Friday 1st July
10:00-11:15

Session 1.1: "Barely Famous" (2015): Celebrities, testimonials, icons
Session chair: Ruchi Gupta

Should she hold it or should she eat it? The efficient pose of testimonials to improve perceptions of tastiness of food products
Martina Maurer, Antonia Kraus and Heribert Gierl

Microcelebrity influencers and advertorial disclosure: Practicing the advertising/editorial divide on Instagram
Crystal Abidin and Mart Ots

When icons fail: Self-serving empathy in fans versus non-fans
Kineta Hung, Terri H. Chan and Caleb H. Tse

That's my opinion: Younger consumers' perception of older models in UK newspaper adverts
Kwabena Frimpong

Friday 1st July
10:00-11:15

Session 1.2: "Home Alone" (1990): Advertising to young consumers
Session chair: Kristien Daems

That's an ad? Recognition of TV and website advertising from age 5 to 11 and the effect of disclosure cues
Ini Vanwesenbeeck, Suzanna J. Opree and Tim Smits

The immediate versus delayed effects of an advertising literacy training on children's responses to product placement
Steffi De Jans, Liselot Hudders and Verolíne Cauberghé

Evaluating the cognitive, affective and behavioral effect of placement disclosure on children
Rodrigo Uribe, Alejandra Fuentes-Garcia, Enrique Manzur and Cristian Buzeta

It's engaging! Uses and gratifications of Chinese youths on advergames
Pui Yuen Lee and Kung Wong Lau
Friday 1st July
10:00-11:15

Session 1.3: "Guy Walks Into an Advertising Agency" (2009): Advertising business
Session chair: Liane Lee

Do agencies get the brief they deserve?
Sarah Turnbull

Perceptions on advertising creativity: Agency – client relationship
George Panigyrakis and Athina Y. Zou

How junior creatives construct their professional identity through symbolic consumption
Eduard Vidal and David Roca

Partnership in the forefront: Advertising agencies’ roles and business clients’ loyalty
Maja Arslanian-Kalajdzic and Vesna Zabkar

Friday 1st July
10:00-11:15

Session 1.4: "War for the Web" (2015): Consumer behavior on the web
Session chair: Urša Golob

Values in consumer information search behavior via SNS: A multidimensional construct
Ofrit Kol, Shalom Levy and Israel D. Nebenzahl

Out-of-home involvement model: An empirical study on advertising response effect of interactivity and sharing
Mingyi GU

Antecedents and consequence of consumer trust in commercial websites
Jisu Huh and Alexander Pfeuffer

App users unwittingly in the spotlight: A model of privacy protection in mobile apps
Verena Wottrich, Eva van Reijsersdal and Edith Smit
Friday 1st July
11:45-13:00

Session 2.1: "Welcome to Inspiration" (2015): Creativity in advertising
Session chair: John Karsberg

The impact of advertising creativity: A meta-analysis
Sara Rosengren and Martin Eisend

Structural drivers of creativity
Huw O’Connor, Mark Kilgour, Scott Koslow and Shelia L. Sasser

In the beginning was the word: Establishing the foundations for creativity research in rhetoric theory
Alexander Tevi and Scott Koslow

Green advertising literacy: Using copy and creative literacy information to combat greenwashing
Juliana Fernandes and Sigal Segey

Friday 1st July
11:45-13:00

Session 2.2: "Home Alone 2" (1992): Advertising to young consumers 2
Session chair: Steffi De Jans

Co-creating advertising literacy awareness campaigns with children and teenagers
Kristien Daems, Patrick De Pelsmacker, Ingrid Moons and Els Du Bois

Disclosing brand placement to young children
Pieter De Pauw, Liselot Hudders and Verolien Cauberghe

Commercials vs advergames. Persuasion from age 5 to 14
Evy Neyens

The influence of media violence on young children: A qualitative investigation
Petra Kuhar and Mateja Kos Koklic
Friday 1st July 11:45-13:00

Session 2.3: "Almost Famous" (2000): Celebrity endorsement
Session chair: Marijke De Veirman

Explaining celebrity-brand image transfer in celebrity endorsements: A spontaneous trait transfererence account
Lars Bergkvist

