

The 9th ICORIA 2010 Madrid



© ESIC EDITORIAL

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Thursday, June 24th

Start	End	Activities
18:00	20:00	GET TOGETHER: Welcome Reception with Registration

Friday, June 25th

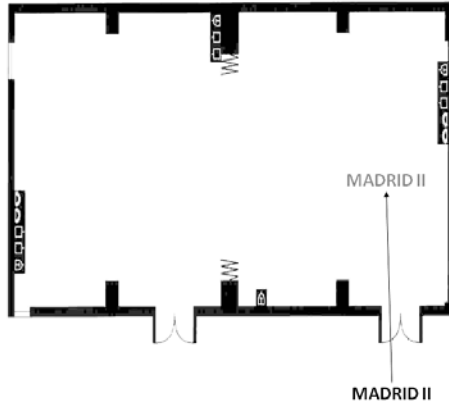
Start	End	Activities			
9:00	9:15	Opening remarks			
9:15	10:00	Key Note Presentation: Professor Maggie Geuens, Ghent University (Belgium), "The Effect of Language on Response Distributions in Likert Data" (<i>Sabatini I</i>)			
10:00	10:30	Coffee break			
10:30	12:00	Brand communication <i>Cibeles I</i>	Appeals and values <i>Cibeles II</i>	Media context <i>Madrid II</i>	eWOM <i>Sabatini I</i>
12:10	13:40	Emotion <i>Cibeles I</i>	Social marketing <i>Cibeles II</i>	Retailing & advertising <i>Madrid II</i>	Mobile device <i>Sabatini I</i>
13:45	15:00	Lunch			
15:00	16:30	Health <i>Cibeles I</i>	Modeling <i>Cibeles II</i>	IMC <i>Madrid II</i>	Children <i>Sabatini I</i>
16:40	17:40	Meet the Editors (<i>Sabatini I</i>)			
20:00	24:00	Gala Dinner in <i>Casino de Madrid</i>			

Saturday, June 26th

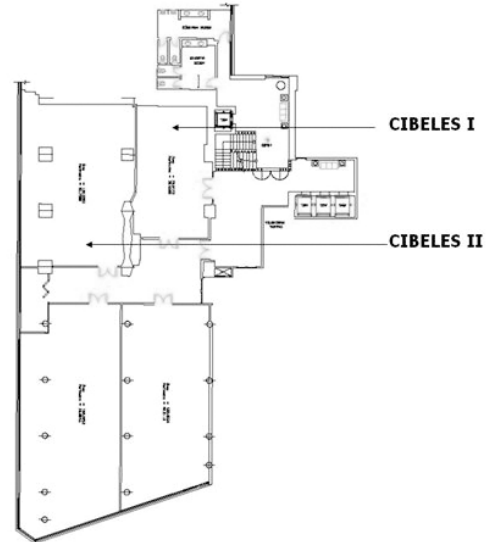
Start	End	Activities			
9:00	10:30	Online consumers <i>Cibeles I</i>	Events & Experience <i>Cibeles II</i>	Consumer perceptions <i>Madrid II</i>	Media & Society <i>Sabatini I</i>
10:30	11:00	Coffee break			
11:00	12:30	Advertising effect <i>Cibeles I</i>	Customer Life Cycle <i>Cibeles II</i>	Social media <i>Madrid II</i>	International advertising <i>Sabatini I</i>
12:40	13:40	Culture <i>Cibeles I</i>	Direct marketing <i>Cibeles II</i>	Branding <i>Madrid II</i>	Special session <i>Sabatini I</i>
13:45	15:00	Lunch			
15:00	16:00	Packaging & Design <i>Cibeles I</i>	New perspectives <i>Cibeles II</i>	Media <i>Madrid II</i>	Consumer evaluation <i>Sabatini I</i>
16:10	17:00	EAA General Assembly (<i>Sabatini I</i>)			
17:45	19:00	Guided tour in Madrid (start from <i>Plaza Mayor</i>)			

Conference rooms at Hotel Melia Madrid Princesa

GROUND FLOOR



1ST FLOOR



3RD FLOOR



Welcome to the 9th ICORIA 2010 in Madrid

In an increasingly globalized world, advertising is becoming an increasingly complex and unpredictable phenomenon. The theme for the 9th International Conference on Research in Advertising, or ICORIA, concerns our diversity as individuals, as nationals and as cultures. We received a broad range of theoretical and empirical perspectives and methodologies from more than 20 countries. This year researchers, students, and practitioners will all meet together in one of the most exciting cities in Europe: Madrid.

