.

Heike Kniesel, Martin Waiguny, Sandra Diehl

Complaint management literature suggests that corporate response to consumer grievance is an important issue. But within practice the responding to (negative) online reviews remains modest. We tested experimentally the perception and impact of different response strategies to online hotel reviews, using a 2 (response voice) x 2 (respondent position) x 2 (source identification) + 1 (control group)

experimental design. Our results indicate that the worst strategy for a hotel is not responding to a negative online review. In addition, readers of online reviews who attribute the content of the response to external motivations are more likely to improve their attitude towards the hotel.

The virtual lobby group: online petitions as a means of advertising regulation

Kathleen Mortimer, Gayle Kerr

This study examines how the general public, individually or in lobby groups, are using online petition sites to complain about advertisements and compares this activity with the use of established self-regulatory organizations. More specifically, it presents the results of a content analysis of petitions relating to advertising that have appeared on change.org and considers these actions in line with our understanding of online consumer empowerment and ethical judgment. The results indicate that people are aggregating, sometimes in large numbers and often complaining about different issues from those received by the SROs. The implications for the work of SROs are discussed.

Session 6

Saturday 11.45 – 13.15

6.1 – Doing good, doing better

Chair: Marijn Meijers – Room: Expo

Do good things and be sure to make them known: but which way is best?

Tanja Schneider, Heribert Gierl

We investigated two determinants of CSR communication on brand attitudes. First, we revisited the hypothesis of Gilligan (1982) stating that female consumers prefer care-related activities while male consumers prefer justice-related and transferred this theory to predict the effectiveness of different CSR activities. Our data are in line with this presumption. Second, we tested the effectiveness of different formats that can be used to inform consumers about CSR activities and found that CSR ads are more effective compared to advertisements that also contain product-related information, advertorials, or newspaper reports.

Double-dipping effect? How combining YouTube environmental PSAs with thematically congruent advertisements in different formats affects memory and attitudes

Shupeí Yuan, Eunsin Joo, Anastasia Kononova, Yongrong Shen

An online experiment (N=303) explored the effects of ad-video thematic congruence and ad format on recall and recognition for and attitudes toward environmental videos and commercials on YouTube. Pairing YouTube videos with congruent advertisements enhanced recall for both messages and recognition for advertisements. Congruent in-stream commercials were the strongest in affecting recognition of advertising contents. A negative congruence effect occurred in evaluations of advertised companies where companies in congruent ads were rated less favorably. In-stream advertisements elicited better memory for persuasive messages but less favorable attitudes. Overall, advertisements and advertised companies elicited more positive attitudes than environmental videos and organizations.

The moderating effect of consumption setting on the effectiveness of cause-related marketing

Lars Bergkvist, Micael Dahlén, Stefan Szugalski

This study investigates whether the consumption situation (public vs. private) moderates the effects of cause-related marketing (CRM) on brand evaluations. A field experiment carried out in a web panel found that the consumption situation interacted with CRM in such a way that CRM only had a positive effect on brand evaluations in a private consumption setting, not in a public. This was attributed to a greater sense of empathetic altruism in the private than in the public consumption setting.

Responses to incentives and penalties: the effects of regulatory focus and regulatory fit

Namita Bhatnagar, Jane McKay-Nesbitt

The effects of message framing and chronic regulatory focus on attitudes toward healthy lifestyles and health programs are examined. Results demonstrate that promotion focus is positively associated with healthy lifestyle attitudes but prevention focus is not. There are also stronger attitudes toward health programs after viewing incentive over penalty messages. This is qualified by regulatory focus—while promotion-focused individuals display significantly stronger program-related attitudes upon viewing incentive- versus penalty-focused messaging, prevention-focused individuals do not have significantly stronger attitudes toward penalty- over incentive-messages (directional support). These effects are fully mediated through positive affect. Theoretical and practical implications are discussed.

6.2 – New and creative ways of advertising

Chair: Tobias Langner – Room: Grote Zaal

The effects of floor advertising directed to children in a food retail environment

Lúisa Agante, Bruno Veloso

Despite the growth on the use of floor advertising over the last years, there is a lack of research, especially regarding the impact it has on children. Our goal was to analyze the effects of floor advertising on 6-11 year old children. We conducted an experiment in a food retail store with 123 children, using direct observation and questionnaires. Results suggest that it is effective in grabbing children's attention and can affect their purchase influence attempts and brand choice, but does not influence brand preferences. However children have difficulties in understanding the nature and the persuasive intent of floor advertising.

Creative media use increases online sharing of your ad (but it doesn't do much for your brand)

Jiska Eelen, Roxana Seiler

Previous research has shown beneficial advertising effects of creative media use (i.e., creatively choosing a novel medium to implicitly communicate a message) in comparison with traditional media use. Because of the increasing importance of marketing initiatives through social media, we investigated the impact of creative media use on online sharing. In an online experiment we found that a creative medium advertisement was shared more often, liked more and spoken more positively about than the same advertisement in a traditional print medium. However, the creative advertisement was not effective at all for sharing brand-related content or increasing brand attitude and knowledge.

Haptic communication: touch effects in advertising

Franz-Rudolf Esch, Steven Weiss, Tobias Schaeffers

Marketers are searching for new ways to catch consumers' attention. We propose that one way to increase advertising effectiveness is the inclusion of haptic elements, as these are perceived as extraordinary and increase recipients' attention by means of surprise. Drawing from schema theory and a multi-modal

understanding of the human memory, we investigate how haptic extensions influence consumers in their search for multisensory experience. In our study we found evidence that haptic elements in advertising cause increased attention and have persuasive influence on consumers.

Creative media: an evolutionary step in advertising?

