

**Thursday, June 26:**

Start	End	Activity
18:00	20:00	WELCOME REGISTRATION RECEPTION  <i>Location: UAMS Foyer</i>

Please enter the UAMS building through the main gate (St-Jacobsmarkt, blue wooden gate).

**Friday, June 27:**

Start	End	Activities		
8:30	9:00	Registration & coffee - UAMS Foyer		
9:00	10:30	<p style="text-align: center;"><b>PLENARY SESSION:</b></p> <p style="text-align: center;">*Welcome (Co-chairs: Patrick De Pelsmacker &amp; Nathalie Dens)            *Keynote address: Prof. John R. Rossiter (University of Wollongong)            "When to Use Multiple-Item Measures and when to use Single-Item Measures in Advertising Research"            *Keynote address: Fons Van Dyck (Managing director Think.BBDO - Lecturer Vrije Universiteit Brussel)            "iPower: The Silent Consumer Take-Over"</p>		
10:30	10:45	Coffee break - UAMS Foyer		
10:45	12:15	<p style="text-align: center;"><b>BRAND COMMUNICATION I</b>  <i>Location: S.J.022</i></p> <p><b>T. Dewhirst &amp; R. Sparks:</b>            Rothmans Cigarette Brand Marketing (1957-2007): Intertextuality and the Decline of a Flagship Trademark (#45)</p> <p><b>H. Voorveld, P. Neijens, &amp; E. Smit:</b>            Modelling Audience Responses to Brand Websites (#100)</p> <p><b>N. Dens &amp; P. De Pelsmacker:</b>            "I Like the Ad, but What Brand was it for?" The Moderating Influence of Advertising Strategy, Branding Strategy, and Product Involvement on Brand and USP Recall (#104)</p> <p><b>C. Halliburton &amp; A. Ziegfeld:</b>            Global Corporate Brand Communication - A Cross-Cultural Analysis of Major European Companies Corporate Websites (#110)</p>	<p style="text-align: center;"><b>ADVERTISING TO CHILDREN &amp; TEENS</b>  <i>Location: S.J.117</i></p> <p><b>C. Preston:</b>            Children's Reflection upon the Regulation of Food Advertising in the UK (#25)</p> <p><b>R. Engels, D. Anschutz, &amp; T. van Strien:</b>            McFood: Effects of Food Commercials on Palatable Food Intake in Children (#36)</p> <p><b>K. Janssens &amp; M. Pandelaere:</b>            The Effect of Advertising on Children's Materialism (#83)</p> <p><b>A. Martensen &amp; L. Gronholdt:</b>            Teens as Transmitters of the New Media (#103)</p>	<p style="text-align: center;"><b>MEASUREMENT I</b>  <i>Location: S.J.214</i></p> <p><b>B. Wilson:</b>            A Discussion of Advanced Generation Analytical Methods for the Measurement of Change in Consumer Relationships (#7)</p> <p><b>A. Goode:</b>            Using Measures of Implicit Memory to Assess Advertising Effectiveness over Ecologically Valid Time Delays (#98)</p> <p><b>S. Sasser, R. Merz, &amp; S. Koslow:</b>            A Global Creativity Model Emerges: Evolving a Theory and Empirical Framework for the Advertising CCI Campaign Creativity Index (#69)</p> <p><b>D. Grammens &amp; P. Vyncke:</b>            Measuring Ad Effectiveness. The Relationship Between Visual Attention Measured By Eye Tracking and Advertising Recognition (#99)</p>
12:15	13:30	LUNCH - University of Antwerp University Club		