Madrid is Spain's largest city, with a population of some five million. It is regarded by the Spanish state as an autonomous community in its own right. Home to some of Europe's most important art galleries and museums, including the Prado, the Reina Sofía and the Thyssen-Bornemisza, Madrid is a dynamic metropolis with a cultural atmosphere and a vibrant high-life. We hope you will enjoy in full the vitality and exoticism of Madrid.

In association with the European Advertising Academy, the Universidad Autónoma de Madrid (UAM) is hosting the 9th ICORIA. Founded in 1968, the UAM is a public university located at the beautiful campus of Cantoblanco. UAM is one of the most respected universities in Spain, and has a strong international reputation in teaching and research. As a result, the joint program of the UAM and the Spanish National Research Council was chosen as an *International Campus of Excellence* by the Ministry of Education, with the objective of making our university one of the best European universities by 2015.

Although the world economic crisis has overshadowed our preparation, we have done our best to make this conference as meaningful and enjoyable as possible. Several organizations and institutions deserve our most sincere acknowledgment. Besides the UAM itself, the Ministry of Science and Innovation, the Madrid Convention Bureau, the Yoshida Hideo Memorial Foundation, the KDDI Foundation, D2 Communications, and the World Advertising Resource Center (in association with the *International Journal of Advertising*), the *Journal of Marketing Communications*, SONY, the INNOGROUP all, and ESIC Editorial all provided generous support. We also thank the reviewers who responded so kindly at very short notice.

Finally, what is, after all, the key to enjoying the 9th ICORIA and the city of Madrid? The Spanish state of mind, of course—so be relaxed and enjoy!

SHINTARO OKAZAKI
Conference Chair, The 9th ICORIA 2010 Madrid



Key Note Presenter

Maggie Geuens obtained a degree in Commercial Engineering from the University of Antwerp in 1992. In 1998 she obtained a PhD in Applied Economics from the University of Antwerp, Belgium, where she also worked as an assistant professor. Currently she is Professor of Marketing at Ghent University, and academic director of the Brand Management Centre at the Vlerick Leuven Gent Management School.

Her main field of research interest is in advertising, branding and consumer behavior. She has recently also co-authored several papers on more methodological issues, such as response styles and scale development. In these interesting fields she has contributed to over sixty papers and research reports, and has published in such journals as the *International Journal of Research in Marketing*, the *Journal of the Academy of Marketing Science*, *Psychological Methods*, the *Journal of Health Communication*, the *Journal of Advertising, Psychology and Marketing*, the *International Journal of Advertising*, the *Journal of Business Research*, the *Journal of Marketing Communications*, the *International Marketing Review*, *Psychologica Belgica*, *Tourism Management*, *Advances in Consumer Research*, the *Journal of Business and Psychology*, the *Psychological Review*, *Educational and Psychological Measurement*, *Applied Psychological Measurement*, the *International Journal of Advertising and Marketing to Children*, and the *Journal of Consumer and Market Research*. She is also a member of the editorial board of the *Journal of Business Research*, the *International Journal of Advertising* and the *Journal of Marketing Communications*, and she also reviews articles regularly for the *Journal of Marketing*, the *International Journal of Research in Marketing*, the *Journal of Advertising* and the *Journal of Business Ethics*. In 2009 she was awarded the 2009 *JBR* Exceptional Reviewer Award for Buyer Behavior.

Her work is also presented regularly at conferences such as the Association for Consumer Research Conference (ACR), the Society for Consumer Psychology Conference (SCP), the European Marketing Academy Conference (EMAC), the International Conference on Research in Advertising (ICORIA), and the International Conference on Corporate and Marketing Communication (ICCM). At the latter conference she won the Best Paper Award in 1996, and the Best Working Paper Award in 2002 and 2005.

She has co-authored one international textbook: *Marketing Communications* (by Patrick De Pelsmacker, Maggie Geuens and Joeri Van den Bergh) and one Dutch text book, *Marketing Management* (by Philip Kotler, Kevin Keller, Henry Robben and Maggie Geuens). The fourth edition of each of these textbooks has just been released.