Fabiënne Rauwers, Guda van Noort

The use of creative media advertising may be the solution for advertisers to break through the ever-growing advertising clutter. This study extends previous findings on the persuasive impact of creative media advertising and tests three potential underlying processes (i.e., perceived surprise, perceived persuasive intent, and perceived humor). The results of the field experiment reveal that exposure to a creative media ad, compared with a traditional ad, resulted in higher brand recall and recognition and was perceived as more humorous, persuasive, and surprising. Further, perceived humor and perceived persuasive intent mediated the effects on brand attitude, ad attitude, and purchase intention.

6.3 – Cultural differences

Chair: Jos Hornikx – Room: Kleine Zaal

Images of foreign countries in television commercials in Asia: a comparison of Japan, China, Taiwan, Korea, Thailand and Singapore

Piya Pongsapitaksanti

This research examines the similarities and differences of images of foreign countries in Japanese, Chinese, Taiwanese, Korean, Thai, and Singaporean television commercials. The research methodology focuses on content analysis. 2,548 advertisements within a selected time-period in 2012 were collected, coded, and analyzed. The results show that there are differences of foreign images in Asian television commercials, because of the different economic, social and cultural backgrounds of the originating countries. Furthermore, analysis reveals three groups of advertising characteristics: (1) Domestic market orientation (China, Korea, and Japan); (2) Interrelation market orientation (Thailand and Taiwan); and (3) Diversity market orientation (Singapore).

High / low context explains cultural differences in perceived complexity of complex advertisements

Rob le Pair, Jos Hornikx, Ellen van Maaren

From context theory (Hall, 1976) it could be argued that consumers from low-context cultures perceive complex ads as more complex than consumers from high-context cultures. Existing studies have examined this issue by simply comparing nations, obscuring whether context culture is the explanatory factor. In this study, it is tested whether consumers' context culture explains national differences in perceived complexity. In an experiment, Belgian and Dutch consumers judged a number of ads with visual metaphors. Perceived complexity was lower in Belgium (high context) than in the Netherlands (low context), and consumers' context culture scores fully accounted for this difference.

Ads in Spanish-speaking countries: English or Spanish slogans?

Pablo Farías

In Spanish-speaking countries, English is widely used by marketers to communicate with consumers, but little is known about people's preference for English versus Spanish slogans. In an experiment, native speakers of Spanish were asked to express a preference for either the English slogan or the Spanish equivalent. Results showed that the degree of difficulty in comprehension of the English slogans affected participants' preference for English slogans. English was preferred to Spanish when it was easy to understand; when it was difficult to understand, however, English was preferred as much as the Spanish equivalent.

Cultural values in Chinese television advertising

Liyong Wang, Carolus Praet

In this paper we propose an integrated message strategy framework for academic research. We first review the respective strengths and limitations of typologies of message strategy that have been developed for use by advertising practitioners and academics. We then synthesize elements from various academic typologies into a modified typology primarily based on the two-stage typology developed by Laskey et al. (1989). In addition, we propose to incorporate the conative aspect of the hierarchy-of-effects theory underlying the practitioner-based FCB Grid (Vaughn, 1980) into our model. Finally, we provide detailed descriptions of the main strategies and sub-strategies in our integrated framework.

6.4 – Talking about brands

Chair: Peeter Verlegh – Room: Studio

In truth we trust: Word Of Mouth advertising and the case of Ipek Hanim farm

Ayşe Binay Kurultay

This study is based on one case of an organic farm in Turkey that has gained noteworthy reputation through only Word Of Mouth (WOM) consumer references. Ipek Hanim Farm is an organic farm based in Nazilli Turkey on a 400,000 square meters of land. Findings show that consumer trust toward Ipek Hanim Farm is absolute and very high among the informants of this qualitative study. Trust becomes the major reason for becoming a spokesperson for the food blog writers interviewed as informants. Three elements compose the concept of trust towards the farm: truth, sincerity and transparency.

The impact of consumer knowledge on attitude and WOM

Morikazu Hirose, Takahiro Enjoji

This research examines how the corporate reputation as consumer knowledge influences attitude and WOM. Based on the theory of consumer knowledge, this study assumes a positive relationship between corporate reputation and attitude toward the ad, and in turn WOM, in the corporate advertising context. In addition to causal relationships, the moderating effects of level of knowledge were tested. The results showed positive causal relationships among consumer knowledge, attitude, and WOM. However, we did not find significant moderating effects of level of knowledge. The implications and limitations of these results are discussed.

Attitudes toward eWOM communication: differences across digital channels

Shalom Levy, Yaniv Gvili

Despite the extensive academic interest in eWOM communication, the concept of consumers' attitude toward eWOM communication has been neglected. In this study, we follow Ducoffe (1996) and his approach regarding attitude toward eWOM communication as a multidimensional construct. We examine eWOM attitude dimensions across different types of digital channels and propose an adjusted framework for the relationships among them. The empirical tests show that attitude toward eWOM communication significantly differs across various digital media channels. Additionally, a path analysis model reveals that the original integrated advertising model applies to eWOM communications. Practical implications are discussed.

A model for consumer engagement in eWOM via social media

Leonidas Hatzithomas, Vassilis Pigadas, Christina Boutsouki, Yorgos Zotos

Consumer engagement has attracted interest of marketing academics and practitioners. We report preliminary findings of an ongoing research project on the development of a model for consumer engagement in eWOM via social media. It is suggested that the consumer engagement process in social media moves through four sequential stages; participation, engrossment, emotion sharing and relationship building (the PEER model). The validity of the model in the context of twitter was empirically tested through the use of LIWC software. Overall 10,801 tweets for two highly advertised mega-brand events were collected and text analyzed providing strong support to the model.

