Welcome

I am delighted to welcome you to London for the 14th ICORIA which is hosted by the Department of Management of Birkbeck, University of London.

This is the first time that ICORIA is held in London, one of the most exciting and diverse metropolises in the world, but also a city with a huge history in advertising. Some of the most memorable ads have originated in London and some of the world’s most influential future campaigns are probably being designed in London at the time this piece is written. Bloomsbury, where the conference is hosted is particularly known not just for the Bloomsbury Group (a collective of intellectuals) but also as a cluster for top advertising and media agencies including Saatchi & Saatchi and McCann. There is no place better to host ICORIA 2015!

It is clear from the number of papers we have received that more and more colleagues from around the world have come to realize that ICORIA is an excellent forum not only for learning and sharing knowledge about current and emerging issues in advertising but also for networking and social interaction.

The academic programme consists of over 100 paper presentations organized in 29 sessions including a keynote address by Rory Sutherland Vice Chairman of Ogilvy Group UK and a ‘Meet the Editors’ session.

The organization of this conference required the work, collaboration and help of many people. I must thank all the authors who submitted their papers, Claire, Verena and Hilde who oversaw the reviewing process, and the reviewers who put considerable effort in meeting the strict deadlines of the reviewing process.

I also want to thank all the members of the Organising Committee and members of my team at Birkbeck for their dedication.

Many thanks also go to the EAA Executive for the support, particularly to the President Shintaro Okazaki who shared his knowledge and valuable advice.

Finally, I want to thank the sponsors of the conference Taylor & Francis and Birkbeck, University of London.

I hope that ICORIA 2015 and your visit in London is an academically rewarding and socially enjoyable experience for all of you.

George Christodoulides, Professor of Marketing
Chair, ICORIA 2015
About Birkbeck
At Birkbeck, we are proud of being ranked in the top 1% of universities worldwide, and of being part of the prestigious University of London. But what makes us unique is our progressive approach to higher education and the special people this attracts.

The College was created two centuries ago to provide university education for working Londoners. We still fundamentally believe in the power of knowledge to transform lives, so we strive to make education accessible to as wide a community as possible.

Our evening teaching means ambitious students of all ages, professions, backgrounds and cultures can study at a research intensive university, without putting their careers or lives on hold. It means our leading academics can combine ground breaking research with teaching and being active in the world. It’s the bringing together of dedicated, experienced students and committed, influential academics that makes being at Birkbeck such an intense, intellectually challenging and enjoyable experience.

Visit us at www.bbk.ac.uk
Discover our research at www.bbk.ac.uk/research
Keep up with our news @BirkbeckNews
and on Facebook.com/BirkbeckUniversity of London

About the EAA
The EAA was initiated by Flemming Hansen (Copenhagen Business School) and founded by him, Sandra Diehl (Institute for Marketing, Klagenfurt), Robert Heath (School of Management, Bath), Gorm Kunoe (Norwegian School of Management), Peter Neijens (The Amsterdam School of Communications Research), and Ralf Terlutter (Institute for Marketing, Klagenfurt). A short overview of the history of EAA and ICORIA is provided here.

The objective of the association is to provide a professional association to academics and practitioners interested in advertising and its applications that will promote, disseminate and stimulate high quality research in the field.

The association particularly serves as a meeting and communication forum for its members. It offers a network for the exchange of knowledge on an international level and constitute a framework allowing for a better dissemination of information on research and teaching.

The association also aims at the development of relations with all other professional and research-oriented associations which are active in the field, as well as with European or international committees and authorities concerned with political decision making, active in this field.

Visit us at www.icoria.org
Organising Committee:
Prof. George Chistodoulides (Chair)
Dr Anastasia Stathopoulou
Dr Peter Trim
Dr Wendy Hein
Dr Olivier Sibai
Nick Pronger
Laurence Borel
Aikaterini Valvi

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Programme Overview

Thursday - 2nd July
Pre-conference
Doctoral Colloquium
12:00-17:45

Welcome Drinks Reception @ Clore Management Centre
18:00 - 20:00

Friday - 3rd July @ Clore Management Centre
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 @ULU bar
14:15-15:45 Parallel Session 3
15:45-16:15 Coffee Break
16:15-17:45 Parallel Session 4