Maggie teaches such courses as Marketing Management, Strategic Brand Communications, Consumer Behavior and Advanced Topics in Marketing. In the past she also taught a Market Research and Marketing Communications course. She has teaching experience in Belgium, The Netherlands, Italy, Kazakhstan, Russia and Vietnam. She is also involved in consultancy on a regular basis.

Detailed Conference Program

June 25th 2010
9:00-10:00

The 9th ICORIA Plenary Opening Session

Session chair: Shintaro Okazaki
Location: Sabatini I

Welcome to Madrid. Rector, Dr. JOSÉ M^a SANZ MARTÍNEZ, Universidad Autónoma de Madrid. Vice-Chancellor of Postgraduate Study, Dr. ÁNGEL RODRÍGUEZ GARCÍA-BRAZALES, Universidad Autónoma de Madrid

Key Note Presentation. “The Effect of Language on Response Distributions in Likert Data”. Professor MAGGIE GEUENS, Ghent University (Belgium)

June 25th 2010
10:30-12:00

Competitive Papers

Brand communication

Session chair: Las Bergkvist
Location: Cibeles I

Are you impressed? Portfolio advertising as a means of strengthening the corporate brand and its product brands. FRANZ-RUDOLF ESCH, CHRISTIAN BRUNNER

It’s not just about the brand, it’s about me: the effects of self-brand connections on brand evaluation following brand failure. SHIRLEY Y. Y. CHENG, TIFFANY BARNETT WHITE, LAN NGUYEN CHAPLIN

Does verbal anchoring improve the brand communication effects of ads with pictorial metaphors? LARS BERGKVIST, DANIEL EIDERBÄCK, MICHAELA PALOMBO

Let’s face the truth: The importance of faces as advertising cues. DIETER GRAMMENS, PATRICK VYNCKE, YANN VERHELLEN, JUAN-MANUEL PALOMO



June 25th 2010
10:30-12:00

Competitive Papers

Appeals and values

Session chair: Patrick De Pelsmacker

Location: Cibeles II

Visual and verbal appeals in advertising for new brands and line extensions. BIANCA PUTTEMANS, NATHALIE DENS, PATRICK DE PELSMACKER

Impact of congruency and time pressure during simultaneous exposure to a program and an interactive advertisement. KATARINA PANIĆ, VEROLIEN CAUBERGHE, PATRICK DE PELSMACKER

Ad(d)ing value through a mismatch: effects of incongruent advertising on a magazine. JONAS COLLIANDER, MICAEL DAHLÉN, SARA ROSENGREN, FREDRIK TÖRN

The influence of symbolism on colour preferences in a print advertising context: an exploratory study. ANTIGONE G. KYROUSI, GEORGE G. PANIGYRAKIS, ATHINA Y. ZOTOU

June 25th 2010
10:30-12:00

Media context

Session chair: Douglas West

Location: Madrid II

Radio advertising: a study of genre and effect. LARS PYNT ANDERSEN

Public opinion towards digital billboards in the United States: an analysis of recent polls. CHARLES R. TAYLOR

Eye-catching: which factors of a magazine advertisement and its context can attract and hold visual attention? SOPHIE BOERMAN, EDITH SMIT, LEX VAN MEURS

Effects of celebrity endorsers' attractiveness and expertise on brand recall of transformational and informational products. TOBIAS LANGNER, MARTIN EISEND

June 25th 2010
10:30-12:00

Competitive Papers

eWOM

Session chair: María Sicilia

Location: Sabatini I

Consumers' decisions to regulate affect: the role of online product recommendations. INÉS LÓPEZ, SALVADOR RUIZ, LUK WARLOP

The ironic effects of organizational responses to negative online consumer reviews. PETER KERKHOF, SONJA UTZ, CAMIEL BEUKEBOOM

Suppression effect of trustworthiness on the relation between source expertise and online review attitude. LOTTE M. WILLEMSEN, PETER NEIJENS, SANDER HENGEVELD

Determinants of e-WOM influence: the role of consumers' Internet experience. MANUELA LOPEZ, MARÍA SICILIA

