



ICORIA PROGRAMME 2007

Friday, June 29th

08.10 am Departure from the Hotels to the Conference

08.30 am: Registration Open for All Participants

09.00 am – 09.20 am: Formal Opening (Amphitheatre)

09.20 am – 09.50 am: Keynote Address – Susana Carvalho, President of Portuguese Association of Advertising Agencies (Amphitheatre)

09.50 am – 10.10 am: Coffee-Break

10.10 am – 11.30 am: Parallel Sessions

SESSION 1 – ADVERTISING AGENCIES & GOOD PRACTICE – Room 1P5

Chair: Ralf Terlutter

Sheila L. Sasser & Scott Koslow

Creative Advertising Development Process: Is Organizational Politics a Recipe for Disaster or a Dysfunctional Antidote?

Douglas West & John Ford

Advertising & Promotions Budgeting Sophistication in the US

Edith Smit & Tamara van der Peet

The Briefing Process and its Strategic Role in the Campaign Development Process

SESSION 2 – CONTEXT – Room 1P5

Chair: Lex Van Meurs

Bobby J. Calder & Edward C. Malthouse

Comparing Engagement Across Different Types of Media

Fred Bronner & Stephan van Velthoven

Mood, Media Experiences and Advertising

Verolien Cauberghe & Patrick De Pelsmacker

The Effectiveness of Telescopic TV Ads Delivered via Interactive Digital TV: The Impact of the Amount of Information and the Level of Interactivity on Brand Responses

Peter Neijens, Edith Smit & Marjolein Moorman

Advertising and sponsoring effects in de context of the World Championship Soccer 2006

SESSION 3 – HOW ADVERTISING WORKS I – Room 1P1

Chair: To Be Confirmed

Heribert Gierl & Sandra Praxmarer

The Effects of Stimulus-based Thoughts, Memories and Fantasies on Brand Attitudes

Rafal Ohme & Tadeusz Żórawski

From Building Awareness to Building Connection



Patrick Vyncke

Hidden Persuaders Revisited. New Insights from Evolutionary Psychology into Primary Affective Reactions on Advertisements

Robert Heath & Paul Feldwick

Why the Information Processing Model Does not Apply to TV Advertising

11.30 am – 12.30 am: Parallel Sessions

SESSION 4 – ATTENTION & MEASUREMENT – Room 1P5

Chair: Robert Heath

Lawrence Ang & Sam Hutton

A preliminary study of visual Fixations to deviant and evocative ads

John R. Rossiter

Brain-Imaging and Other Psychophysiological Measures: The “Pied Pipers” of Advertising Research

Lex van Meurs & M. Moorman

The missing link: using net fraction as a proxy for attention

SESSION 5 – CONTENT 1 – Room 1P3

Chair: Douglas West

Bas van den Putte & Nadira Tielenburg

Advertising effects of Ethnic Stereotyping in Advertisements

Márcia Gonçalves, Pedro Quelhas Brito & Helena Szrek

The format and familiarity of Music in Radio Ads: Impact on attitudes and recall

Mark Goodman

Attitudes towards the Use of Gender in Humorous Television Adverts

SESSION 6 – TEENS & CHILDREN – Room 1P1

Chair: Francisco Costa Pereira

Ana Côrte-Real, Paulo de Lencastre & Pedro Dionísio

Mascots: an important brand signal among children: Mascots Design and Children Recognition

Xiao Cai & Kara Chan

Television Advertising and Idealized Image of “Good Life” among Adolescents in Rural China

Esther Rozendaal, Moniek Buijzen & Patti Valkenburg

The Role of Advertising Literacy in Children’s Susceptibility to Advertising Effects

12.35 pm – 02.00 pm: Lunch – Terrace, 3rd Floor

02.00 pm – 12.30 pm: Keynote Address – José Ribeiro (General Directorate of Consumer)

02.40 pm – 04.00 pm: Parallel Sessions



SESSION 7 – HOW ADVERTISING WORKS 2 – Room 1P5

Chair: Sandra Diehl

Martin Eisend

The Impact of Scarcity Claims in Advertising: The Mediating Role of Third-person Effects

Liselot Hudders & Patrick Vyncke

A Dress to Impress and a Toy to Enjoy: How Consumer Motivations can be used in Luxury Ads

Heribert Gierl & Tina Großmann

The Effect of Imply-Benefit Attributes on Preferences toward Fast Moving Consumer Goods

Susan G. Rozensher & Mary Heinsler

The Impact of Celebrities' Personal Connection to a Cause on their Credibility and Effectiveness as Spokespeople

SESSION 8 – THE POWER OF VISUALS – Room 1P3

Chair: Barbara Mueller

Rob Le Pair & Margot van Mulken

Cross-Cultural Variability in Consumer Responses to Visual Metaphors in Advertising