Not all celebrity-brand associations are alike: An experimental comparison of the effectiveness of advertising, product placement and real life celebrity endorsements
Cristel Antonia Russell and Dina Rasolofoarison

Construction and validation of a five-dimensional celebrity endorsement scale
Ruchi Gupta and Nawal Kishor

Use of celebrity endorsement in advertising: A content analysis of Chilean graphic media
Enrique Manzur, Rodrigo Uribe and Cristian Buzeta

Friday 1st July 11:45-13:00

Session 2.4: "Doctor Zhivago" (1965): Communicating health
Session chair: Jose Manuel Ausin Azofra

The use of advertising appeals in breast cancer detection messages
Fanny V. Dobrenova, Sonja Grabner-Kräuter, Ralf Terlutter and Sandra Diehl

Medical marijuana: Consumer sentiment depicted in social media
Jeff Foreman

Light or heavy? Using metaphoric associations to affect perceptions of the nutritional content of food products
Stefan Thomas and Heribert Gierl
Friday 1st July  
14:00-15:15

**Session 3.1: "Double Impact" (1991): Consumer evaluations**  
Session chair: Tomaž Kolar

- How money priming affects product evaluation and self-brand connection  
  Shirin Gatter and Verena Hüttl-Maack

- Increasing co-product evaluations by using integrative logos  
  Antoinia Kraus, Patricia Bouffandeau and Heribert Gierl

- When quality marks impair evaluations: The detrimental effect of the number of quality marks with low diagnostic value for product quality  
  Heribert Gierl

- Nothing beats quality? How consumer testing signs are influencing the evaluation of print ads  
  Havlicek Carina, Marckhgott Eva and Glatz Daniela

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Friday 1st July  
14:00-15:15

**Session 3.2: "Perfect Understanding (1933): Advertising processing**  
Session chair: Morteza Abolhasani

- Can advertisers benefit from the name-letter- and birthday-number effect?  
  Barbara Keller and Heribert Gierl

- Are moving consumers more moved by advertising?  
  John Karsberg and Micael Dahlén

- The effects of the integration of external and internal communication features in digital magazines on consumers’ magazine attitude  
  Fabiënne Rauwers, Hilde Voorveld and Peter Neijens

- Does technology matter? Brand placements in 2D versus 3D and 4D movie clips: Effects on brand memory and brand attitude  
  Ralf Terlutter, Sandra Diehl, Isabell Koinig and Martin Waiguny
Friday 1st July
14:00-15:15

Session chair: Emma Beuckels

Facilitating consumer engagement for effective brand communication: A study of using virtual reality to fulfill consumers’ personal needs
K.W. Lau and P. Y. Lee

The effect of channel attributes on eWOM engagement via SNS
Yaniv Gvili, Hino Hayiel and Shalom Levy

The role of luxury food in driving engagement
Ewa Maslowska, Vijay Viswanathan and Mototaka Sakashita

Promoting negative comments does not influence all providers alike
Enrique Bigne, María José Miquel and Eva Maria Caplliure

Friday 1st July
14:00-15:15

Session 3.4: "The Right Connections" (1997): Social media advertising
Session chair: Simone Krouwer

Social media experiences and appreciation for brand communication: The differentiating role of type of platform
Hilde A. M. Voorveld, Guda van Noort, Daan G. Muntinga and Fred E. Bronner

Do effects of social media advertising change at different times of the day? The impact of seeking information and entertainment
Valeria Noguti and David S. Waller

An exploratory study of consumers’ motives to engage in social media-based new product idea contests
Fabian A. Geise

The effects of brand equity on the consumer’s propensity to engage with brand-related content on social media
Bruno Schivinski, Daan G. Muntinga and Przemyslaw Lukasik
Friday 1st July
15:45-17:00

Session 4.1: "Words and Pictures" (2013): Text in advertising
Session chair: Fabiënne Rauwers

In Arabic, English or a mix? Egyptian consumers’ response to language choice in product advertisements
Andreu van Hooft, Danique Spierts and Frank van Meurs

The impact of nonverbal facial cues in print advertising
Patrick Vyncke

The effects of warning on persuasion in advertising: The role of timing and argument quality
Marieke L. Fransen, Peeter W.J. Verlegh and Sophie C. Boerman