June 25th 2010
12:10-13:40

Emotion

Session chair: María José Miquel-Romero

Location: Cibeles I

Identifying the best addressee when consumers share their emotions. INÉS LÓPEZ, SALVADOR RUIZ, LUK WARLOP

The effectiveness of regulatory (in)congruency: the moderating role of the message's rationality versus emotionality. ERLINDE CORNELIS, LEEN ADAMS, VEROLINE CAUBERGHE

Cosmetic advertising and motives for buying cosmetic products. FRANCISCO COSTA PEREIRA, ANA CRISTINA ANTUNES, SOFIA NOBRE

As the ad marches bleeding rhetoric retreats: consumers' emotions and attitudes towards simple and rhetorically constructed violent ads. IOANNIS G. THEODORAKIS, VLASIS STATHAKOPOULOS



June 25th 2010
12:10-13:40

Competitive Papers

Social marketing

Session chair: Patrick Hartmann

Location: Cibeles II

The automatic effects of social comparison on purchase intentions. LAWRENCE ANG, RICKNEE SIM

How can social communication improve safe practices? The potential of ambient communication.
GUENDALINA GRAFFIGNA, ROSSELLA C. GAMBETTI, CLAUDIO A. BOSIO

Authority, professional identity, and power in a neglected occupational field - strategic responsibility and planning in advertising. GUIDO ZURSTIEGE, TINO G. K. MEITZ

Biospheric environment and green advertising effectiveness: evidence from a Spanish desert. PATRICK HARTMANN, VANESSA APAOLAZA-IBÁÑEZ

June 25th 2010
12:10-13:40

Retailing & advertising

Session chair: Tobias Langner

Location: Madrid II

The effect of advertising related psychographic factors on store brand purchase intention. SHALOM LEVY, HANA GENDEL-GUTERMAN

Promotional flyers and building of retail brand associations at big boxes stores format. ROBERTO MANZANO, MAGDALENA FERRÁN, MARÍA PUELLES, CARMEN ABRIL

Retailer responses to brand extension congruity. IVAR VERMEULEN, BO VAN GRINSVEN, BEAU AVIVA KOPPENHOL-HAJIAN

The effectiveness of digital versus traditional signage in a retail environment. NEAL VAN LOOCK, IRIS VERMEIR, MAGGIE GEUENS

June 25th 2010
12:10-13:40

Competitive Papers

Mobile device

Session chair: Hairong Li

Location: Sabatini I

Exploring QR code mobile promotion. SHINTARO OKAZAKI, MORIKAZU HIROSE, HAIRONG LI

Ubiquitous promotion and privacy concerns: an experiment. SHINTARO OKAZAKI, ÁNGELES NAVARRO-BAILÓN

Mobile travel services a three-country study into the impact of local circumstances. H. BOUWMAN, C. CARLSSON, C. LÓPEZ-NICOLÁS, B. MCKENNA, F. MOLINA-CASTILLO, T. TUUNANEN, P. WALDEN

The effect of mobile coupon benefits and privacy concerns on attitude and intention. MORIKAZU HIROSE

June 25th 2010
15:00-16:30

Health

Session chair: Maggie Geuens

Location: Cibeles I

Advertising influences on youth alcohol consumption: does the age matter? MARÍA JOSÉ MIQUEL ROMERO, FRANCO MANUEL SANCHO-ESPER

The impact of personality differences on efficacy, attitude and behavioural intention in HIV/AIDS fear appeal advertising. MARLIZE TERBLANCHE-SMIT, NIC S. TERBLANCHE

Europeans' behavior against climate change: the role of information level, motivation, and attitudes. JOSÉ MANUEL ORTEGA EGEA, NIEVES GARCÍA DE FRUTOS

Confusion between advertising and other elements from the social and media context as factors that influence eating disorders. Results from the delphi panel of health experts. MÒNIKA JIMÉNEZ MORALES, MARÍA VICTORIA CARRILLO DURÁN, MARÍA SÁNCHEZ HERNÁNDEZ



June 25th 2010
15:00-16:30

Competitive Papers

Modeling

Session chair: Edward C. Malthouse

Location: Cibeles II

Do new forms of television advertising occasion better recall than traditional advertising spots? An analysis proposal by means of probit models. MARÍA ARRAZOLA, JOSÉ DE HEVIA, PEDRO REINARES, RICARDO REINARES

