The key is not to prioritize what's on your program, but to program your priorities.
We are delighted to host the 16th International Conference on Research in Advertising and are pleased to welcome you at Ghent University! We hope that Ghent will provide both an authentic and a modern scenery for this year’s conference and our social activities, as it is a city that can rely on a well-preserved and restored medieval heritage yet also incorporates an energetic culture and modern city life.

This year’s conference will focus on an emerging and challenging topic, “Power to the consumers: how content becomes the message”, which is reflected in a lot of the papers that will be presented! We are enthusiastic to welcome researchers from all over the world in a diverse range of disciplines and proud to have prof. Michelle Nelson presenting the keynote address.

At this point, we know that only 5% of you will still be reading this text... so in line with our conference tagline, KEEP IT SIMPLE, BUT SIGNIFICANT“...
ORGANIZING COMMITTEE

Dieneke Van de Sompel, Marijke De Veirman, Liselot Hudders, Laura Herrewijn, Verolien Cauberghe, Emma Beuckels

http://www.cepec.ugent.be/
ALL YOU need is love & FREE WIFI
Welcome to the 16th International Conference on Research in Advertising, and welcome in Ghent.

I am convinced that, like all previous ICORIA conferences, this meeting will be a stimulating adventure, a perfect mix of doctoral students and senior researchers, a power house of advertising research knowledge, an excellent opportunity to meet old friends and new fellow-researchers, and a place to learn and develop new advertising research ideas.

For me, this conference will be a bit of a ‘coming home’. I was born in Ghent, and studied and spent most of my life there. Ghent is one of the five official ‘art cities’ of Flanders, Belgium. It is a vibrant city, with a nice mix of students and locals, a beautiful traffic-free historical center, with arts, shops, bars and restaurants. Enjoy it, and hope for nice weather!

I would like to express my gratitude and admiration to the organizers of this year’s conference, Veroline and Liselot, for the great job they have done. Organizing a conference is a lot of work, and a motivated and professional organizing team is extremely important to make it happen. The European Advertising Academy is lucky to have such a dedicated network to organize a high-quality event like ICORIA every year.

Enjoy the conference!

Patrick De Pelsmacker

EAA chair
**HOTELS**
1: Hotel Gravensteen
2: Marriott Hotel
3: Hotel De Flandre
4: Sandton Grand Hotel Reylof
5: Novotel Ghent Center
6: NH Hotel Ghent Belfort
7: Hotel Ibis Ghent Center

**ACTIVITIES**
8: Conference / Guided tours
9: Boattrip to conference dinner
10: Conference dinner
FACULTY LOCATIONS

1: Auditorium A
2: Auditorium B
3: Auditorium C
4: Auditorium LL.M.
5: Campus Aula, Faculty Council
   Reception, registration, information desk
6: Meeting Room Korte Meer 11
7: Registration Doctoral colloquium
8: Auditorium NB I
   Keynote > First floor
Native advertising. Branded entertainment. Viral videos. Fake news. Fake advertising. Virtual reality. Augmented reality. Snapchat filters. New forms of content and dissemination platforms can provide power for consumers to communicate easily with one another and with marketers. When journalists and citizen journalists, advertisers and citizen consumers all create and share messages, where is the transparency, legitimacy and accountability? New forms of technology and multiple message creators, what is reality (or fact) and what is augmented or false? In this hot topic lecture, Nelson will raise questions and discuss possible research opportunities and responsibilities for academics related to content creation in the contemporary context.

Michelle R. Nelson is Associate Professor (Advertising, Institute of Communications Research) at the University of Illinois at Urbana-Champaign. Her research focuses on ‘new hidden persuaders’ and advertising /media literacy. She is also interested in new technology and has worked in the game industry in San Francisco and the United Kingdom. Nelson serves on the editorial board of the Journal of Advertising and Journal of Interactive Advertising. She is Associate Editor of the International Journal of Advertising. Nelson is currently the President of the American Academy of Advertising http://www.aaasite.org/.
BEST PAPER AWARDS
BEST STUDENT PAPER 2017

NOMINEES

Digital Magazine Advertising: Investigating The Persuasive Impact And Underlying Mechanisms Of Ad Interactivity In A Real-Life Setting
Fabiënne Rauwers, Hilde Voorveld and Peter Neijens

Advertising Targeting Young Children: A Literature Review (2006-2016)
Steffi De Jans, Dieneke Van de Sompel, Liselot Hudders and Veroline Cauberghe

‘Look At That Body!’ How Anthropomorphic Package Shapes Systematically Appeal To Consumers
Caroline De Bondt, Anneleen Van Kerckhove and Maggie Geuens