Brand placement in text: The short- and long-term effects of placement modality and need for cognition
Yana Avramova, Patrick De Pelsmacker and Nathalie Dens

Friday 1st July
15:45-17:00

Session 4.2: "Culture Shock" (1985): Cross-cultural studies
Session chair: Nora Alomar

Beautiful creatures: All change for sexualised representations of women in Brazilian advertising
Karen Middleton and Mauro Jose De Oliveira

Advertising and lifestyles in urban China: A quantitative study on the emerging middle class
Vivian Li Wenhua and Cees de Bont

Cultural paradox in advertising: Evidence from Finland
Salman Saleem

Value paradox in international print advertising: A comparative study of Estonia, Finland and Sweden
Salman Saleem, Jorma Larimo, Minnie Kontkanen, Zsuzsanna Vincze, Galina Biedenbach, Kadi Ummik and Andres Kuusik
Friday 1st July
15:45-17:00

Session 4.3: "Branded" (2012): Corporate branding
Session chair: Nuša Petek

Building corporate brand heritage: Towards an operationalisation of the concept
Ulla Hakala and Barbara Mueller

How to communicate the brand portfolio to boost corporate brand image
Jerome Emanuel Honerkamp and Franz-Rudolf Esch

Mavi Jeans brand storiescape
Ayşe Binay Kurultay

Eventmarketing as a mean to arouse identification of students with their universities
Florian Neus, Hanna Schramm-Klein, Gunnar Mau and Kim-Kathrin Kunze

Friday 1st July
15:45-17:00

Session 4.4: "The Servant" (1963): Advertising in services
Session chair: Anja Geigenmüller

Does public service advertising work?
Guangzhi Chu and Chen He

On the impact of realistic service previews: On customers’ willingness to participate
Kristin Lenk and Anja Geigenmüller

The use of the Kano method in the development of new mobile applications for service providers
Beata Bobinac and Ivana Bušljeta Banks

To cut or not to cut? Determinants of consumers’ cord-cutting behavior
Morana Fuduric, Edward C. Malthouse and Vijay Viswanathan
Saturday 2nd July
9:30-10:30

**Session 5.1:** "Online Nation" (2007): Online reviews
Session chair: Freya De Keyzer

- Evaluating the comments: Informativeness and persuasiveness of online reviews
  Enrique Bigne, Carla Ruiz and Rafael Currás

- Language abstraction in online reviews: The influence of prior reviews
  Goele Aerts, Tim Smits and Peeter Verlegh

- The effect of online reviews on purchase decisions: The moderating roles of review exposure and product involvement
  Ewa Maslowska, Vijay Viswanathan and Edward C. Malthouse

Saturday 2nd July
9:30-10:30

**Session 5.2:** "Perception is All" (2015): Perceptions in print advertising
Session chair: Anne Roos Smink

- A typology of minimalism in advertising
  Margariti K., Boutsouki C., Hatzithomas L. and Zotos Y.

- Lack of cognitive control and conceptual coherence of print advertisements: Illusory pattern perception
  Magdalena Gąsiorowska and Alicja Grochowska

- When it’s time to rhyme: The moderating role of exposure modality on memory for rhyming and non-rhyming brand slogans
  Philipp Brune, Tobias Langner and Alexander Fischer
Saturday 2nd July
9:30-10:30

Session 5.3: "De-Interlaced: Surviving the Mess Media" (2005): Advertising media
Session chair: Verena Wottrich
Native online targeted advertising: Examining two underlying mechanisms
Guda van Noort, Eva A. van Reijmersdal and Sophie C. Boerman

A diary study into the prevalence of multiscreening
Claire Segijn, Hilde Voorveld, Lisa Vandeberg, Sjoerd Pennekamp and Edith Smit

Brands bringing news: Readers’ evaluations of hybrid advertisements in online news media
Simone Krouwer and Karolien Poels

Saturday 2nd July
9:30-10:30

Session 5.4: "State of the Planet" (2000): Field reviews
Session chair: Klement Podnar
State of the art of cause-related marketing research
Lars Bergkvist and Kris Qiang Zhou