Session 7

Saturday 14.45 – 16.15

7.1 – Threat and fear: a scary session

Chair: Patrick De Pelsmacker – Room: Expo

Environmental threat appeals: effects of fear and knowledge

Patrick Hartmann, Vanessa Apaolaza-Ibáñez, Clare D'Souza, Jose Barrutia, Carmen Echebarria

This study analyses the effects of environmental knowledge and fear on the motivation to engage in pro-environmental behavior such as green electricity purchase. Participants of an experimental online study were exposed to a fear appeal based on environmental threats. Fear arousal and knowledge were assessed with an online questionnaire. Findings confirmed the hypothesized positive influence of fear arousal on the intention to choose an environmentally friendly energy option. The effect of knowledge was non-significant, however. Findings contribute to reassessing the relevance of cognitive elaboration and have implications for environmental advertising.

The selective avoidance of threat appeals in populist political ads: an implicit cognition approach using eye-tracking methodology

Jörg Matthes, Franziska Marquart, Florian Arendt, Anke Wonneberger

This study is the first to demonstrate that implicit attitudes can guide the perception of threatening political advertisements. It is theorized that negative implicit attitudes toward foreigners should lead to an avoidance of threat appeals in political advertisements. This effect, however, should be especially present at the beginning of reception where conscious thought is not involved. After measuring implicit and explicit attitudes, subjects were exposed to a threat advertisement by a right-wing party. Findings revealed that implicit but not explicit attitudes guide eye-movements during the first fixation of the threat appeal: Those with negative implicit attitudes avoided the threat appeal.

Self-conscious emotional advertising: beyond fear-appeals

Stephanie Welten

Emotional health promotion advertisements have mainly focused on inducing basic emotions such as fear. A systematic comparison of several negative emotional ads is missing. This is surprising since it can be very fruitful to focus on other, more self-involving negative emotions in ads than a basic emotion such as fear. Self-conscious emotions (shame and guilt) motivate self-evaluations and might lead to more persuasive ads. In an experiment, it was confirmed that self-conscious emotional ads were more persuasive than basic emotional ads. They led to stronger condom use intentions among adolescents. This effect was especially pronounced for shame ads.

Are threat appeals more popular than positives in social advertising?

Beatriz Casais, João Proença

The researchers examined 375 television social advertisements preventing HIV from four European countries and found that, disagreeing several theories, positive appeals have a preponderant use, although the number of positive advertisements having cycling waves along the time. Despite not being in an equivalent proportion, advertisements tend to be created with a combination of positive and negative appeals. The study describes those forms of appeals, how they are used and combined, and discusses the influencing effect of uncertainty avoidance and cultural conservative context in the use of negative appeals, as well as the increasing of epidemics.

7.2 – The little ones

Chair: Ray Taylor – Room: Grote Zaal

The causal effects of advertising exposure on children's psychological well-being and life satisfaction

Suzanna Oprea, Moniek Buijzen, Eva van Reijmersdal

Advertising is believed to affect children in negative ways. Up until now, research has focused on the effects of the consumer values in advertising and left the effects of advertising's social and psychological values unexplored. In this study advertising's effects on children's psychological well-being and life satisfaction are investigated using longitudinal data collected among 1,133 children aged 8 to 11. Although it leaves them discontent with their current situation and weakens their ties to others, advertising seems to enhance children's perceived control over their environment. Hence, advertising does not only affect children in negative, but also in positive ways.

Advergaming for public service promotion: using digital games to deliver anti-drug abuse messages to children

Pui Yuen Lee, Kung Wong Lau

Children's experiences with and concerns about the use of digital games for delivering health messages were explored. Twelve Hong Kong children aged 9 to 12 were exposed to digital games designed to communicate health messages and then interviewed. They stated that they found digital games interesting and entertaining even when communicating serious messages, including anti-drug abuse messages. They mentioned character design and audio effects as important components for gaining their attention. They preferred games with fighting and adventuring components. These results suggest that it is important to focus on the positive side of gaming, promoting children's health issues and healthy behavior.

Children's advertising literacy for new advertising formats: the mediating impact of advertising literacy

Liselot Hudders, Verolien Cauberghe, Katarina Panic, Wendy De Vos, Silvie Herrebaut

The current study investigates how advergaming and AFPs differentially affect children (aged 7 to 9). Advergaming interactively engage the viewer with the

content, whereas an AFP does not, which may lead to lower levels of advertising literacy for advergimes. A 2 (Format: AFP versus Advergame) by 2 (Training session: Yes versus No) between-subjects experimental study shows that children have a higher level of affective but not of cognitive advertising literacy for AFPs than for advergimes, which in turn leads to a lower impact on pester power and materialism. A training session improves children's cognitive and affective advertising literacy for both formats.

The role of children in American, French and Ghanaian society and its effect on advertising messages

Evelyn Odonkor

This study examines the role and place of children in French, Ghanaian and American society, and their influence on advertising messages targeting children. We observed similarities in the themes employed in advertising messages from all three countries; yet, the manner in which these themes are executed in advertisements varied in each country. Advertising messages were consistent with both the place accorded to children in each society and children's relationship with the adults around them. We concluded that what is expected, accepted and tolerated from children of a given culture is observable in the advertising messages targeting children of that society.

7.3 – Advertising: judgment and strategy

Chair: Ivana Busljeta Banks – Room: Kleine Zaal

Understanding agency-client relationships better through clients' perceptions of value and value antecedents

Maja Arslanagić-Kalajdžić, Vesna Žabkar

The objective of this paper is to develop a better understanding of client's perceived value and value antecedents in advertising agency-client relationships. Client's perceived value is conceptualized through functional, emotional and social value. We focus on three intangible value antecedents: agency reputation, credibility and relationship quality. We conducted a quantitative survey with 228 CEOs and heads of marketing departments who work with advertising agencies. Survey results confirm positive and significant relationships between agency's reputation, credibility, relationship quality and client's perceived value. Research findings may serve as a guide for the signals agencies should work on to increase clients' value perception.