Package advertising claims on new products: impact on firm value. NORA LADO, ESTER MARTÍNEZ-ROS, MERCEDES MARTOS-PARTAL

The response surface process for optimal allocation of online budgets between push and pull. EDWARD C. MALTHOUSE, DON SCHULTZ

Visual strategies and ease of choice in a non-linear model for in-store behavior. JESPER CLEMENT

June 25th 2010
15:00-16:30

IMC

Session chair: Luisa Andreu

Location: Madrid II

Adopting the principles of integrated marketing communication (IMC) to improve employees' assimilation capacity. DAVID JIMÉNEZ-CASTILLO, MANUEL SÁNCHEZ-PÉREZ

Consumers' awareness of CSR service-based initiatives: emotional or rational appeals? LUISA ANDREU, ANNA S. MATTILA, JOAQUÍN ALDÁS

What is the best communication strategy (integration vs. repetition) to persuade consumers? An analysis across levels of brand familiarity. ÁNGELES NAVARRO-BAILÓN, ELENA DELGADO-BALLESTER, MARÍA SICILIA

Ad agency professionals' mental models of advertising creativity. GERGELY NYILASY, PEGGY KRESHEL

June 25th 2010
15:00-16:30

Competitive Papers

Children

Session chair: Enrique Bigné

Location: Sabatini I

Commercial or not? Differences in the perception of TV advertisements and advergames by children.

MARTIN WAIGUNY, RALF TERLUTTER

Children's advertising literacy: do BMI, body shape perception and self-esteem matter? JULIA SPIELVOGEL,

RALF TERLUTTER

The effects of advertising on children's materialistic orientations: a longitudinal study. SUZANNA J. OPREE,

MONIEK BUIJZEN, PATTI M. VALKENBURG, EVA A. VAN REIJMERSDAL

Children's scepticism towards television advertising. MARGARET-ANNE LAWLOR

June 25th 2010
16:40-17:40

Plenary session

Meet the Editors

Session chair: Shintaro Okazaki

Location: *Sabatini I*

Panelists:

- ***Journal of Advertising***, Editor: Professor MARLA B. ROYNE
- ***Journal of Advertising Research***, Editor: Professor DOUGLAS WEST
- ***International Journal of Advertising***, Editor: Professor CHARLES R. TAYLOR
- ***Journal of Interactive Marketing***, Editor: Professor EDWARD C. MALTHOUSE
- ***International Journal of Public Opinion Research***, Editor: Professor PETER NEIJENS
- ***Journal of Marketing Communications***, Associate Editor: Professor PATRICK DE PELSMACKER



June 26th 2010
9:00-10:30

Competitive Papers

Online consumers

Session chair: Peter Kerkhof

Location: Cibeles I

Football club Websites: factors enhancing digital relations. ANASTASIOS PANOPOULOS, ILIAS KAPARELIOTIS, PROKOPIS THEODORIDIS

Balance and sequence in online reviews: the wrap effect. NATHALIA PURNAWIRAWAN, PATRICK DE PELSMACKER, NATHALIE DENS

Why corporate blogs are useless: consumer avoidance of corporate blogs. DOORI SONG, JOONGHWA LEE

Factors affecting attention to online advertising: an eye tracking study. SANGRUO HUANG, HAIRONG LI

June 26th 2010
9:00-10:30

Events & Experience

Session chair: Martin Eisend

Location: Cibeles II

The advertising effectiveness of product placement in fictional television series as a function of temporal connectedness and spectator attitudes. JESÚS BERMEJO BERROS

New ways of online communication strategies. FRANCISCO COSTA PEREIRA, JORGE VERÍSSIMO, MARIA DO ROSÁRIO CORREIA

Form and content of the customer interface: the moderating effect of market type on purchase intentions. IVANA BUSLJETA BANKS, DOMINIK MAHR

“You matter - we care” Communicating (lack of) empathy to customers in a transitional economy: The case of hospitality industry in Croatia. IVANA BUSLJETA BANKS, NATHALIA PURNAWIRAWAN, MARIJKE BERTELS

June 26th 2010
9:00-10:30

Competitive Papers

Consumer perceptions

Session chair: Francisco Costa Pereira

Location: Madrid II

Brand personality: antecedent and consequences. MERABET AMINA, BENHABIB ABDEREZZAK

Magritte's art stylistic patterns in Spanish advertising: one magazine content analysis (1995-2005). MARTA MENSA, DAVID ROCA

A comparative study on advertising avoidance and perceived intrusiveness. CRISTINA ETAYO, DAN PETROVICI

Sampling in content analysis of advertising: the case of Chilean consumer magazines. RODRIGO URIBE B., ENRIQUE MANZUR M.