Drinks reception and gala dinner at Hotel Russell (including Award Ceremony) followed by disco (starts at 19:00- midnight)

Saturday - 4th July @ Clore Management Centre
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 @ULU bar (including EAA General Assembly)
14:45-16:15 Parallel Session 7
16:15-17:30 Parallel Session 8

London Bus Tour (departure from Clore Management Centre at 17:45)

EAA/AAA Executive Meeting: Sat, 4th July @ 09:30-11:15 (CLO 306)
Doctoral Colloquium

Schedule
12.00-13.00: Informal lunch/registration
13.00-13.15: Welcoming address (Shintaro Okazaki/Sara Rosengren)
13.15-13.30: Current issues in advertising research (Shintaro Okazaki)
13.30-15.00: Meta analysis in advertising research (Martin Eisend)
15.00-15.15: Break
15.15-15.45: Meta analysis in advertising research (cont.)
15.45-16.45: Research networking (Sara Rosengren)
16.45-17.45: Meet the editors (Shintaro Okazaki, Charles “Ray” Taylor, Cleopatra Veloutsou)
18.00 ICORIA Welcome Drinks Reception
Keynote address: “Where advertising needs to push back”

Rory Sutherland
Vice-Chairman, Ogilvy Group UK, London

Born in Usk, Monmouthshire in 1965, Rory read Classics at Christ’s College, Cambridge, before joining Ogilvy as a Graduate Trainee in 1988. After 18 months spent as the world’s worst account handler (as a desperate remedial measure he was once booked onto a time management course, but got the date wrong) Rory became a copywriter in June 1990.

He has worked on Amex, BT, Compaq, Microsoft, IBM, BUPA, easyJet, Unilever, winning a few awards along the way. He was appointed Creative Director of OgilvyOne in 1997 and ECD in 1998. In 2005 he was appointed Vice Chairman on the Ogilvy Group in the UK in recognition of his improved timekeeping.

By an amazing stroke of luck (his brother is an academic) Rory first used the Internet in 1987. Hence he had the advantage in 1994 of knowing what it was and what it might do a few years ahead of many colleagues. Most people would have combined this knowledge of marketing and technology to make a fortune; not Rory. Instead he became the first Briton to have his credit card details stolen online, thereby losing £22.45.

In his spare time, Rory collects self-aggrandising job titles. He was President of the Direct Jury at Cannes in 2007, and was elected President of the Institute of Practitioners in Advertising in 2009 for two years. Rory is also a visiting professor of Warwick University and was recently (2012) awarded an honorary doctorate (D. Litt) by Brunel University, he is also the Technology Correspondent of the Spectator, the world’s oldest English language magazine. You can visit his blog at http://snipr.com/da9bq

Rory is married with twin daughters of 12 (Hetty and Millie) and lives in the former home of Napoleon III in Brasted in Kent. Unfortunately in the attic.
Awards sponsored by the International Journal of Advertising

Best Paper Nominations

Best Paper Award:
Health warnings in direct-to-consumer pharmaceutical commercials: Eye tracking evidence that happy faces impair comprehension of the risk
Cristel Antonia Russell, Jack Swasy, Dale W. Russell and Larry Engel

How religious symbols in commercial messages resonate with consumers: A cross-cultural analysis.
Morris Kalliny, Salma Ghanem, Brett Boyle, Matthew Shaner and Barbara Mueller

Profiling international advertising research in the millennium
Terri H. Chan, Caleb H. Tse, Xin Xu and David K. Tse

Integration of consumers into new product development by social media-based crowdsourcing – findings from the consumer goods industry in Germany
Fabian A. Geise

‘An advertiser paid me to write this blog’ how disclosing sponsored content in blogs affects persuasion and resistance
Eva A. van Reijmersdal, Sophie C. Boerman, Guda van Noort, Lisa Vandeberg, Sanne Reusch, Floor van Lieshout and Marieke L. Fransen

Best Student Paper Award:
A scale to measure consumers’ engagement with social media brand-related content
Bruno Schivinski, George Christodoulides and Dariusz Dabrowski

Brand placement repetition in a fictional text: The moderating impact of brand familiarity and narrative transportation on brand attitude
Yana Avramova, Patrick De Pelsmacker and Nathalie Dens