Christian Zeintl

Combinatory Effects of Visual Rhetorical Figures on Ad Liking and Recall

Patrick Hartmann & Vanessa Apaolaza Ibáñez

Green Branding: The Role of Virtual Nature Experiences

Margot van Mulken

Visual Pun in Advertising: Comprehension and Appreciation

SESSION 9 – BRANDING – Room 1P1

Chair: Vidal de Oliveira

Franz-Rudolf Esch, Susanne Goertz & Kristina Strödter

Using Portfolio Advertising for Boosting Corporate Brands

Ivar Vermeulen

Matchmaking in Cyberspace? An application of Web-based Brand Image Measurement

Kim Cramer & Alexander Koene

How Brands Ignite Desire: Identifying Brand Appeal through the Analysis of Human Drives

04.00 pm – 04.20 pm: Coffee-Break

04.20 am – 05.20 pm: Parallel Sessions



SESSION 10 – CORPORATE REPUTATION & SOCIAL RESPONSIBILITY

– Room 1P7

Chair: Paulo Cardoso

Flemming Hansen & Lars Bech Christensen

Emotional Responses as a Measure of Corporate Value

Günter Silberer

Corporate Communications with Corporate Foundations

SESSION 11 – PRODUCT PLACEMENT 1 – Room 1P5

Cristel A. Russell & Dale W. Russell

Warning: The Impact of Alcohol Messages contained in this Television Series might be Moderated by Connectedness

Etienne Bressoud & Jean-Marc Lehu

The Product Placement Efficiency as a result of a Relationship between a Spectator and a Movie

Rungpaka Amy Tiwsakul

East meets west in Consumers' Experiences of Television Programme Product Placement – Identification, Intertextuality and Reflexivity

SESSION 12 – ADVERTISING & NON-TRADITIONAL MEDIA – Room 1P1

Chair: Jorge Veríssimo

Verolien Cauberghe & Patrick De Pelsmacker

The Impact of Two Way Communication and User Control in a Television Program on the Embedded Ad and Brand Recall

P. Monica Chien, T. Bettina Cornwell & Ravi Pappu

A Theoretical Framework for Analysis of Multiple Sponsorship Effects on Consumer Responses

Heikki Karjaluoto, Heikki Lehto, Matti Leppäniemi & Shintaro Okazaki

Factors Affecting Customers' Acceptance of Mobile Advertising

POSTERS SESSION – ROOM 1P9

Anurag G. Hingorani

The Visual Content of Magazine Advertisements in the Skincare Market

Beard, Fred K.

Our Product's Better Than Yours, and You're Ugly, Too! Conceptualizing the Uses and Effects of the Comparative, Satirical Attack Ad

Dorota Reykowska, Jacek Kowalski & Rafal Krzysztof Ohme

Exploring Consumers' Mind *via* Neuromarketing

Gisela Marques P. Gonçalves

Organizations as Good Citizens: A Metaphor to Understand Contemporary Corporate Communication

Jackie Granleese & Chia-fang Liu

A Corporate Social Responsibility Concern? Celebrity Endorsement in UK Women's Magazines



Joana César Machado, Paulo de Lencastre & Pedro Dionísio

Corporate identity – the management of the process of change in the name/logo in the context of brands' merger

Matti Leppäniemi & Heikki Karjaluoto

Impact of Gender, Age, Income and Employment Status on Consumers' Engagement in SMS Advertising

Patrick Hartmann & Vanessa Apaolaza Ibáñez

Nature versus Urban Imagery: An Explanatory Study on Picture Preferences

Rita Martenson

The Use and Abuse of Implicit and Explicit Sexual Stimuli in Advertising. A State-of-the-Art Review.

Rosário Higgs & Francisco Costa Pereira

Food and Beverage Advertising for Children: The Role of Animated Character as Brand significant on Ads

- 05.30 pm: Transport for the Hotels
- 06.00 pm: Arrival at the Hotels
- 08.00 pm: Departure for the Restaurant
- 08.40 pm – 08.50 pm: Best Paper Award
- 08.50 pm: Gala Dinner

Saturday, June 30th

- 08.40 am: Departure from the Hotels to the Conference
- 9.00 am – 10.20 am: Parallel Sessions

SESSION 13 – ADVERTISING & CULTURE – Room 1P5

Chair: Peter Neijens

Piotr Chelminski & Nuria Alonso

Examining Current Advertising Strategies towards Hispanic Consumers in the U.S.: Multicultural and Sociolinguistic Perspectives.

Olaf H. Werder

Standardization vs. differentiation: Cultural influences on English-language and Spanish-language TV advertising in the U.S.

Barbara Mueller & Shintaro Okazaki

Influence of Culture on Advertising Appeals: A Comparative Analysis of Japanese & American Print Advertising.

Sandra Diehl, Ralf Terlutter & Barbara Mueller

The Influence of Culture on Responses to Performance orientation in international Advertising Messages – Preliminary Results from five countries.