13:30	15:00	<p><b>WOMEN AND ADVERTISING</b> <i>Location: S.J.022</i></p> <p><b>V. Apaolaza-Ibáñez, P. Hartmann, S. Diehl, &amp; R. Terlutter:</b> Women's Satisfaction with Cosmetic Brands: The Influence of Instrumental and Advertising-Induced Experiential Brand Associations (#12)</p> <p><b>D. Anschutz, T. van Strien, &amp; R. Engels:</b> Exposure to Slim Images in Mass Media: Television Commercials as Reminders of Restriction in Restrained Eaters (#22)</p> <p><b>F. Costa Perreira &amp; J. Veríssimo:</b> Women in Portuguese Advertisements and Gender Stereotyping (#34)</p> <p><b>P. Wilhelm, L. Dinu, &amp; D. Miron:</b> Female Viewers' Attentiveness to Pro-Esteem and Pro-Thin Media Messages and Corresponding Effects on their Body Esteem (#60)</p>	<p><b>NEUROMARKETING</b> <i>Location: S.J.117</i></p> <p><b>D. Reykowska, A. Choromanska, &amp; R. Ohme:</b> Neuromarketing: Intriguing Discoveries; Referential Analysis Of Sony Bravia Tv Commercials (#39)</p> <p><b>L. Percy:</b> Advertising and the Neuropsychology of Message Processing (#28)</p> <p><b>I. Pleszczynska &amp; R. Ohme:</b> David Beats Goliath: Can Neuromarketing Support Media Costs Optimization? (#42)</p> <p><b>T. Ramsøy &amp; F. Hansen:</b> Neurological scanning methodology (#114)</p>	<p><b>HOW ADVERTISING WORKS I</b> <i>Location: S.J.214</i></p> <p><b>H. Aaltonen:</b> Co-Creating Value from Advertising (#20)</p> <p><b>L. Ang, E. Ota, &amp; S. Hutton:</b> Visual Vampire, Deviancy and Integration in Print Ads (#76)</p> <p><b>C. Defever &amp; M. Pandelaere:</b> The Impact of Value Laden Advertisements on Consumer Values (#85)</p> <p><b>C. Beckers, M. van Mulken, &amp; R. Enschoot:</b> Rhetorical Figures in UK and Dutch TV-Commercials (#97)</p>
15:00	15:15	Coffee break - UAMS Foyer		
15:15	16:45	<p><b>BRAND PLACEMENT I</b> <i>Location: S.J.022</i></p> <p><b>E. Bressoud, J.-M. Lehu, &amp; C. Russell:</b> Integrating Placement and Audience</p> <p><b>G. Mau &amp; G. Silberer:</b> Can Every Brand Win with In-Game Advertising? The Role of Brand Familiarity (# 17)</p> <p><b>R. Tiwsakul &amp; C. Hackley:</b> Television Product Placement in Thailand and the UK: Implications for International Brand Communications Management (#32)</p> <p><b>C. Sherman:</b> The Brand-Program Fit of Brand Placement: Exploratory Analysis of a Multi-Dimensional Concept (#71)</p>	<p><b>LUXURIES &amp; MATERIALISM</b> <i>Location: S.J.117</i></p> <p><b>E. Das:</b> When You Are What You Own: Physical</p> <p><b>I. Lens &amp; M. Pandelaere:</b> Understanding the Willingness to Pay - Willingness to Accept Gap: Materialism as a Moderator of the Endowment Effect (#84)</p> <p><b>S. Polley, H. Dittmar, &amp; S; Hutton:</b> Using Eye-tracking to Measure the Impact of Individual Differences in Materialism on Advertising Effectiveness (#91)</p> <p><b>A. Kover:</b> Subtle Luxuries (#2)</p>	<p><b>HOW ADVERTISING WORKS II</b> <i>Location: S.J.214</i></p> <p><b>T. Faseur &amp; M. Geuens:</b> The Effectiveness of Ego- and Other-Focused</p> <p><b>L. Percy &amp; S. Lunsteen:</b> The Embodiment of Emotion from Facial Expressions in Advertising (#27)</p> <p><b>B. Calder &amp; E. Malthouse:</b> Leveraging Media-Advertisement Experiential Congruence (#70)</p> <p><b>J. Koeman:</b> The Impact of Self Construal on Advertising Attitudes Among Ethnic Youth (#57)</p>
16:45	18:00	Free time: Return to hotel, get ready for official dinner		

18:30	...	<p style="text-align: center;">DIAMOND COCKTAIL OFFICIAL DINNER</p> <p style="text-align: center;"><i>Location: The Foyer, Bourla Theatre (Komedieplaats 18)</i></p>
-------	-----	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Walking distance to Bourla Theatre = approx. 15-20 min.  
 Assemble at 18:00 at main entrance gate UAMS or at 18:10 at Ibis Hotel  
 You are of course free to get there on your own account: Doors will open at 18:30