Differences in creative judgment for advertisements at the college level

Katharine Hubbard, Michael Mackert

Advertising is a creative field and studies show there is a difference in creative judgment between professionals in advertising agencies and the consumers of advertising. When comparing students taking advertising classes or those majoring in advertising to those outside of the advertising department it was within the component of logic that there was a significant difference. This study suggests the differences in creative judgments for advertisements found in past studies are learned, either in the educational process or through socialization in agencies.

The effectiveness of adopting co-creators in advertising strategy

Kimiyoshi Nakamura, Kei Mineo, Kei-ya Tabe, Morikazu Hirose

Recently, companies have used co-creation not only to develop innovative products but also to demonstrate in their advertising how consumer-oriented they are. No empirical studies, however, have confirmed the role of co-creators in advertising or shed light on the moderating effects of co-creator types. To address these issues, we performed structural equation modeling and t-tests using 365 respondents in Japan. The result revealed that co-creator credibility influences consumer purchase intention via attitude toward the advertisement and attitude toward the brand, and consumers evaluate expert co-creators as more expert and trustworthy and general consumers as more likeable.

Market creation as a strategy for growth

Jenny Darroch

“Markets define themselves” (Buzzell 1978, p. 10). Drawing on Buzzell’s work, I suggest that market boundaries are arbitrary and a matter of strategic choice rather than a pre-existing condition: it is up to managers to decide which market(s) to serve and where market boundaries exist. However, mainstream marketing management literature has not embraced this perspective. While market development and market creation are not new strategies, there is insufficient attention given in the current literature to explain how managers can affect firm performance by focusing on markets. Therefore, I offer guidelines for managers as they turn their attention toward market creation as a viable strategy for business growth.

7.4 – Creative and new ways of advertising

Chair: Jiska Eelen – Room: Studio

Advertisers go creative! The effect of creative media choice on consumers’ word-of-mouth and purchase intention

Verena Wottrich, Hilde Voorveld

We examine the effects of creative versus traditional media choices on consumers’ positive WOM and purchase intention. It also investigates the mediating role of ad and brand evaluations and the moderating role of brand familiarity in this relationship. We conducted a field experiment (N=89) with four conditions varying on media choice (creative/traditional) and brand familiarity (familiar/unfamiliar). Results show that ad and brand evaluations mediate the positive effect of creative media choice on purchase intention, but not the effect of creative media choice on positive WOM intention. Brand familiarity did not moderate expected mediation effects, but had a direct effect on WOM intention.

Watch it! The influence of forced pre-roll video ads influence on consumer perceptions

Sabrina Hegner, Daniël Kusse, Ad Pruyn

This paper explores the effects of characteristics of pre-roll video ads on viewers’ perceptions. Therefore, the authors conduct two experiments. In experiment 1 the length and the control to skip the video ad are manipulated. The results show that only the length of the video ad has an effect on perceived intrusiveness. In experiment 2 the content of the video ads are manipulated, namely emotional

appeal and contextual overlap. Emotional appeal has a significant effect on intrusiveness and attitude towards the ad, while overlap only influences intrusiveness. Furthermore, an interaction effect is found on attitude towards the ad.

Getting involved with in-game advertising: the impact of game story and interactivity on in-game advertising effectiveness

Laura Herrewijn, Karolien Poels

The paper investigates the impact of narrative involvement or the player's involvement with the story of a game. Results of an experiment (N=62) show that altering game story between two conditions (elaborate versus minimal story) concludes in significant differences in narrative involvement. However, this manipulation does not significantly influence in-game advertising effectiveness. Findings show a significant effect of the way brands are integrated into the game experience. Interactive product placements that constitute a central part of the player's personal story are remembered and evaluated significantly better than brands that are integrated as passive poster advertisements.

Mental convenience in the context of product lines – a cognitively relieving presentation of information on product packaging of fast-moving consumer goods

Franz-Rudolf Esch, Olga Spomer, Sabrina Eichenauer

The need for mental convenience is as strong as ever. Therefore, the way information is presented on the packaging of fast-moving consumer goods plays a performance-critical role. This paper analyses the mental convenience impact of information clarity, quantity and differentiation on product packaging in purchase decision situations. To explain the mental relief in human information processing, findings in cognition research, schema theory, optimum stimulation level theory and categorization are used. Based on empirically supported results, specific recommendations on how to present information on product packaging and how to manage the product line length to achieve mental convenience are given.

Session 8

Saturday 16.15 – 17.30

8.1 – How does it make you feel?

Chair: Franz-Rudolf Esch – Room: Expo

Hindering facial mimicry in ad viewing: effects on consumers' emotions, attitudes and purchase intentions

Peter Lewinski, Ed Tan, Marieke Fransen, Karolina Czarna, Crystal Butler

Building on facial mimicry literature, we conducted two field studies investigating consumer responses towards video advertisements. We examined how the presence of expressive faces affected consumers' experienced and expressed emotions and subsequently their attitudes and buying intentions. In Study 1, the results demonstrated that the disgusted (hindering) and still face decreased self-reported happiness, which in turn had negative impact on consumer behavior. In Study 2, facial expressions were automatically coded and we again demonstrated that the hindering avatar caused less expressions of happiness resulting in lower attitudes and intentions. The facial behavior of co-viewing others has profound effects on consumers.

The role of economic conditions on the effectiveness of Greek humorous TV advertising

Leonidas Hatzithomas, Christina Boutsouki, Yorgos Zotos

Based on an experimental study in Greece, the present paper aims to investigate the effectiveness of humorous TV commercials in recessionary and expansionary periods. The findings challenge the intuitive belief among practitioners that humor provides an advantageous type of advertising message in recessions. Humorous commercials not only did they not create more positive attitude toward the ad in recessions compared to expansions, but they also generated less favorable attitudes toward the ad during the austere Greek recession.