June 26th 2010
9:00-10:30

Media & Society

Session chair: Larry Percy

Location: Sabatini I

Consumer reactions towards experienced-based marketing communication. MARIEKE FRANSEN, THOMAS VAN ROMPAY

The effect of ad-elicited arousal on the consumer's memory. HILA RIEMER, HAYDEN NOEL

Did you hear it on the radio? The effectiveness of brand name placement in song lyrics. YVES VAN VAERENBERGH, DIENEKE VAN DE SOMPEL, NEAL VAN LOOCK, IRIS VERMEIR

Effects of brand placement disclosures on audience reactions and persuasion knowledge. EVA VAN REIJMERSDAL, KAROLINA TUTAJ



June 26th 2010
11:00-12:30

Competitive Papers

Advertising effect

Session chair: Edith Smit

Location: Cibeles I

The influence of the media and advertising on eating disorders. RUTH S. CONTRERAS ESPINOSA, ZAHAIRA F. GONZÁLEZ ROMO, IRENE GARCÍA MEDINA, MÓNICA JIMÉNEZ MORALES, VICTORIA CARRILLO DURÁN, MARÍA SÁNCHEZ HERNÁNDEZ

How personality traits affect crisis perceptions: an experimental test of the use of crisis response strategies and the moderating effects of locus of control. AN-SOFIE CLAEYS, VEROLIEN CAUBERGHE, PATRICK VYNCKE

The effectiveness of publicity versus advertising: a meta-analysis. MARTIN EISEND, FRANZISKA KÜSTER-ROHDE

The relationship between gender stereotyping in advertising and gender-related values in society. MARTIN EISEND

June 26th 2010
11:00-12:30

Customer Life Cycle

Session chair: John R. Rossiter

Location: Cibeles II

Targeting older consumers: exploring the advertising impact of the (subjective) age of models used in advertising. KATARINA PANIĆ, VEROLIEN CAUBERGHE, DELPHINE VERHOYE

Affect is an important factor in processing Alzheimer disease awareness messages. MARTINE LEWI, PATRICK DE PELSMACKER

A theory of “broken teeth”: the broken windows theory applied to the deterioration of patterns of consumptions in elderly consumers. GIANLUIGI GUIDO, M. IRENE PRETE, GIOVANNI PINO, ILARIA BRUNO

Life changing situations as segmentation strategy for media companies and advertisers. ANDREA LEOPOLD, SANDRA DIEHL

June 26th 2010
11:00-12:30

Competitive Papers

Social media

Session chair: Fred Bronner

Location: Madrid II

Advertising blogosphere: content analysis of adblogs. ULUN AKTURAN

Brand-related social media use: validating cobra motivations. DANIEL G. MUNTINGA, MARJOLEIN MOORMAN, EDITH SMIT, SASKIA WIJSMAN

The perceived usefulness of online consumer reviews. LOTTE WILLEMSSEN, FRED BRONNER, PETER NEIJENS

Material pursuits in a virtual world: beliefs, attitudes, and behaviors towards social media advertising, brand consciousness and purchase intention of luxury products. SHU-CHUAN CHU, SARA KAMAL

June 26th 2010
11:00-12:30

International advertising

Session chair: Charles R. Taylor

Location: Sabatini I

A cross-cultural comparison of social media usage. DON E. SCHULTZ, MARTIN P. BLOCK

Global consumer culture and advertising execution: a multi-country comparison. BARBARA MUELLER, SHINTARO OKAZAKI, SANDRA DIEHL

The impact of economic downturns on advertising planning & execution: the case of Japan's lost decade. SHINTARO OKAZAKI, BARBARA MUELLER

Differences in worldwide agency creatives and managers: originality vs strategy appropriateness using sample stratification. SHEILA L. SASSER, SCOTT KOSLOW