Unravelling the process of creativity in advertising: A praxiological approach
Mahsa Ghaffari, Michael Beverland and Zoe Lee

How game customization and brand trust affect persuasion in advergames - the role of consumer privacy concerns
Verena Wottrich, Peeter Verlegh and Edith Smit

“We” endorse, “I” would rather not: how self-construal and brand symbolism affect consumers’ online brand endorsements
Stefan F. Bernritter, Annemijn C. Loermans, Peeter W.J. Verlegh and Edith G. Smit
### Parallel Sessions Overview

#### Friday 3rd July

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<tr>
<td>10:00-11:15</td>
<td>1.1 Humour &amp; Entertainment</td>
<td>1.2 Endorsements</td>
<td>1.3 New Technologies</td>
<td>1.4 Branding</td>
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<td>11:45-13:15</td>
<td>2.1 Engaging with Customers</td>
<td>2.2 Online Advertising</td>
<td>2.3 Creativity in Advertising</td>
<td>2.4 Cross-cultural Studies</td>
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<td>14:15-15:45</td>
<td>3.1 Branding &amp; Packaging</td>
<td>3.2 Digital &amp; Social Media</td>
<td>3.3 Consumer Issues in Advertising</td>
<td>3.4 Organizational perspectives</td>
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<tr>
<td>16:15-17:45</td>
<td>4.1 Gender in Advertising I</td>
<td>4.2 Relationships</td>
<td>4.3 Advertising Models</td>
<td>4.4 Emotions in Advertising</td>
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#### Saturday 4th July

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<tr>
<td>09:30-11:15</td>
<td>5.1 Advertising to Children</td>
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<td>5.3 Social Media</td>
<td>5.4 Insights from Secondary Sources</td>
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<tr>
<td>14:45-16:15</td>
<td>7.1 The Online Environment</td>
<td>7.2 “Connect &amp; Share”</td>
<td>7.3 “Compare &amp; Measure”</td>
<td>7.4 Gender in Advertising II</td>
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<tr>
<td>16:15-17:30</td>
<td>8.1 Meet the Editors</td>
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**EAA/AAA Executive Meeting: Sat, 4th July @ 09:30-11:15 (CLO 306)**
Session 1.1: Humour & Entertainment in Advertising

Chair: Martin Eisend

The effect of humour and location congruence in ambient advertising
Sabrina M. Hegner, Renske Beenker and Ad T. H. Pruyn

The moderating role of congruence between humour and fun climate of the company on the effects of humour in online job ads
Eeva-Liisa Oikarinen

Ethnic stereotyping in advertising: The moderating effect of humor on minority and majority groups
Anne Rössner, Martin Eisend and Maren Kämmerer

Exposure to advertising taints subsequent entertainment experiences
Cristel Antonia Russell, Dale W. Russell, Jean-marc Lehu and Andrea C. Morales

Session 1.2: Endorsements

Chair: Edith Smit

Can endorsements save non-profit organisations? A neurophysiological perspective
Debbie Human

‘We’ endorse, ‘I’ would rather not: how self-construal and brand symbolism affect consumers’ online brand endorsements
Stefan F. Bernritter, Annemijn C. Loermans, Peeter W.J. Verlegh and Edith G. Smit

Consumer acceptance of celebrity intimate partner violence: The roles of consumer traits and social media use in determining attributions of celebrity motives and accountability
Nora J. Rifon, Mengtian Jiang, Sookyong Kim and Alisa P. Lerpratchya

Celebrity endorsements: The mediating effect of attitude towards the endorsement
Lars Bergkvist, Hanna Hjalmarson and Anne W. Mägi
Session 1.3: New Technologies
Chair: Patrick de Pelsmacker

Watch the apps or watched by the apps: User acceptance of mobile apps with personal data collection
Morikazu Hirose, Kei Mineo, Keiya Tabe

Touching communication technologies: Information processing style moderates the effect of input device on online product expectations
Suzanne Overmars and Karolien Poels

The wrap effect in a set of online reviews on intention formation and the mediating role of perceived usefulness
Alona Kolomiiets, Nathalie Dens and Patrick De Pelsmacker