The effects of emotional television advertising on older and younger adults

Margot van der Goot, Eva van Reijmersdal, Mariska Kleemans

The aim of the study is to examine whether there are differences between older and younger adults in liking and recall of emotionally meaningful (versus knowledge-related) television commercials. Hypotheses are derived from the socio-emotional selectivity theory (Carstensen, 1992). Confirming the expectations, the experiment (N=83) showed that older adults liked the emotionally meaningful commercials more than the knowledge-related ones, and that this difference was larger than for younger adults. We did not find the anticipated age difference in recall of emotional advertising.

8.2 – Branding apps

Chair: Barbara Mueller – Room: Grote Zaal

Branded apps: effects of app content on information processing and brand responses

Guda van Noort, Eva van Reijmersdal, Susan Hoogendoorn

Branded apps are increasingly popular among marketers, but research hardly addressed their persuasive impact. This experimental study examined the impact of app use, the persuasiveness of two types of app content on affective (i.e., brand relationship and brand attitude) and cognitive (i.e., brand evaluation, brand recall and recognition) brand equity, and two potential mechanisms: level of elaboration and level of engagement. The results show that app use positively influenced affective brand equity. Moreover entertaining app content positively influenced level of engagement, and consequently affective brand equity. However, informational app content increased the level of elaboration and consequently cognitive brand equity.

Are you still using it? Consumers' continuance use of brand-owned mobile-application

Jing Yang, Eunsin Joo

The effort required from the consumer in using brand-owned mobile application could inhibit their initial adoption and actual use of the application. However, to really attain multiple exposure and true engagement with consumers, their continuance usage of the application is of paramount importance. Thus, this paper intends to study consumers' motivation in continuously using the brand-owned mobile application. Results identified the initial usage are need-driven which can be influenced by consumers' previous experience as well as social influence and the continuous usage are affected by the following factors: relevance, usefulness and ease-of-use.

An empirical analysis of the effects of downloading and using a branded app on purchase behaviors

Su Jung Kim, Edward Malthouse, Tom Collinger

Mobile applications have become an important platform for brands to interact with customers, but few studies have tested their financial effects. This paper investigates whether downloading and using a brand's app have an impact on purchase behaviors. We compared purchase behaviors of app downloaders and non-downloaders who are individually matched based on their previous purchase behaviors. We found that app downloaders purchase more after the download and that the level of app usage increases purchase behaviors. Also, discontinuing the use of app decreases subsequent purchase behaviors. The results suggest the importance of a brand's app as an effective advertising tool.

8.3 – A sponsored event

Chair: Martin Waiguny – Room: Kleine Zaal

Understanding curvilinear effects in sponsorship: the influence of consumer involvement towards the event on brand-event image congruence

Bradley Wilson, Jörg Henseler, Rens Briel

This study investigates the role of event sponsorship whilst examining the moderating effect of consumer's event involvement on overall brand-event image congruence. An experiment was implemented whereby the manipulation group is exposed to sponsorship by the visual pairing of the brand and event. An online questionnaire and subsequent analyses established that sponsorship has a positive impact on the brand-event image congruence. The manipulation group scores were significantly higher for nine out of ten associations on brand-event image scores. A nonlinear effect of the proposed moderator (event-involvement with a sponsored event) revealed an inverted-U effect on overall brand-event image congruence.

Keep it short and sweet (KISS): how a co-created ad won the super bowl: twitter's social media touchdown

Chelsea Lockwood-White, Sheila Sasser, Chong Oh, Soliman Almahmoud

While Twitter's use in IMC for purposes like branding, buzz marketing, and CRM is well-documented, the interaction between Twitter and a brand's television broadcast advertising is relatively under-studied. With companies like Nielsen now showing data on the amount of Twitter buzz and usage for certain television programs, it is becoming more necessary to quantify the impact of Twitter on brands. This exploratory research relates the number of tweets in response to Super Bowl ads and those ads' ratings in USA Today and by the NFL, and provide a rationale for why some ads are "Tweetworthy" and others fall short.

Experiential marketing – the stronger the experience, the stronger the response

Hanna Gendel-Guterman, Shalom Levy

Experience marketing is a technique through which companies enhance their traditional promotional marketing with more sensory and imagery appeal, in order to intensify consumers' brand experience. The current empirical study addresses this strategy and suggests a conceptual framework to explain consumer behavior. Data were collected during an experiment conducted in a retail store in which an experiential demonstration was employed. The path model suggests that experiential marketing evokes both cognitive and emotional responses towards the promoted brand. Psychographic characteristics, such as the tendency to socialize, impulse buying, and extrinsic cues were found to effect experiential shopping.

8.4 – **New conceptualizations** of online and social media

Chair: Lars Bergkvist – Room: Studio

Interactivity is electricity

Guohua Wu

Inspired by Ohm's law from physics, this article defines interactivity as electricity generated in the mind of a perceiver during his or her interaction with any internal or external real or imaginary object(s) or person(s). Interactivity is not any feature(s), nor any affordance(s), nor a process. It is a perceptual product of a perceiver and his or her interacting party and his or her interaction process. Interactivity current can be from extremely negative and low (baneful) to extremely positive and high (beneficial).

Memes at an exhibition: consumer interpretations of Internet memes

Dóra Horváth, Ariel Zoltán Mitev

Have you ever participated a virtual exhibition that is made up of memes? If not, it is high time. Our research subjects put together virtual exhibitions of memes and their explanations of their choices. Our projective exploratory research focused on internet-literate consumers' choices and interpretations of Internet memes. We recorded 95 respondents' narratives about 125 different memes, altogether 281 memes. Our article takes the metaphor of an exhibition tour, where memes are reframed pictures of the exhibition. This is Mussorgsky's Pictures of an Exhibition reloaded. We suggest frameworks for investigating Internet memes from a marketing perspective.

