



ICORIA 2014

13th International Conference on
Research in Advertising – Amsterdam
the Netherlands

Program Overview

Friday – 27th June

08.30 - 09.00	Registration and <i>Coffee</i>
09.00 - 09.45	Opening & Keynote
10.00 - 11.15	Parallel Session 1
11.15 - 11.45	<i>Coffee Break</i>
11.45 - 13.15	Parallel Session 2
13.15 - 14.15	<i>Lunch</i>
14.15 - 15.45	Parallel Session 3
15:45 - 16:15	<i>Break</i>
16.15 - 17.45	Parallel Session 4

Afterwards **BOAT** from Lloyd Hotel to Stork

19.00 **Dinner** at Stork including Award Ceremony

Saturday – 28th June

09.00 - 09.30	Registration and <i>Coffee</i>
09.30 - 11.15	Parallel Session 5
11.15 - 11.45	<i>Coffee Break</i>
11.45 - 13.15	Parallel Session 6
13.15 - 14.45	<i>Lunch</i> including EAA General Assembly
14.45 - 16.15	Parallel Session 7
16.15 - 17.30	Parallel Session 8

AFTER PARTY

Start End

Activities – Friday 27th June

08.30	09.00	Registration and Coffee			
09.00	09.45	Opening and Keynote			
10.00	11.15	1.1 – let's get emotional <i>Room: expo</i>	1.2 – BIG data <i>Room: grote zaal</i>	1.3 – blending brands with content <i>Room: kleine zaal</i>	1.4 – a postmodern look at advertising <i>Room: studio</i>
11.15	11.45	Coffee Break			
11.45	13.15	2.1 – managing brands and advertising <i>Room: expo</i>	2.2 – (online) shopping <i>Room: grote zaal</i>	2.3 – concerns: deception, skepticism and privacy issues <i>Room: kleine zaal</i>	2.4 – of language, culture and stereotypes <i>Room: studio</i>
13.15	14.15	Lunch			
14.15	15.45	3.1 – it's all about technology <i>Room: expo</i>	3.2 – the importance of replication and generalization <i>Room: grote zaal</i>	3.3 – gender issues <i>Room: kleine zaal</i>	3.4 – comparing cultures <i>Room: studio</i>
15.45	16.15	Break			
16.15	17.45	4.1 – going green <i>Room: expo</i>	4.2 – how to appeal your customers <i>Room: grote zaal</i>	4.3 – studying facebook <i>Room: kleine zaal</i>	4.4 – something to look at <i>Room: studio</i>

Start	End	Activities – Saturday 28 th June			
09.00	09.30	Registration and Coffee			
09.30	11.15	5.1 – celebrities and other endorsers <i>Room: expo</i>	5.2 – integrating and combining media <i>Room: grote zaal</i>	5.3 – this session will improve your health! <i>Room: kleine zaal</i>	5.4 – listen and responding to consumers online <i>Room: studio</i>
11.15	11.45	Coffee Break			
11.45	13.15	6.1 – doing good, doing better <i>Room: expo</i>	6.2 – new and creative ways of advertising <i>Room: grote zaal</i>	6.3 – cultural differences <i>Room: kleine zaal</i>	6.4 – talking about brands <i>Room: studio</i>
13.15	14.45	Lunch including EAA General Assembly			
14.45	16.15	7.1 – threat and fear: a scary session <i>Room: expo</i>	7.2 – the little ones <i>Room: grote zaal</i>	7.3 – advertising: judgment and strategy <i>Room: kleine zaal</i>	7.4 – creative and new ways of advertising <i>Room: studio</i>
16.15	17.30	8.1 – how does it make you feel? <i>Room: expo</i>	8.2 – branding apps <i>Room: grote zaal</i>	8.3 – a sponsored event <i>Room: kleine zaal</i>	8.4 – new conceptualizations of online and social media <i>Room: studio</i>

Parallel Sessions – Friday

Session 1

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 advertisement type effects**

Neslihan Alpay, Ali Atif Bir, Hasan Kemal Suher

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

*Peter Lewinski, Marieke L. Fransen, Ed S. Tan, Mariska C.
Snijdewind, Wouter D. Weeda, Karolina Czarna*

**Emotional brand experience: conceptualization and
comparison with cognitive brand experience**

Dirk Fischer, Sandra Praxmarer-Carus

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 and small data: Innovative paths to
integration**