Same Same, But Different: How Refutational Two-Sided Messages Steer Ambivalent Attitudes
Anuja Majmundar, Erlinde Cornelis and Nico Heuvinck

The Impact of Creative Media Advertising on Consumer Responses: Two Field Experiments
Paola Remmelswaal, Fabienne Rauwers and Marieke Fransen

JURY MEMBERS

Peter Verlegh, Martin Waiguny, Ray Taylor, Sandra Diel, Sophie Boerman
NOMINEES

The Differential Impact Of Brand Loyalty On Traditional And Online Word Of Mouth
Jiska Eelen, Peren Ozturan and Peeter W. J. Verlegh

Addressable TV Advertising: The Role of Big Data
Ewa Maslowska, Edward Malthouse and Judy Franks

Crossmedia Effects on Consumer Engagement on Facebook: The Differential Effects of Advertising Spend
Hilde Voorveld, Theo Araujo, Stefan Bernritter and Rens Vliegenthart

Multiscreening In Real-Life
Claire Segijn, Theo Araujo, Hilde Voorveld and Edith Smit

Affective Response To Scent Cues In Advertising: The Moderating Role Of Consumer Mood
Shalom Levy and Yaniv Gvili

Development Of The Persuasion Knowledge Scale (PKS): A Measure Of Consumers’ Knowledge Of Sponsored Content
Sophie Boerman, Eva Van Reijmersdal, Esther Rozendaal and Alexandra Dima

Search Engine Advertisement: Do Google end-users care about being the product?
Isadora Cole, Laurent Muzellec and Sebastien Ronteau

JURY MEMBERS

Martin Eisend, Ralf Terlutter, Patrick De Pelsmacker, Marieke Fransen, Sarah Rosengren
WHEN are the BREAKS?

:-)
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>12:30 - 17:45</td>
<td>Doctoral Colloquium</td>
<td>Korte Meer 11</td>
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<tr>
<td>18:00 - 20:00</td>
<td>Welcome Drink</td>
<td>Faculty Council, Voldersstraat 3</td>
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<tr>
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<td>08:30 - 09:00</td>
<td>Registration &amp; Coffee</td>
<td>Faculty Council</td>
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<tr>
<td>09:00 - 09:30</td>
<td>Keynote Talk</td>
<td>Aud NBI</td>
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<td>09:45 - 10:45</td>
<td>Parallel Session 1</td>
<td>Aud A, B, C, LL.M.</td>
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<td>10:45 - 11:15</td>
<td>Coffee Break</td>
<td>Faculty Council</td>
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<td>11:15 - 12:15</td>
<td>Parallel Session 2</td>
<td>Aud A, B, C, LL.M.</td>
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<td>11:15 - 12:15</td>
<td>Joint EAA-AAA Meeting</td>
<td>Meeting Room Korte Meer 11, 2nd floor</td>
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<tr>
<td>12:15 - 13:30</td>
<td>Lunch</td>
<td>Faculty Council</td>
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<td>13:30 - 14:30</td>
<td>Parallel Session 3</td>
<td>Aud A, B, C, LL.M.</td>
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<td>13:30 - 14:30</td>
<td>EAA board of directors meeting</td>
<td>Meeting Room Korte Meer 11, 2nd floor</td>
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<td>14:30 - 15:30</td>
<td>Parallel Session 4</td>
<td>Aud A, B, C, LL.M.</td>
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<td>14:30 - 15:30</td>
<td>IJA Editorial Review Board</td>
<td>Meeting Room Korte Meer 11, 2nd floor</td>
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<td>15:30 - 16:00</td>
<td>Coffee Break</td>
<td>Faculty Council</td>
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<td>16:00 - 17:00</td>
<td>Parallel Session 5</td>
<td>Aud A, B, C, LL.M.</td>
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<td>16:00 - 17:00</td>
<td>Associate Editors Meeting</td>
<td>Meeting Room Korte Meer 11, 2nd floor</td>
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<tr>
<td>18:30 - 18:45</td>
<td>Gathering: Boat tour to Conference Dinner</td>
<td>Ketelpoort 5</td>
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<td>19:15 - 02:00</td>
<td>Conference Dinner - Award Ceremony &amp; Party</td>
<td>Brasserie Oude Vismijn</td>
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<td>09:15 - 9:45</td>
<td>Coffee</td>
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<td>09:45 - 10:45</td>
<td>Parallel Session 6</td>
<td>Aud A, B, C, LL.M.</td>
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<td>Coffee Break</td>
<td>Faculty Council</td>
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<td>11:15 - 12:15</td>
<td>Parallel Session 7</td>
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<td>12:15 - 13:30</td>
<td>Lunch</td>
<td>Faculty Council</td>
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<td>13:30 - 14:00</td>
<td>General Assembly</td>
<td>Aud NBI</td>
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<td>14:00 - 15:00</td>
<td>Parallel Session 8</td>
<td>Aud A, B, C, LL.M.</td>
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<td>15:00 - 16:00</td>
<td>Parallel Session 9</td>
<td>Aud A, B, C, LL.M.</td>
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<td>16:00 - 16:30</td>
<td>Coffee Break</td>
<td>Faculty Council</td>
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<td>16:30 - 17:30</td>
<td>Parallel Session 10</td>
<td>Aud A, B, C, LL.M.</td>
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<tr>
<td>18:30 - 20:30</td>
<td>Guided tours</td>
<td>Faculty Council</td>
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THURSDAY 29TH OF JUNE
DOCTORAL COLLOQUIUM
12:30 - 17:45