Choice of digital device and Facebook advertising
Sonika Singh, David S. Waller and Valeria Noguti

Session 1.4: Branding
Chair: Cleopatra Veloutsou

Effects of Redundant Ad Exposure on brand memory and preference
Sangruo Huang and Jisu Huh

A change will do you good: Paradoxical effects of higher degrees of logo change on logo recognition, logo appreciation, core values fit, and brand attitudes
Enny Das and Andreu van Hooft

Put it on the right side: The effect of print advertisement location on product evaluation
Tanja Schneider and Heribert Gierl

Parent brands and their sub-brands: two categories of brand associations
Kaleel Rahman
**Session 2.1: Engaging with Customers**

**Chair: George Christodoulides**

Consumer branded #hashtag engagement: can creativity in TV advertising influence hashtag engagement?

Anastasia Stathopoulou, Laurence Borel, George Christodoulides and Douglas West

A scale to measure consumers’ engagement with social media brand-related content

Bruno Schivinski, George Christodoulides and Dariusz Dabrowski

Revisiting the customer engagement ecosystem

Ewa Maslowska, Edward Malthouse and Tom Collinger

Brand post on social media: the impact of content differences on consumer involvement and consumer engagement

Jing Yang

**Session 2.2: Online Advertising**

**Chair: Guda van Noort**

What do consumers infer when seller information is absent in the case of online repurchasing?

Sabine Pagel, M. Shirin Gatter and Jana Daume

Gaining attention online; do the levels of product involvement and website interactivity matter? An eye-tracking approach

Polyxeni (Jenny) Palla and Yorgos Zotos

Impact of overall involvement on attitude online videos, banner ads and adwords

David Crête and Anik St-Onge

Online behavioral advertising and cookie practices: Do educational programs empower consumers?

Guda van Noort, Hilde Voorveld, Verena Wottrich and Edith G. Smit
Session 2.3: Creativity in Advertising

Chair: Julie Bilby

Unravelling the process of creativity in advertising: A praxiological approach
Mahsa Ghaffari, Michael Beverland and Zoe Lee

Public relations and advertising professional identity: Is creativity a bridge or a wall?
Elisenda Estanyol and David Roca

Team creativity in ad agencies: An organising framework
Jacqueline Lynch

Music in ads: Consumers’ affective and cognitive responses
Julie A. Edell

Session 2.4: Cross-cultural Studies

Chair: Sandra Diehl

Self-identity as a basis for electric car adoption: A cross-cultural study in Denmark, Belgium and Italy
Camilla Barbarossa, Patrick de Pelsmacker and Beckmann, Moons

Read, think/feel, act: Advertising as a source of consumer self-empowerment: A cross-cultural investigation of consumer responses to pharmaceutical advertisements
Isabell Koinig, Sandra Diehl and Barbara Mueller

How religious symbols in commercial messages resonate with consumers: A cross-cultural analysis.
Morris Kalliny, Salma Ghanem, Brett Boyle, Matthew Shaner and Barbara Mueller

Substance messages in music video and youth’s substance-related views and consumption: A multi-phase study in France
Cristel Antonia Russell, Veronique Regnier-Denois and Boris Chapoton
Session 3.1: Branding & Packaging

Chair: Cleopatra Veloutsou

Effects of symbolic packaging cues: A goal perspective
Iris van Ooijen, Marieke L. Fransen, Peeter W. J. Verlegh and Edith G. Smit

Humanizing brands get backfire—how anthropomorphization, crisis type and response strategy impact the brands in crisis?
Ting-hao Tsou and Wei-Lu Zhang

What’s in a name? Human product naming as a brand anthropomorphism strategy in the context of electronic word of mouth
Marjo van den Akker, Lotte M. Willemsen and Daan Muntinga

Service brand switching in energy business: An empirical study from liberalized markets
Saila Saraniemi, Pia Hurmelinna-Laukkonen, Milja Horneman, Eeva-Liisa Oikarinen and Satu Nätti

Session 3.2: Digital & Social Media

Chair: Daan Muntinga

Interaction and reputation: A two-wave longitudinal study on the effects of social media exposure to a highly interactive company
Corné Dijkmans, Peter Kerkhof, Asuman Buyukcan-Tetik and Camiel Beukeboom