Hairong Li, Peking Tan

**The dynamics of mobile customer engagement
behaviors**

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

1.3 – blending brands with content

Chair: Sophie Boerman – Room: kleine zaal

Subtle brand placements affect implicit but not explicit brand attitudes

Annemarie M. Wennekers, Lisa Vandeberg, Kim Zoon, Eva A. van Reijmersdal

Brand placement effectiveness. An experimental study on the direct evaluative conditioning effects

Serena D'Hooge, Veroline Cauberghe, Liselot Hudders

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

Yann Verhellen, Patrick De Pelsmacker, Nathalie Dens

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

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

Muge Elden, Isil Karpat Aktuglu, Ozen Okat Ozdem

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

Kung Wong Lau, Pui Yuen Lee

Session 2

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,

Exploring the causal relationship between consumer advertising and employee organizational identification

Niklas Bondesson, Sara Rosengren

External communication and internal brand management

Rico Piehler, Michael Schade

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

Hu Xie, T. Bettina Cornwell

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

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

Nils Fallack, Alexander Fischer, Philipp Brune, Tobias Langner

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

Stefan Thomas, Heribert Gierl

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

Don E. Schultz, Martin P. Block

2.3 – concerns: deception, skepticism and privacy issues

Chair: Edith Smit – Room: kleine zaal

Does puffery deceive in Chile?

Pablo Farías

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

Sabrina Brauneis, Ralf Terlutter

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

Sophie C. Boerman, Sanne Kruikemeier

You are what you share: privacy and social media?

Louise Kelly, Gayle Kerr, Judy Drennan

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 Murli

Changing country-of-origin stereotypes towards China via advertising

Kineta Hung, David K. Tse

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

Sarah De Meulenaer, Nathalie Dens, Patrick De Pelsmacker

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

Verena Huettl, Johanna Schwenk

Session 3
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

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

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

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

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

Claudius Warwitz

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 (Gorn, 1982).

Ivar Vermeulen, Anika Batenburg, Camiel J. Beukeboom, Tim Smits

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

Lisa Vandeberg, Jaap Murre, Edith Smit

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

Martin Eisend

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

J. Scott Armstrong, Rui Du, Kesten C. Green, Andreas Graefe, Alexandra House

3.3 – gender issues

Chair: Sheila Sasser – Room: kleine zaal

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

Anna Fenko, Willemijn Drost

Is there gender bias when creative directors judge advertising?

David Roca, Daniel Tena, Patrícia Lázaro, Alfons González

The prejudice and gender stereotyping in advertising – the receiver perspective

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

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

Sandra Diehl, Barbara Mueller, Ralf Terlutter

3.4 – comparing cultures

Chair: Jenny Darroch – Room: studio

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

Chompunuch Punyapiroje

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

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

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

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

Evelyn Odonkor

Session 4
16.15 – 17.45

4.1 – going green

Chair: Maria Royne Stafford – Room: expo

Eco-harmful media perception and its impact on communication effectiveness

Claudia A. Rademaker

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

Julien Bourjot-Deparis, Karine Charry, Béatrice Parguel

How do green claims improve CSR and advertising perceptions?

Keiya Tabe, Kei Mineo, Ying Xu, Morikazu Hirose

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

Marijn H. C. Meijers, Marret K. Noordewier, Peeter W. J. Verlegh, Edith G. Smit

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 K.J. Waiguny, Andrew Parsons

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

Ivana Bušljeta Banks, Patrick De Pelsmacker

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

Michael Schade, Sabrina Hegner, Florian Horstmann

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

Marina I. Wieluch, Sandra Praxmarer-Carus

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

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

Stefan F. Bernritter, Peeter W.J. Verlegh, Edith G. Smit

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

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

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

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

Should we invest in a logo of a brand name?