SESSION 14 – CONSUMERS AS COMMUNITIES – Room 1P3

Chair: Heribert Gierl

Kara Chan & Cong Zhang

Advertising Consumption and Materialism amongst Chinese youth

Shintaro Okazaki

New insights into electronic word-of-mouth communication: An Empirical Test of Social Influence Model

Melanie Hoppe, Kurt Matzler & Ralf Terlutter

The Brand Community Approach: An Integrated Model of Brand Communities and their Impact on Brand Loyalty and Brand Recommendation

SESSION 15 – CONTENT 2 – Room 1P1

Chair: John Rossiter

Francisco Costa Pereira & Ana Cristina Antunes

Trends in Cosmetics Advertising in Portugal

Franz-Rudolf Esch, Jan Eric Rempel, Alexander Fischer & Tobias Langner

Does Scent Really Matter? The Impact of Scent on Advertising Effectiveness and Efficiency

Paulo Ribeiro Cardoso & Manuel José Fonseca

Appeals and Creative Formats in Portuguese Road Safety Advertising Campaigns

Nathalie Dens, Patrick De Pelsmacker & Wim Janssens

Effects of Nudity in Advertising on Consumers' Body Esteem

10.20 am – 10.40 am: Coffee-Break

10.40 am – 12.00 am: Parallel Sessions

SESSION 16 – ADVERTISING PLANNING – Room 1P5

Chair: Martin Eisend

Don E. Schultz, Martin P. Block & Joseph Pilotta

Planning and Managing Marketing Communication by Determining Communication Network Value and Media Content Engagement

Francisco Costa Pereira & Jorge Veríssimo

The Values of News – Advertising and Television News

Yvonne Dixon & Charles Moss

An Explanatory Study into the Diffusion, Relevance and Validity of Integrated Marketing Communications in the Charitable Sector in the UK

David Riu & Nuria Agell

The Relationship between Brand Awareness and Investment in Advertising in Fast Moving Consumer Goods

SESSION 17 – ADVERTISING & HEALTH – Room 1P3

Chair: To Be Confirmed

Barbara Mueller, Hong Cheng, K. Tim Wulfemeyer & James Rada

Selling Food to Kids in China and the U.S.: The Influence of Culture on Advertising Content



Victoria Carrillo Durán & Ana Castillo Díaz

About the Influence of Slimming Product Advertising on the “Propensity” to take the Decision to Slim.

Milica Milosavljevic

Action-Identification in Consumer Behavior: Living Healthy vs. “Taking your Vitamins”

Patrick Basham & John Luik

The Case Against Food Advertising to Children: A Reassessment of the Evidence

SESSION 18 – PRODUCT PLACEMENT 2 – Room 1P1

Chair: Luuk Lagerwerf

Eva A. van Reijmersdal, Peter Neijens & Edith Smit

Modeling a New Branch of Advertising Research: A Systematic Literature Review of Factors Influencing Audience Reactions to Brand Placement

Ole E. Andersen

New Soft, Implicit Advertising Formats: Product Placement (PPL) on 3 Danish TV-channels – Extent and Audience Perceptions and Attitudes

Margaret C. Campbell, Gina S. Mohr & Peeter W.J. Verlegh

Effects of Product Placement and Sponsorship Disclosure: A Flexible Correction Approach

12.00 pm – 01.45 pm: Lunch (Polytechnic Institute of Lisbon)

02.00 pm – 03.20 pm: Parallel Sessions

SESSION 19 – TWO-SIDED & INCONGRUENT MESSAGES – Room 1P5

Chair: Rita Martenson

Martin Eisend

The Role of Involvement in Two-Sided Persuasion

Nathalie Dens, Patrick De Pelsmacker & Wim Janssens

Ad and Brand Responses to Incongruent Mild Disgust Appeals

Simon Ineichen, Arnd Florack & Rahel Bieri

The Impact of Regulatory Focus on the Effects of Two-sided Advertising

SESSION 20 – THE VALUE OF WEBSITES – Room 1P3

Chair: Cristel Russell

Shintaro Okazaki & Radoslav Škapa

Global website positioning in Poland and the Czech Republic: Preliminary Findings

Ivar Vermeulen & Daphne Seegers

Are All Reviews Good Reviews? A Consideration Set Approach to Modelling Online Review Impact

Hilde Voorveld, Peter Neijens & Edith Smit

The Interaction of Websites and TV Commercials in Campaigns



SESSION 21 – MEDIA IN FOCUS – Room 1P1

Chair: Dale Russell

Steen Lundsteen, Flemming Hansen & Lars Grønholdt

The Relative Role of Impact and Resonance in Determining the Effectiveness of Radio Advertising

Luuk Lagerwerf & Cora Wijker

Reconstructing Strategies in Television Commercials

Álvaro Cairrão, Andreia Galhardo

Advertising Effectiveness: A Study of Recall for Outdoor Advertising

- 03.00 pm – 03.20 pm: Coffee-Break
- 03.20 pm: Closing Session (Amphitheatre)
- 03.20 pm: General Assembly EAA and Wrapping up (Amphitheatre)
- 04.00 pm: Departure for the Hotels