June 26th 2010
12:40-13:40

Competitive Papers

Culture

Session chair: Sandra Diehl

Location: Cibeles I

Cultural differences and advertising scepticism among youth. JOYCE KOEMAN

Frame switching of aesthetic preference: a study of bicultural consumers. DANNY C. K. HO

The influence of culture on usability perception of international websites. ISABEL OLLER, ROSA RUDÓ

June 26th 2010
12:40-13:40

Direct marketing

Session chair: Barbara Mueller

Location: Cibeles II

The role of price-related attitudes on the impact of direct marketing communications: an application for direct mailings. M. HÉLÈNE DE CANNIÈRE, JUAN CARLOS GÁZQUEZ-ABAD, FRANCISCO J. MARTÍNEZ-LÓPEZ

The role of genre personae relationships on teleshopping behavior. RAFAEL CURRÁS-PÉREZ, MARÍA JOSÉ MIQUEL-ROMERO, CARLA RUIZ-MAFÉ, SILVIA SANZ-BLAS

“Dear John” is not enough. Investigating the effects of personalized e-mail advertising. EWA MASZOWSKA, EDITH SMIT, BAS VAN DEN PUTTE

June 26th 2010
12:40-13:40

Competitive Papers

Branding

Session chair: Martin P. Block

Location: Madrid II

Event marketing from different perspectives. MARIEKE FRANSEN, THOMAS VAN ROMPAY, NICOLE VAN DER PLAS

Logo design influences on consumer-brand relationships. MAARTEN TOLBOOM

Pushing the pedals: a quantitative study on the effectiveness of pro-cycling advertisements in different stages of change. A. J. AIDAN, I. J. VAN DER HOEK

June 26th 2010
12:40-13:40

Special session

Special session

Location: Sabatini I

Discussion chair: JOHN R. ROSSITER, University of Wollongong, Australia

Topic: “Eight deadly sins in advertising research - and how to repent”

Panelists:

- **LARS BERGKVIST**, Nottingham Ningbo University, China
- **TOBIAS LANGNER**, Bergische University Wuppertal, Germany
- **PETER NEIJENS**, University of Amsterdam, The Netherlands



June 26th 2010
15:00-16:00

Competitive Papers

Packaging & Design

Session chair: Hairong Li

Location: Cibeles I

The communicative role of packaging in generating customer value: A narrative approach. OUTI UUSITALO, JENNI NIEMELÄ-NYRHINEN, JENNI HAKOLA

Creation of an instrument to measure creativity in graphic design. JOSÉ LUIS AYALA PÉREZ, DANIEL TENA PARERA

Making money while staying green: linked-benefit appeals and level of product price in green advertising. DOORI SONG, HANNAH KANG

June 26th 2010
15:00-16:00

New perspectives

Session chair: Ralf Terlutter

Location: Cibeles II

Effects of sound predictability on first impressions of novel brand logos. MARTIN SKOV, THOMAS Z. RAMSØY

Hypervideo-based product placement: extending the research agenda. THEO LYNN, LAURENT MUZELLEC

Trivial attributes as taste enhancers: the case of strong and weak brand berry licorice pastilles. HANNA HJALMARSON, FREDRIK LANGE

June 26th 2010
15:00-16:00

Competitive Papers

Media

Session chair: Michał Matukin

Location: Madrid II

Universities on the Internet: international brand projection. The case of Spanish universities. ANA CASTILLO, M^a VICTORIA CARRILLO, CHRIS CHAPLEO

Means-end chain connectivity in consumer evaluation of advertisement. VAI LEONG, SALLY HIBBERT, CHRISTINE ENNEW

Integration of eye movements with brain waves - new approach in marketing research. MICHAŁ MATUKIN, RAFAŁ OHME

June 26th 2010
15:00-16:00

Consumer evaluation

Session chair: Shintaro Okazaki

Location: Sabatini I

A study on the impact of TV advertising contacts during dinner. GÜNTER SILBERER, SASCHA STEINMANN, INGA BLOHM, JULIA VETTER

How to present high involvement assortments: the impact of categorization on decision making for high involvement products. TOBIAS LANGNER, MARTIN KRENGEL

Comparing traditional placement and branded entertainment approaches. A case study. ENRIQUE BIGNÉ, INÉS KÜSTER, ASUNCIÓN HERNÁNDEZ, TORPONG SUEMANOTHAM, NATALIA VILA



Best Paper Award

A cash prize of €400 sponsored by the *International Journal of Advertising* will be awarded to the best paper submitted. The shortlist has been proposed by the Selection Committee based on the highest review scores during the paper selection procedure. The final winner and two commendations have been selected by a jury based on blind reviews, and will be announced at the Gala Dinner on June 25th, Friday.