IMC and the practitioners' strategy paradox

Manoli Argyro Elisavet, Davies Mark

Even though Integrated Marketing Communications (IMC) has been described as 'undoubtedly the major communications development of the last decade of the 20th century' (Kitchen & Schultz, 1999, p.21), attracting both academics' and practitioners' attention, a clear and widely accepted definition is yet to be established. This study aims at providing an alternative viewpoint to what IMC entails, using academics' and practitioners' views, while examining both the theoretical appreciation of IMC and its practical implementation. Through the latter, the IMC practitioners' strategy paradox is identified and introduced to the reader.

The social media transformation process: strategic online content marketing

Mark Kilgour, Sheila Sasser, Roy Larke

Social media is a crucial area of research. We focus on how corporations should utilize social media to improve their advertising processes. The key to any successful advertising strategy is matching the message to the target audience. The importance of relationship and involvement factors are analyzed to determine their influence on social media content. Research from both a customer and corporate perspective, led to insights into how social media can be used to transform an organization's brand message from being perceived as a commercial source of information to a social source; the social media transformation approach.

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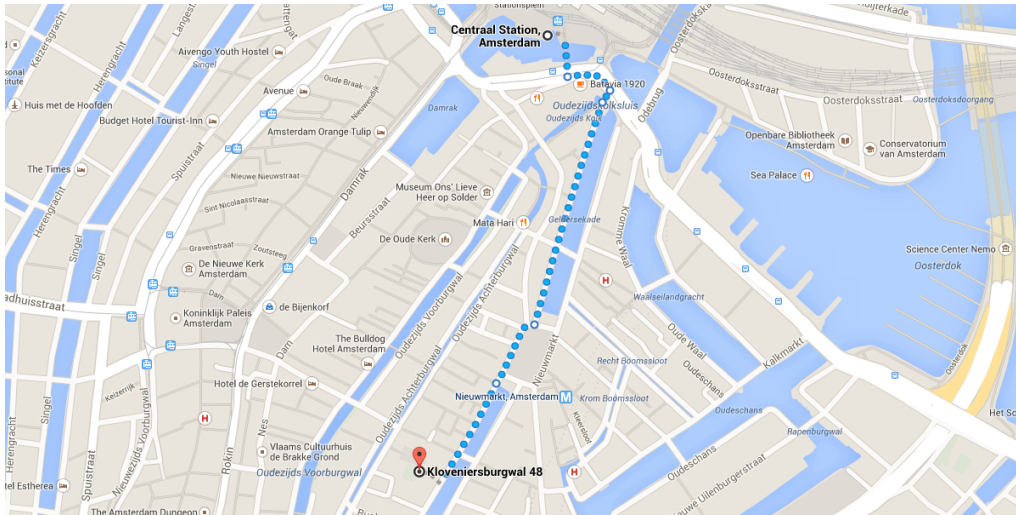
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Maps and Routes



Walk 900 m, 11 min

Directions from **Centraal Station, Amsterdam** to **Kloveniersburgwal 48**



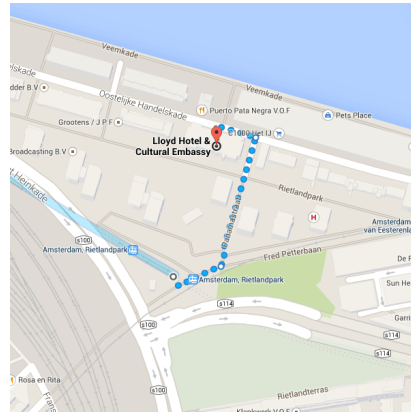
○ Centraal Station, Amsterdam Use caution - may involve errors or sections not suited for walking
Netherlands

1. Head **south** toward Prins Hendrikkade
↑ _____ 71 m
2. Turn **left** onto Prins Hendrikkade
↶ _____ 84 m
3. Turn **right** onto Oudezijds Kolk
↷ _____ 25 m
4. Slight **left** onto Gelderse kade
↶ _____ 400 m
5. Turn **right** onto Nieuwmarkt
↷ _____ 130 m
6. Continue onto Kloveniersburgwal
↑ _____ 200 m
i Destination will be on the right

● Kloveniersburgwal 48
1012 Amsterdam, The Netherlands

Directions from **Centraal Station, Amsterdam** to **Pakhuis De Zwijger**

- 7:50 am ○ Centraal Station, Amsterdam
Netherlands
- 7:50 am ○ Amsterdam, CS Tram Oostzijde
 - 🚊 26 towards IJburg
5 min (2 stops)
Service run by GVB - Route information
- 7:55 am ○ Amsterdam, Kattenburgerstraat (Tram)
 - 🚶 Walk to Pakhuis De Zwijger
About 1 min, 53 m
Use caution - may involve errors or sections not suited for walking
 - ↑ Head east on Piet Heinkade/s100 toward Kattenburgerstraat/s116
20 m
 - ↩ Turn left onto Kattenburgerstraat/Vemenplein/s116
10 m
 - ↪ Turn right onto Piet Heinkade/s100
Destination will be on the left
23 m
- 7:55 am ○ Pakhuis De Zwijger
Piet Heinkade 179, 1019 HC Amsterdam, Netherlands

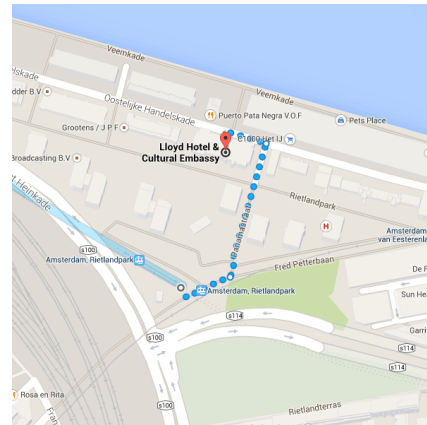




7:50 am - 8:00 am (10 min)

Directions from **Centraal Station, Amsterdam** to **Lloyd Hotel & Cultural Embassy**