Mining the IMC term-scape: A framework of integrated marketing communication field in academic journals
Klement Podnar and Urša Golob

The persuasion knowledge model and consumers’ response to covert advertising: A critical review
Haiming Hang
Saturday 2nd July
11:00-12:15

**Session 6.1: "On-Line 2" (2013): Online reviews**
Session chair: Goele Aerts

Protest frames as a new typology to understand the effects of negative online reviews
Lotte M. Willemsen, Guda van Noort, Ewa Maslowska, Edward C. Malthouse, Stefan F. Bernriitter and Peeter W. J. Verlegh

The impact of message valence, tone of voice and service type on consumer responses to eWOM on Facebook
Freya De Keyzer, Nathalie Dens and Patrick De Pelsmacker

Disentangling the effect of online product review features on purchase behavior
Su Jung Kim, Ewa Maslowska and Edward C. Malthouse

Saturday 2nd July
11:00-12:15

**Session 6.2: Culture Shock II (2013): Cross-cultural studies 2**
Session chair: Vivian Wenhua Li

Don’t mess with Texas pride: Processing fluency’s influence on attitudes under cognitive depletion
Kirsten Cowan and Bo Dai

Pursuing the Chinese dream: Chinese consumers’ response to nationalistic and global appeals in advertising
Yu Liu, Wan-Hsiu Sunny Tsai and Juliana Fernandes

The role of international product placement in an era of dis-engagement: A comparative study of Europe and Latin America
Charlotte Insa Tews and Chris Halliburton

The perception of global brands in East Asian countries: The effect of model ethnicity and consumer ethnocentrism
Hironobu Minoguchi, Morikazu Hirose, Kyohei Koji and Huizhao Guo
Saturday 2nd July
11:00-12:15

Session 6.3: "Man Seeking Woman" (2015): Gender in advertising
Session chair: Mateja Kos Koklič

A gender perspective on playing health-related advergames and brand placement in an experimental setting
Johanna Roettl, Sonja Bidmon and Ralf Terlutter

A gender perspective on physician-rating websites (PRWS): Results from a web-based survey
Sonja Bidmon, Johanna Röttl and Ralf Terlutter

Customer satisfaction with online banking: Effects of gender on the relationship between factor level and overall satisfaction
Sonja Bidmon, and Richard Petz

Gender-specific responses to advertisements emphasizing care- or justice-orientation of companies
Tanja Schneider and Heribert Gierl

Saturday 2nd July
11:00-12:15

Session 6.4: "A Winning Attitude" (2010): Advertising effectiveness
Session chair: Roberto Sanchez Reina

Positive and negative cross-media synergies and effect on media-mix recommendations
Jana Suklan and Vesna Žabkar

Is bus television an effective medium for advertising?
Kara Chan, Maggie Fung and Paul T. Wong

How information complexity dynamically affects consumers’ viewing duration in a multiscreen media environment
Cody Cooper and Claire Segijn

Is three better than two? Effective communication with trimodal television commercials
Surendra N. Singh, Sanjay Mishra, Anurag Pant and Priyamvadha Rangan
Saturday 2nd July  
13:45-15:00

**Session 7.1: "Altered Perception" (2016): Perceptions of advertising**

**Session chair:** Chen He

- The representation of older models in television advertising towards generation Y brand interest  
  Izian Idris and Joyce Nga

- Investigating the influence of background music in higher education advertisements: A genre perspective  
  Morteza Abolhasani and Steve Oakes

- When should risk communication messages be assertive? Differentiating the moderating effects of perceived issue importance and perceived susceptibility  
  Marina I. Wieluch

- Facial expressions in advertising: A laboratory versus a living room study  
  José Manuel Ausín, Jaime Guixeres, Enrique Bigne, Félix Fuentes-Hurtado and Mariano Alcañiz

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Saturday 2nd July  
13:45-15:00

**Session 7.2: "Whistleblowers" (2016): Disclosures in advertising**

**Session chair:** Bradley Wilson

- How modality and explicitness of disclosures of sponsored branded online video content affect consumers’ online brand engagement  
  Stefan F. Bernritter, Somaiya Tabib and Sophie C. Boerman