Integration of consumers into new product development by social media-based crowdsourcing—a findings from the consumer goods industry in Germany
Fabian A. Geise

Building bridges through experiential learning: The classroom as research laboratory for a client-based project on socially enabled advertising
Michelle R. Nelson, Helen Katz, Xiaohan Hu, Priyanka Bose, Eun Kyoung Lee, Yiling Jia and Hsuan-Hsuan Li

“Too good to be true”: Examining the role of reviews’ features in probability to buy
Ewa Maslowska, Edward Malthouse and Stefan Bernritter
**Session 3.3: Consumer Issues in Advertising**

**Chair:** Anne Fenko

**How to prosper from consumer optimism in an advertising setting:**
The case of free gifts
*Martina Maurer and Heribert Gierl*

**Do extraverts prefer extraverted ads? Consumer responses to visual and self-congruity in advertising**
*Anna Fenko, Anoek Hogenkamp and Mirjam Galetzka*

**European consumers’ information source horizon in a decision-making process**
*Jolanta Tkaczyk*

**Effects of music in advertising: Re-examining single-exposure musical conditioning of consumer choice (Gorn, 1982) in an individual setting**
*Ivar Vermeulen and Camiel Beukeboom*

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**Session 3.4: Organizational perspective**

**Chair:** Hairong Li

**The effect of the El Sol advertising festival awards on the advertising investment managed by Spanish agencies**
*Jorge del Río Pérez, Idolia Portilla and Jürg Kaufmann-Argueta*

**The unintended consequences of advertising growth**
*Don E. Schultz and Martin P. Block*

**Total brand management in the digital age: A review of four leading companies**
*Hairong Li*

**Cadbury Malaysia: Challenges and lessons**
*Emsie Arnoldi and Manika Naidoo*
Session 4.1: Gender in Advertising I

Chair: Don E. Schultz

That other woman: The evolved mechanism of female competition and advertising portrayals of women in decorative roles
Antigone G. Kyrousi, Charles R. Taylor and George G. Panigyrakis

Gender roles in television commercials in Asia: A comparison of Japan, China, Taiwan, Korea, Thailand and Singapore
Piya Pongsapitaksanti

Gender specific health communication: Targeting women to reach men? Are crabwise campaigns a promising approach to more effectively reach men?
Sandra Diehl, Franziska Weder and Isabell Koinig

The torment of gender equality in Germany: Should advertisers care?
Barbara Mueller, Ralf Terlutter and Sandra Diehl

Session 4.2: Relationships

Chair: Lia Zarantonello

Relationship marketing influence on public services’ satisfaction
Hanna Gendel-Guterman and Miriam Bulling

How does attachment style influence the brand attachment - brand trust and brand loyalty - chain of adolescents?
Sonja Bidmon and Jamilla Allaoui

The impact of overages on customer-firm relationships
Vijay Viswanathan, Ewa Maslowska and Edward Malthouse

How do brand love and brand equity differ in predicting consumer behavioral outcomes? A cross-cultural study in the FMCG industry
Lia Zarantonello
Session 4.3: Advertising Models

Chair: Anastasia Stathopoulou

Matching scent and color in advertising: A newly proposed model
Moti Zwilling, Yaniv Gvili and Shalom Levy

Modeling the effect of organisational culture on integrated corporate communication (ICC): Insights from the Spanish hospitality industry
Lucia Porcu, Salvador del Barrio-Garcia, Juan Miguel Alcántara-Pilar and Esmeralda Crespo-Almendros

Advertising effects in a multi-media world: A new approach to modelling individual exposures
Carsten Stig Poulsen and Pål Børresen

Being hooked by the archetypal characters in TV ads: A structural equation modeling approach
Gül Şener, Hasan Kemal Suher and Ali Atif Bir

Session 4.4: Emotions in Advertising

Chair: Lynne Eagle

Model’s age and target’s age: Effects on emotions towards and beliefs about an ad
Corinne Chevalier and Lichtle Marie-Christine

Look at me more, and I will tell you less: An eye tracking study on print advertisements
Enrique Bigne