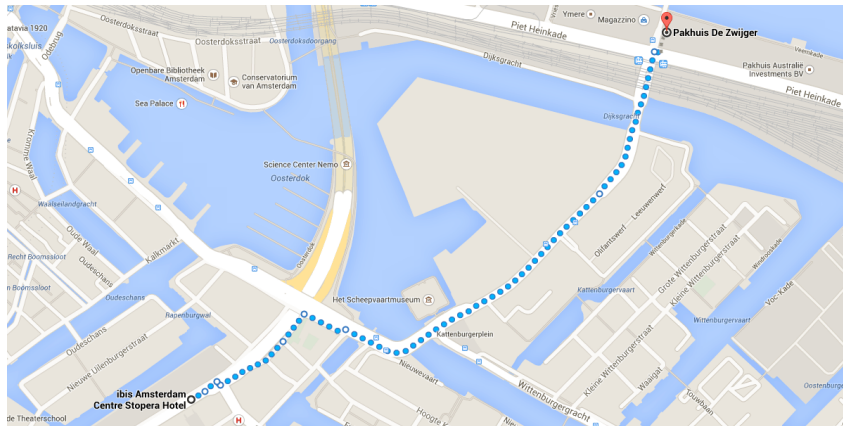
- 7:50 am ○ Centraal Station, Amsterdam
Netherlands
- 7:50 am ○ Amsterdam, CS Tram Oostzijde
 - 26 towards IJburg
 - 8 min (3 stops)
 - Service run by GVB - Route information
- 7:58 am ○ Amsterdam, Rietlandpark
 - Walk to Lloyd Hotel & Cultural Embassy
 - About 2 min , 240 m
 - Use caution - may involve errors or sections not suited for walking
 - ↑ Head **northeast** on **Fred Petterbaan** toward **Panamastraat**
 - 50 m
 - ↙ Turn **left** onto **Panamastraat**
 - 140 m
 - ↙ Turn **left** onto **Oostelijke Handelskade**
 - Destination will be on the left
 - 46 m
- 8:00 am ○ Lloyd Hotel & Cultural Embassy
Oostelijke Handelskade 34, 1019 BN Amsterdam, Netherlands





Walk 1.4 km, 18 min

Directions from ibis Amsterdam Centre Stopera Hotel to Pakhuis De Zwijger



○ ibis Amsterdam Centre Stopera Hotel Use caution - may involve errors or sections not suited for walking

Valkenburgerstraat 68, 1011 LZ Amsterdam, Netherlands

- ↑ 1. Head **northeast** on **Valkenburgerstraat** 33 m
- ↙ 2. Slight **left** to stay on **Valkenburgerstraat** 32 m
- ↘ 3. Turn **right** onto **Anne Frankstraat/Waterkeringpad** 10 m
- ↙ 4. Turn **left** onto **IJtunnel/Waterkeringpad**
Continue to follow **Waterkeringpad** 160 m
- ↑ 5. Continue onto **Nieuwe Foeliestraat** 72 m
- ↘ 6. Turn **right** onto **Prins Hendrikkade** 97 m
- ↘ 7. Turn **right** onto **Prins Hendrikkade/s116**
Continue to follow **s116** 650 m
- ↙ 8. Slight **left** onto **Kattenburgerstraat/s116** 300 m
- ↘ 9. Turn **right** onto **Piet Heinkade/s100**
Destination will be on the left 14 m

⊙ Pakhuis De Zwijger
Piet Heinkade 179, 1019 HC Amsterdam, Netherlands

Directions from **Eden Hotel Amsterdam - Hampshire Eden** to **Pakhuis De Zwijger**

7:53 am ○ Eden Hotel Amsterdam - Hampshire Eden
Amstel 144, 1017 AE Amsterdam, Netherlands

🚶 Walk to Waterlooplein, Amsterdam
About 5 min, 350 m

Use caution - may involve errors or sections not suited for walking

↑ Head **east** on **Amstel** toward **Wagenstraat**

150 m

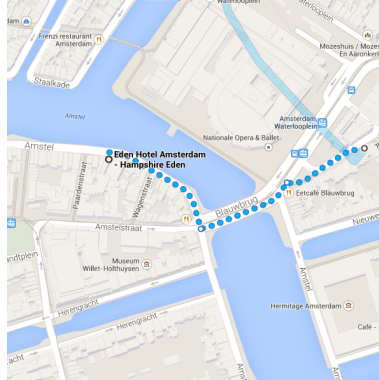
↶ Turn **left** onto **Blauwbrug**

120 m

↷ Turn **right** onto **Nieuwe Amstelstraat**

📍 Destination will be on the left

83 m



7:58 am ○ Waterlooplein, Amsterdam

M 51 towards Centraal Station
3 min (2 stops)
Service run by GVB - Route information

8:01 am ○ Centraal Station, Amsterdam

🚶 Walk to Amsterdam, CS Tram Oostzijde
About 1 min

8:06 am ○ Amsterdam, CS Tram Oostzijde

26 towards IJburg
5 min (2 stops)
Service run by GVB - Route information

8:11 am ○ Amsterdam, Kattenburgerstraat (Tram)

🚶 Walk to Pakhuis De Zwijger
About 1 min, 53 m

Use caution - may involve errors or sections not suited for walking

↑ Head **east** on **Piet Heinkade/s100** toward **Kattenburgerstraat/s116**

20 m

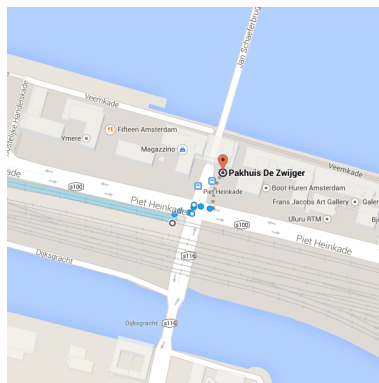
↶ Turn **left** onto **Kattenburgerstraat/Vemenplein/s116**

