ICORIA 2014

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

Friday – 27th June

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

Afterwards     BOAT from Lloyd Hotel to Stork

19.00           Dinner at Stork including Award Ceremony

Saturday – 28th June

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
<table>
<thead>
<tr>
<th>Start</th>
<th>End</th>
<th>Activities – Friday 27\textsuperscript{th} June</th>
</tr>
</thead>
<tbody>
<tr>
<td>08.30</td>
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<td>1.4 – a postmodern look at advertising Room: studio</td>
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<td>2.1 – managing brands and advertising Room: expo</td>
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<td>2.2 – (online) shopping Room: grote zaal</td>
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<td>3.1 – it’s all about technology Room: expo</td>
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<td>4.1 – going green Room: expo</td>
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<td>4.2 – how to appeal your customers Room: grote zaal</td>
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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.
Snijdwind, 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
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  
Béryl 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 Claeyts

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 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

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
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. Opree, Moniek Buijzen, Eva A. van Reijmersdal

Advergames 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
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