Nominated papers (in alphabetical order)

CHU, S. C.; KAMAL, S.

Material pursuits in a virtual world: beliefs, attitudes, and behaviors towards social media advertising, brand consciousness and purchase intention of luxury products

COLLIANDER, J.; DAHLÉN, M.; ROSENGREN, S.; TÖRN, F.

Ad(d)ing value through a mismatch: effects of incongruent advertising on a magazine

LÓPEZ, M.; SICILIA, M.

Determinants of e-WOM influence: the role of consumers' Internet experience

MIQUEL ROMERO, M.J.; SANCHO-ESPER, F.M.

Advertising influences on youth alcohol consumption: does the age matter?

MUELLER, B.; OKAZAKI, S.; DIEHL, S.

Global consumer culture and advertising execution: a multi-country comparison

RIEMER, H.; NOEL, H.

The effect of ad-elicited arousal on the consumer's memory

TERBLANCHE-SMIT, M.; S. TERBLANCHE, N.

The impact of personality differences on efficacy, attitude and behavioural intention in HIV/AIDS fear appeal advertising

VAN REIJMERSDAL, E.; TUTAJ, K.

Effects of brand placement disclosures on audience reactions and persuasion knowledge

VAN VAERENBERGH, Y.; VAN DE SOMPEL, D.; VAN LOOCK, N.; VERMEIR, I.

Did you hear it on the radio? The effectiveness of brand name placement in song lyrics

WAIGUNY, M.; TERLUTTER, R.

Commercial or not? Differences in the perception of TV advertisements and advergames by children

Jury:

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Best Student Paper Award

The 9th ICORIA 2010 Madrid introduces this new award to a paper presented by a Ph.D. candidate. The objective of this award is to encourage young scholars in developing and pursuing their academic careers. The paper selection was based on the independent selection committee. The final winner and two commendations will be announced at the Gala Dinner on June 25th, Friday.

Nominated papers (in alphabetical order)

BOERMAN, S.; SMIT, E.; VAN MEURS, L.

Eye-catching: which factors of a magazine advertisement and its context can attract and hold visual attention?

CLAEYS, A.; CAUBERGHE, V.; VYNCKE, P.

How personality traits affect crisis perceptions: an experimental test of the use of crisis response strategies and the moderating effects of locus of control

CORNELIS, E.; ADAMS, L.; CAUBERGHE, V.

The effectiveness of regulatory (in)congruency: the moderating role of the message's rationality versus emotionality

G. THEODORAKIS, I.; STATHAKOPOULOS, V.

As the ad marches bleeding rhetoric retreats: consumers' emotions and attitudes towards simple and rhetorically constructed violent ads

LEWI, M.; DE PELSMACKER, P.

Affect is an important factor in processing Alzheimer disease awareness messages

LÓPEZ, I.; RUIZ, S.; WARLOP, L.

Identifying the best addressee when consumers share their emotions

PANIĆ, K.; CAUBERGHE, V.; VERHOYE, D.

Targeting older consumers: exploring the advertising impact of the (subjective) age of models used in advertising

SPIELVOGEL, J.; TERLUTTER, R.

Children's advertising literacy: do BMI, body shape perception and self-esteem matter?

WILLEMSSEN, L.; BRONNER, F.; NEIJENS, P.

The perceived usefulness of online consumer reviews

WILLEMSSEN, L.; NEIJENS, P.; HENGEVELD, S.

Suppression effect of trustworthiness on the relation between source expertise and online review attitude

Y. Y. CHENG, S.; BARNETT WHITE, T.; NGUYEN CHAPLIN, L.

It's not just about the brand, it's about me: the effects of self-brand connections on brand evaluation following brand failure

Jury:

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