How we are tempted into debt: Emotional appeals in loan and savings advertisements in UK newspapers
Emmanuel Mogaji, Barbara Czarnecka, Annie Danbury and Jillian Farquhar

The effect of eroticism in couple depictions in advertisements on brand evaluations
Stefan Thomas and Heribert Gierl
Session 5.1: Advertising to Children

Chair: Haiming Hang

Online game advertising and children: A literature review
Haiming Hang and Agnes Nairn

The wearable lab: Opportunities and challenges for mobile data collection among children and adolescents
Suzanna J. Opree, Thabo J. van Woudenberg and Moniek Buijzen

What helps children resist distracting marketing stimuli? The impact of implementation intentions and restrictions on choice and arousal
Gunnar Mau, Sascha Steinmann, Melanie Münker, Hanna Schramm-Klein and Michael Schuhen

The effect of TV advertising on children's choosing, attitude, recommendation and liking behaviour: A study on comparison of traditional and new research methodologies
Sinem Eyice Basev, Ali Atif Bir and Hasan Kemal Suher

Session 5.2: Advertising & Culture

Chair: Enrique Bigne

Cultural and paradoxical values in advertising in Eastern Europe: Evidence from Estonia
Salman Saleem, Jorma Larimo, Kadi Ummik and Andres Kuusik

The influence of cultural differences on global advertising strategy
Pitiporn Kitirattarkarn

Your ethnic model speaks to the culturally connected: Differential effects of model ethnicity in advertisements and the role of cultural self-construal
Özlem Hesapçı, Ezgi Merdin and Vehbi Görgülü

No more tiers: Communicating effectively with consumers across China
Julie Bilby, Linda Brennan and Mike Reid
Session 5.3: Social Media

Chair: Christina Boutsouki

The impact of gratifications derived from use of the social networking site Qzone on Chinese adolescents' brand interactions
Vanessa Apaolaza-Ibáñez, Patrick Hartmann, Jiaxun He, Jose M. Barrutia and Carmen Echebarria

Consumer values as mediators in social network information search
Ofrit Kol, Shalom Levy and Israel D. Nebenzahl

Effectiveness of advertising in blogs: Impact of message sidedness, source expertise and perception of the advertising intent
Rodrigo Uribe, Enrique Manzur and Cristian Buzeta

A cross-cultural analysis of message content in corporate Facebook posts: Message strategies and consumer response
Christina Boutsouki, Leonidas Hatzithomas, Paschalina Ziamou and Maria Gkotzampogiouki

Session 5.4: Insights from Secondary Sources

Chair: David Tse

Hitting the sweet spot: Tracing the discourse of one cheap ad’s resonance
Hélène de Burgh-Woodman

Profiling international advertising research in the millennium
Terri H. Chan, Caleb H. Tse, Xin Xu and David K. Tse

Hofstede cultural framework and advertising research: An assessment of the literature
Salman Saleem and Jorma Larimo
Session 6.1: Health-related Issues in Advertising

Chair: Stephan Dahl

The effects of information base rates in health communications: the moderating role of regulatory focus
Christopher Newman

DTC and online health information seeking: The critical role of health literacy
Lynne Eagle and Stephan Dahl

The effects of message framing and reference points of public service announcements on bystander intervention in college students’ binge-drinking
Kang Li and Nora Rifon

Health warnings in direct-to-consumer pharmaceutical commercials: Eye tracking evidence that happy faces impair comprehension of the risk
Cristel Antonia Russell, Jack Swasy, Dale W. Russell and Larry Engel

Session 6.2: Brand Placements

Chair: Nathalie Dens

Brand placement repetition in a fictional text: The moderating impact of brand familiarity and narrative transportation on brand attitude
Yana Avramova, Patrick De Pelsmacker and Nathalie Dens

An experimental study on the effects of age on brand placement effectiveness: The moderating impact of parental mediation
Liselot Hudders, Verolien Cauberghe, Katarina Panic and Nelson de Witte

Charting uncharted branding territory: Exploring product placement efficacy in comics
Daniël G. Muntinga, Tim Wilmer and Sophie C. Boerman

The perfect mix: How to place brands in television programs for optimal brand recall?
Nathalie Dens, Patrick De Pelsmacker, Leonids Aleksandrov and Yann Verhellen
Session 6.3: Can Advertising be Good?