- Brand placement disclosure effects on persuasion: The moderating role of consumer self-control  
  Loes Janssen, Marieke L. Fransen, Rebecca Wulff and Eva A. van Reijmersdal

- Effect of sponsorship disclosure in YouTube product reviews and the moderating role of viewers’ expectancy  
  Alexander Pfeuffer, Xinyu Lu, Yiran Zhang and Jisu Huh

- Effects of brand placement disclosures: An eyetracking study into the effects of disclosures and the role of brand familiarity  
  Anne Roos Smink, Eva A. van Reijmersdal and Sophie C. Boerman
Saturday 2nd July
13:45-15:00

Session 7.3: "The Right Attitude?" (1968): Advertising attitudes
Session chair: Mateja Kos Koklic

Single versus multiple measurement of ad and brand attitude: A meta-analytical perspective
Lawrence Ang and Martin Eisend

Students’ attitude towards advertising in the new digital environment
Kathleen Mortimer and Sally Laurie

An examination of consumers’ attitudes toward online advertising formats
Nina Ribnikar and Mateja Kos Koklic

Marketing through Instagram influencers: Impact of number of followers and product divergence on brand attitude
Marijke De Veirman, Verolien Cauberghe and Liselot Hudders

Saturday 2nd July
13:45-15:00

Session 7.4: Special session on content marketing
Session chair: Hairong Li

Contrasting advertising and content marketing: A psychological perspective
Brittany Duff

The entertainment persuasion link: Understanding how content marketing persuades
Martin K.J. Waiguny

Content marketing in China: Creative mix of globalization and localization
Sangruo Huang

A strategy for creating consumer engagement through content
Edward Malthouse
Saturday 2nd July
15:15-16:30

Session 8.1: "Emotional Arithmetic" (2007): Emotions in advertising
Session chair: Julie Edell

The effects of disparagement humor in online advertising on consumer engagement with brands
Malgorzata Karpinska-Krakowiak

The impact of gelotophilia and katagelasticism on the effectiveness of disparagement humor
Voutsa Maria, Hatzithomas Leonidas, Boutouki Christina and Zotos Yorgos

When statistical evidence fails: The moderating effect of comparative optimism
Sandra Praxmarer-Carus and Marina I. Wieluch

The impulsivity challenge
Don E. Schultz, Martin Block and Vijay Viswanathan

Saturday 2nd July
15:15-16:30

Session 8.2: "The Naked Brand" (2013): Branding
Session chair: Ulla Hakala

The impact of new and traditional marketing communication tools on brand equity
Nuša Petek, Maja Konečnik Ruzzier and Vesna Žabkar

Between dream and reality: A qualitative exploration of strategically ambiguous branding practices
Mădălina Truşcă and Daan Muntinga

External and internal context in the coherence of advertisement: An empirical study on the affect to the ad and brand
Alicja Grochowska and Andrzej Falkowski

Being warm or competent: A brand personality analysis in China
Terri H. Chan, Rocky Peng Chen and Caleb H. Tse
Saturday 2nd July
15:15-16:30

Session 8.3: "Face Book" (2014): Social media in advertising
Session chair: Claire Segijn

Don’t disturb the dead: Consumers’ attitude toward promotional messages on post-mortem Facebook pages
Benjamin Boeuf and Jessica Darveau

The impact of media multitasking on advertising irritation: The moderating role of the Facebook wall
Emma Beuckels, Veroline Cauberghe and Liselot Hudders

“Position, position, position.” Content and context factors influencing user acceptance of Facebook advertisements
Evert Van den Broeck, Karolien Poels and Michel Walrave

Dialogic communication through Facebook: A tool of stakeholder engagement for NPO branding
Sema Misci Kip and Ebru Uzunoğlu

Saturday 2nd July
15:15-16:30

Session chair: Tomaž Kolar

Effect of destination image in advertising: The role of self-congruity
Tina Šegota and Zlatko Jančič

Destination brand image, personalitiy and tourists’ future behavioral intention – The case of Bangsaen destination
Chompunuch Punyapiroje

Determinants of sports TV audience: The case of the FIFA World Cups in Chile
Rodrigo Uribe, Cristian Buzeta, Enrique Manzur and Isabel Álvarez

IMC’s implementation in football
Elisavet Argyro Manoli