10 m

↷ Turn **right** onto **Piet Heinkade/s100**

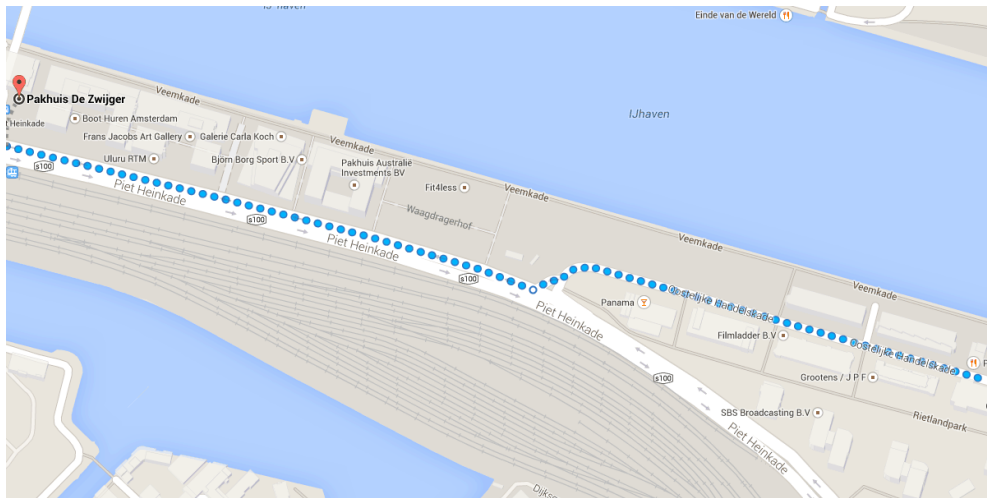
📍 Destination will be on the left

23 m



8:11 am ● Pakhuis De Zwijger
Piet Heinkade 179, 1019 HC Amsterdam, Netherlands

Directions from Lloyd Hotel & Cultural Embassy to Pakhuis De Zwijger



○ Lloyd Hotel & Cultural Embassy

Use caution - may involve errors or sections not suited for walking

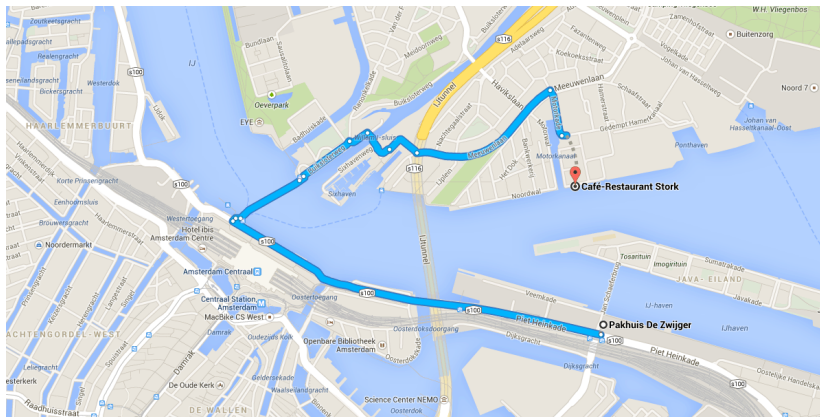
Oostelijke Handelskade 34, 1019 BN
Amsterdam, Netherlands

- ↑ 1. Head west on Oostelijke Handelskade toward Rietlandpark 450 m
- ↪ 2. Turn right onto Piet Heinkade/s100 500 m
 - i Destination will be on the right

⊙ Pakhuis De Zwijger

Piet Heinkade 179, 1019 HC Amsterdam, Netherlands

Directions from Pakhuis De Zwijger to Café-Restaurant Stork



Pakhuis De Zwijger Use caution - may involve errors or sections not suited for bicycling
 Piet Heinkade 179, 1019 HC Amsterdam, Netherlands **⚠** This route includes a ferry.

1. Head west on Piet Heinkade/s100 toward Vemenplein
 Continue to follow s100 1.7 km
2. Turn right 17 m
3. Turn right 22 m
4. Take the Buiksloterwegveer ferry 300 m
5. Continue straight onto Buiksloterweg 31 m
6. Turn right onto Buiksloterweg/Oeverlandroute/Route 7 250 m
7. Turn right toward Sixhavenweg 90 m
8. Turn right toward Sixhavenweg 150 m
9. Slight left onto Sixhavenweg 160 m
10. Turn left onto Meeuwenlaan 700 m
11. Turn right onto Motorkade 200 m
12. Motorkade turns left and becomes Gedempt Hamerkanaal
 Destination will be on the right 18 m

Café-Restaurant Stork
 Gedempt Hamerkanaal, 1021 Amsterdam, Netherlands

EAA ICORIA Publications

<http://www.icoria.org/publications>

ICORIA 2014 Amsterdam

Verlegh, P., Voorveld, H., and DePelsmacker, P., eds. (2015). *Advances in Advertising Research (Vol. VI)*. Wiesbaden: Springer Gabler.

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Banks, I., DePelsmacker, P., and Okazaki, S., eds. (2014). *Advances in Advertising Research (Vol. V): Extending the Boundaries of Advertising*. Wiesbaden: Springer Gabler.

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ICORIA 2002 Copenhagen

Hansen, F. and Christensen, L.B., eds. (2003). Branding and Advertising. Copenhagen: CBS Press. ISBN 87-630-0118-7.

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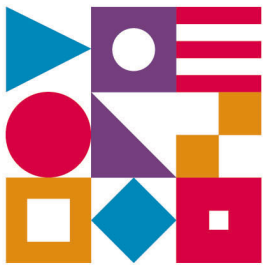
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