Chair: Shintaro Okazaki

Does advertising make us happy? The influence of advertising spending on quality of life
Silke Knoll and Martin Eisend

Framing green advertising: The moderating effect of environmental involvement and source credibility
Malene Heien and Ewa Maslowska

Virtual corporate social responsibility dialogs on Twitter
Shintaro Okazaki and Héctor David Menéndez Benito

Gaining support in foreign markets: How effective are CSR practices for emerging market MNCs?
Kineta Hung

Session 6.4: Persuasion in Advertising

Chair: Hilde Voorveld

‘An advertiser paid me to write this blog’ how disclosing sponsored content in blogs affects persuasion and resistance
Eva A. van Reijmersdal, Sophie C. Boerman, Guda van Noort, Lisa Vandeberg, Sanne Reusch, Floor van Lieshout and Marieke L. Fransen

The persuasive effects and underlying mechanisms of multitasking with second screen media
Claire M. Segijn, Hilde A. M. Voorveld and Edith G. Smit

The role of emotional ambivalence in photographic food ad persuasion
Joseph N. Pitt and Lawrence Ang

How game customization and brand trust affect persuasion in advergames – the role of consumer privacy concerns
Verena Wottrich, Peeter Verlegh and Edith Smit
Session 7.1: The Online Environment

Chair: Olivier Sibai

Harmonisation of the cost on online advertising of deposits and banking income
Viktoriia Piddubna

Is targeting online information diffusers based on their personality traits and influencer types misleading?
Anik St-Onge

Fundraising in an online environment: How website interactivity and celebrity (in) congruence can enhance the attitude toward a charity and donation intention through a positive website experience.
Katarina Panic, Liselot Hudders and Verolien Cauberghe

Communicating through brand websites to create unique brands
Mototaka Sakashita

Session 7.2: “Connect and Share”

Chair: Sara Rosengren

Connect: The effect of media priming claims on consumer behavior in a virtual 3D supermarket
Marnix S. van Gisbergen, Allerd L. Peeters and Dimph de Feijter

The beauty and the ad: Exploring the impact of advertising schemas on perceived attractiveness and social connectedness
Nina Åkestam, Sara Rosengren and Micael Dahlén

Promoting the shareconomy: The effectiveness of beneficial appeals to advertise renting and reselling platforms
Johanna Schwenk, Verena Huettl-Maack and Sabine Pagel

The Influence of majority agreements on attitudes
Franziska Oefele and Heribert Gierl
**Session 7.3: “Compare and Measure”**

**Chair: Tobias Langner**

Successful comparative advertising campaigns: Practitioner beliefs and the academic research literature
Fred Beard

The interactive effects of comparative advertising formats and need for cognition on effectiveness of advertising
Chia-Yi Chen

Construct measurement in advertising research
Lars Bergkvist and Tobias Langner

Advertising accountability: The role of campaign metrics
Maja Arslanagic-Kalajdzic and Vesna Zabkar

**Session 7.4: Gender in Advertising II**

**Chair: Wendy Hein**

A cross-cultural analysis of consumer responses to male and female gender role stereotyping in advertising
Sarah De Meulenaer, Nathalie Dens, Patrick De Pelsmacker and Martin Eisend

Is online video gender biased?
Maria Elena Aramendia-Muneta and Cristina Pascual-Olarte

How consumers perceive the portrayal of traditional and non-traditional women’s roles in advertisements: Evidence from Japan and China
Hironobu Minoguchi and Morikazu Hirose

Uncovering Chinese sexuality: An analysis of SnapPea advertisement introducing ‘2 broke girls’
Renata Wojtczak
Session 8.1: Meet the Editors

Journal of Advertising (Shintaro Okazaki)
Journal of Advertising Research (Douglas West)
International Journal of Advertising (Ray Taylor)
International Marketing Review (George Christodoulides)

How to get around

1. Clore Management Centre - Conference Sessions & Doctoral Colloquium
2. ULU - where lunches will be served on Friday & Saturday
3. Hotel Russell - where the Gala Dinner will be held
London Bus Tour

London Bridge 141

This bus is powered by cleaner electric hybrid technology

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Another red bus going green for LONDON

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