Irene Roozen, Maria Buda

Atypicality affects product evaluation through increased processing

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

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

Lampros Gkiouzepas, Margaret K. Hogg

Parallel Sessions – Saturday

Session 5

09.30 – 11.15

5.1 – celebrities and other endorser

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

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

Tim Smits, Evy Neyens

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

Nora J. Rifon, Mengtian Jiang, Sookyung Kim, Karen Smreker

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

Debbie Human

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 S. van Gisbergen

Extending the modeling of synergies in integrated marketing communication strategies

Jana Suklan, Vesna Žabkar

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

Truly interactive websites: an eye tracking approach

Polyxeni (Jenny) Palla, Rodoula Tsiotsou, Yorgos Zotos

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 K. F. Fung

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

Marlize Terblanche-Smit, Tiaan van der Spuy

Altering health-pleasure trade-off via advertising claims

Svetlana Bialkova, Lena Sasse, Anna Fenko

Advertising literacy and obesity in children

Francisco Costa Pereira, Rui Estrela, Jorge Bruno

5.4 – listen and responding to consumers online

Chair: Guda van Noort – Room: studio

Social media use and corporate reputation

Corné Dijkmans, Peter Kerkhof, Camiel Beukeboom

How company respond to negative tweets can affects it image

Daniel Karney, Lawrence Ang

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

Heike Kniesel, Martin K.J. Waiguny, Sandra Diehl

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

Kathleen Mortimer, Gayle Kerr

Session 6

11.45 – 13.15

6.1 – doing good, doing better

Chair: Jörg Matthes – Room: expo

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

Tanja Schneider, Heribert Gierl

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

Shupei Yuan, Eunsin Joo, Anastasia Kononova, Yongrong Shen

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

Lars Bergkvist, Micael Dahlén, Stefan Szugalski

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

Namita Bhatnagar, Jane McKay-Nesbitt

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

Luísa Agante, Bruno Veloso

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

Jiska Eelen, Roxana Seiler

Haptic communication: touch effects in advertising

Franz-Rudolf Esch, Steven Weiss, Tobias Schaefers

Creative media: an evolutionary step in advertising?

Fabiënne Rauwers, Guda van Noort

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

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

Rob le Pair, Jos Hornikx, Ellen van Maaren

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

Pablo Farías

Cultural values in Chinese television advertising

Liyong Wang, Carolus L. C. Praet

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

The impact of consumer knowledge on attitude and word-of-mouth

Morikazu Hirose, Takahiro Enjoji

Attitudes toward ewom communication: differences across digital channels

Shalom Levy, Yaniv Gvili

A model for consumer engagement in ewom via social media

Leonidas Hatzithomas, Vassilis Pigadas, Christina Boutsouki, Yorgos Zotos

Session 7

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 M. Barrutia, Carmen Echebarria

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

Self-conscious emotional advertising: beyond fear-appeals

Stephanie C. M. Welten

Are threat appeals more popular than positives in social advertising?

Beatriz Casais, João F. Proença

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 J. Oprea, Moniek Buijzen, Eva A. van Reijmersdal

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

Pui Yuen Lee, Kung Wong Lau

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

Evelyn Odonkor

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

Differences in creative judgment for advertisements at the college level

Katharine Hubbard, Michael Mackert

The effectiveness of adopting co-creators in advertising strategy

Kimiyoshi Nakamura, Kei Mineo, Keiya Tabe, Morikazu Hirose

Market creation as a strategy for growth

Jenny Darroch

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 M. Wottrich, Hilde A.M. Voorveld

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

Sabrina M. Hegner, Daniël C. Kusse, Ad T. H. Pruyn

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

Laura Herrewijn, Karolien Poels

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

Session 8
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 S. Tan, Marieke L. Fransen, Karolina Czarna, Crystal Butler

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

Leonidas Hatzithomas, Christina Boutsouki, Yorgos Zotos

The effects of emotional television advertising on older and younger adults

Margot van der Goot, Eva van Reijmersdal, Mariska Kleemans

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 A. van Reijmersdal, Susan Hoogendoorn

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

Jing Yang, Eunsin Joo

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

Su Jung Kim, Edward C. Malthouse, Tom Collinger

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

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

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

Hanna Gendel-Guterman, Shalom Levy

8.4 – new conceptualizations of online and social media

Chair: Lars Bergkvist – Room: studio

Interactivity is electricity

Guohua Wu

Memes at an exhibition: consumer interpretations of internet memes

Dóra Horváth, Ariel Zoltán Mitev

IMC and the practitioners' strategy paradox

Manoli Argyro Elisavet, Davies Mark

The social media transformation process: strategic online content marketing

Mark Kilgour, Sheila Sasser, Roy Larke