**Saturday, June 28:**

Start	End	Activities		
8:30	9:00	Registration & coffee - UAMS Foyer		
9:00	10:30	<p style="text-align: center;"><b>BRAND ENDORSEMENT</b> <i>Location: S.J.022</i></p> <p><b>H. Gierl &amp; T. Grossman:</b> Do Multiple Endorsements Lead to a Dilution Effect? The Effect of Star Sharing on Consumers' Beliefs (#72)</p> <p><b>C. Defever &amp; M. Pandelaere:</b> Fragmentation in Advertising: A Way to Communicate Beauty Images (#86)</p> <p><b>M. Eisend &amp; T. Langner:</b> The Impact of Celebrity Attractiveness and Competence Fit: Short Term Versus Long Term Effects (#107)</p> <p><b>M. Milosavljevic &amp; R. Ohme:</b> The Effects of Direct Gaze on Source Attractiveness and Consumers' Attitudes and Emotions (#112)</p>	<p style="text-align: center;"><b>COMMUNICATION IN NEW MEDIA I</b> <i>Location: S.J.117</i></p> <p><b>H. Cheng &amp; P. Shaw:</b> Truth Told Online: Consumer Insights into Automobile Lovemarks (#68)</p> <p><b>G. Van Noort, P. Kerkhof, &amp; B. Fennis:</b> Effects of Online Safety Cues on Consumer Responses (#74)</p> <p><b>S. Okazaki &amp; M. Hirose</b> Gendered Media Choice in Tourist Information Search: From the Perspective of Mobile Internet Usage (#109)</p> <p><b>S. Beckmann, T. Hansen, J. Thorbeck, &amp; L. Matthiesen</b> Animation Effects In Online Banner Ads: An Experiment Using Elam (#108)</p>	<p style="text-align: center;"><b>MEASUREMENT II</b> <i>Location: S.J.214</i></p> <p><b>M. Prince &amp; M. Davies:</b> A New Tool for the Measurement of Brand Prestige (#1)</p> <p><b>M. Korchia:</b> Do I Know What I Wear? Definitions and Measures of Brand Knowledge (#13)</p> <p><b>A. Azevedo:</b> The Power of Smiling Appeal Copy Strategy in Lovemark Brand Building Context: The Brand Smile Index (#46)</p> <p><b>I. Kapareliotis, A. Panopoulos, &amp; J.-P. Mathieu</b> Developing a Scale for Brand Tradition (#47)</p>
10:30	10:45	Coffee break - UAMS Foyer		

10:45	12:15	<p style="text-align: center;"><b>BRAND PLACEMENT II</b> <i>Location: S.J.022</i></p> <p><b>E. van Reijmersdal, E. Smit, &amp; P. Neijens:</b> How Media Factors Affect Audience Responses to Brand Placement (#9)</p> <p><b>B. Kocher &amp; M. Lalos:</b> When Criticism Improves Evaluation: The Effects of Brand Name Placement in Song Lyrics (#15)</p> <p><b>F. Costa Perreira &amp; J. Veríssimo:</b> Product Placement within National Fictional Soap Operas (#19)</p> <p><b>A. Aidan &amp; C. Warfield:</b> Not Only the Devil wears Prada: A Multidisciplinary Study in how Luxury Brands use Hollywood Films to Sell to Women (#61)</p>	<p style="text-align: center;"><b>COMMUNICATION IN NEW MEDIA II</b> <i>Location: S.J.117</i></p> <p><b>J. Möller &amp; M. Eisend:</b> The Impact of Culture on Attitude towards Web Advertising (#54)</p> <p><b>P. Palla, L. Hatzithomas, &amp; A. Zotou:</b> Competitive Interference and Effectiveness of 3D Billboards: An Experimental Approach (#62)</p> <p><b>F. Bronner &amp; R. de Hoog:</b> The Complementary Roles of eWOM and Advertising (#16)</p> <p><b>W. Gong:</b> National Culture and Global Diffusion of B2C E-Commerce (#43)</p>	<p style="text-align: center;"><b>CROSS-CULTURAL COMMUNICATION</b> <i>Location: S.J.214</i></p> <p><b>P. Vyncke, V. Apaolaza-Ibáñez, &amp; P. Hartmann:</b> Contribution of Evolutionary Psychology to Advertisement Effectiveness: A Comparison Between Spain and Belgium (#41)</p> <p><b>B. Mueller, S. Okazaki, &amp; M. Hirose:</b> Mood and Imagery vs. Assertive Selling Pitches: A Cross-Cultural Examination of Consumer Attitudes toward Soft Sell and Hard Sell Advertising Appeals (#48)</p> <p><b>G. Atwal, D. Bryson, &amp; N. Dawson:</b> Product Packaging Tactics and Strategies within a Low Involvement Category (#79)</p> <p><b>C. Praet:</b> The Influence of National Culture on the Use of Celebrity Endorsement in Television Advertising: A Multi-Country Study (#56)</p>
12:15	13:30	LUNCH - University of Antwerp University Club		

13:30	14:30	<b>BRAND COMMUNICATION II</b> <i>Location: S.J.022</i>  <b>F.-R. Esch, K. Strödter, &amp; C. Knörle:</b> Employees' Brand Congruence as Preliminary for Brand Commitment (#50)  <b>I. Vermeulen:</b> How Brands Get Lost: Mechanisms Underlying the Dilution of Brand Association Networks (#51)  <b>R. Martensen:</b> The Role of Identification in Corporate Branding (#75)	<b>HEALTH COMMUNICATION</b> <i>Location: S.J.117</i>  <b>S. Carvalho, S. Sivaramakrishnan, &amp; P. Raghbir:</b> Effect of Perceived Proximity on Perception and Avoidance of Risk Communicated in Health Warning Advertisements (#77)  <b>V. Ngu:</b> Evaluating a Public Health Advertising Campaign: Fighting the Aedes Mosquito and Dengue Fever Menace in Malaysia (#95)  <b>L. Adams &amp; M. Geuens:</b> More than 20 Years of Aids Prevention: What has Been Said When and to Whom? (#49)	<b>EVENTS &amp; SPONSORSHIP</b> <i>Location: S.J.214</i>  <b>M. Moorman, P. Neijens, Smit, &amp; L. Willemsen:</b> Match-Involvement During the 2006 FIFA World Cup: How it Affects Recall of Advertisements in and Around The Match (#101) <b>B. Wilson, K. Westberg, &amp; C. Stavros:</b> Addressing Major Sponsorship Risks: A Program for Research into Crises Triggered by Athletes (#8)  <b>D. Muntinga &amp; M. Moorman:</b> Undesired Consequences of Sports Sponsorships. How Negative Incidents in Sports Affect Their Sponsors' Image (#88)	<b>MEDIA CHOICE &amp; BUDGETTING</b> <i>Location: S.J.115</i>  <b>E. K. Berte:</b> Advertising in a Changing Media Environment: Reflections of Belgian Advertisers on Budget Allocation Practices (#31)  <b>D. West:</b> Advertising and Promotions Budgeting and Organisational Culture (#55)  <b>M. Hirose &amp; S. Okazaki:</b> Mobile Internet as an Information Resource : How Mobile Phones Compete and Coexist in Media Choices? (#65)
14:30	14:45	Coffee break - UAMS Foyer			

14:45	15:45	<p><b>BRAND RELATIONSHIPS</b> <i>Location: S.J.022</i></p> <p><b>E. Smit, C. Meppelink, &amp; P. Neijens:</b> To Bind, to Sell, to Tell Your Story Well (#81)</p> <p><b>B. Wilson, W. Callaghan, &amp; K. Westberg:</b> Understanding Brand Relationship Quality Dimensions through Visual Representation (#4)</p> <p><b>M. Tolboom, E. Smit, &amp; F. Bronner:</b> The Impact of Different Media on the Development of Strong Consumer Brand Relationships (#101)</p>	<p><b>SOCIAL PROFIT ADVERTISING</b> <i>Location: S.J.117</i></p> <p><b>V. Cauberghe, P. De Pelsmacker, &amp; W. Janssens:</b> The Role of Fear, Threat and Efficacy in Threat Appeals: Putting Fear Back in the Danger Control Response (#26)</p> <p><b>P. Hartmann &amp; V. Apaolaza-Ibáñez:</b> More News from the Savannah: An Experimental Study of Landscape Preferences in Green Energy Advertising (#58)</p> <p><b>A. Mitev &amp; D. Horvath:</b> Generating New Advertising Content for PSA's: Alcohol Advertising Related Consumer Narratives In Frye's Typology (#106)</p>	<p><b>NEW RESEARCH IN ADVERTISING</b> <i>Location: S.J.214</i></p> <p><b>D. Schultz &amp; G. Kerr:</b> Filling in the Gaps or Plugging the Holes? Why the Academic Advertising Research Model needs Maintenance (#21)</p> <p><b>S. Okazaki, J. Romero, &amp; H. Karjaluoto</b> Latent-class Model Segmentation of Mobile Internet Adopters (#37)</p> <p><b>L. Hatzithomas:</b> Humor as an Advertising Retrieval Cue: A Research Agenda (#63)</p>	<p><b>ADVERTISING &amp; EROTICISM</b> <i>Location: S.J.115</i></p> <p><b>J. Granleese:</b> Inter-Sexual and Intra-Sexual Selection Theories Applied to Advertisements in Men and Women's Magazines: They Work! (#66)</p> <p><b>E. Das, I. Abdala, F. Boersma, M. van Dijk, S. Thomson, &amp; C. Wijker:</b> The Tunnel Vision of Love: How Sex on TV Reduces Cognitive Ability, and Increases Advertising Impact (#23)</p> <p><b>A. Aidan:</b> Meet the Latest Produce of Fashion Media- "The Zero-Sexual Men": A Critical Analysis of the Impact of Homoerotic Imagery Used in Fashion Advertising on British Masculinities (#67)</p>
15:45	16:00	Coffee break - UAMS Foyer			
16:00	16:45	<p><b>PLENARY SESSION:</b> *EAA GENERAL ASSEMBLY *CLOSING &amp; GOODBYE</p>			