12.45-13.15: Lunch
13.15-13.30: Welcome
13.30-13.45: Meet and greet
13.45-14.45: Managing your supervisor
14.45-15.00: Coffee break
15.00-16.30: Career planning for advertising researchers
16.30-17.00: Chairing a conference session
17.00-17.45: The future of advertising research - Panel discussion

WELCOME DRINK
18:00 - 20:00

18.00-20.00: Icoria Welcome Drink
FRIDAY 30TH OF JUNE
1.1. POWER-T-CONSUMER: PRODUCT REVIEWS

Room: Auditorium A
Session chair: Goele Aerts

When do we trust online reviews by similar vs. dissimilar users? An application of construal level theory
*Stephan Winter and Lena Schulte-Bockholt*

Product Pictures Next To Prior Reviews Result In More Concrecte And Helpful Subsequent Reviews
*Goele Aerts, Tim Smits and Peeter Verlegh*

The Qualitative Dimensions Of E-Wom: In Search For Objectivity In Consumer Reviews
*Éva Markos-Kujbus and Tamás Csordás*

Qualitative Approach To Assessing The Impact Of Online Forum Comments: The Use Of Animal Metaphors
*Dóra Horváth, Ariel Mitev, Tamás Csordás and Éva Markos-Kujbus*
1.2. DOING GOOD: FUNDRAISING, HEALTH COMMUNICATION

Room: Auditorium B
Session chair: Tine Faseur

“What Influences Crowds To Fund?” The Influence Of Self Construal And Perceived Communications
Martin Waiguny, Geveta Cook and Roger Marshall

Ethical Fundraising From The Donor’s Viewpoint: An Exploratory Study
Tine De Bock and Tine Faseur

Do Consumers Like And Believe OTC Drug Ads? Attitudes And Skepticism Toward Various Pharmaceutical Ad Appeals – Evidence From Brazil, Germany And The Us
Isabell Koinig, Sandra Diehl and Barbara Mueller

Do Health-Related Variables Influence Attitudes Towards Pharmaceutical Advertising? Findings From Four Countries
Isabell Koinig, Sandra Diehl and Barbara Mueller

1.3. IT’S ALL ABOUT STRATEGY

Room: Auditorium C
Session chair: Dieneke Van de Sompel

De-Differentiation Of Content And Commerce: Strategic And Organizational Implications For Advertising Media
Andreas Baetzgen and Jörg Tropp

Shaping A Brand’s Image In A Competitive Market: Analysis Of Correspondence In The Positioning Of Alcohol Brands
Andrzej Falkowski and Alicja Grochowska

Do Advertising Agencies Need To Change Their Product Portfolios In The Digital Age?
Jürg Kaufmann

Beyond Demographics: Adding Emotional Variables (Impulsivity) To Enhance Media Planning – An Exploratory View
Don E. Schultz and Martin P. Block
1.4. CULTURES IN A GLOBAL MARKET

Room: Auditorium LL.M.

Session chair: Salman Saleem

Does Product Category Affect The Use Of Cultural Values In Advertising? Evidence From Estonia
Salman Saleem, Jorma Larimo and Kadi Ummik

The Same or Different? Spanish-speaking Consumers’ Response to the use of English or Spanish in Product Advertisements in Spain and the USA
Andreu van Hooft, Frank van Meurs and Linda Schellekens

The Effects Of Acculturation To Global Consumer Culture On Impulsive Buying And Attitudes Towards Advertising
Barbara Czarnecka and Bruno Schivinski

Human Character Gender And Appeals In Swedish Advertising: The Role Of Cultural Values And Values-Practices Inconsistency
Salman Saleem, Jorma Larimo and Tarja Peltoniemi
2.1. I LIKE IT PERSONALIZED!

**Room:** Auditorium A  
**Session chair:** Joanna Stryarz

**Creepy, Misunderstood, Convenient: A Literature Review Of Empirical Research Into Online Behavioral Advertising**  
*Sophie Boerman, Sanne Kruikemeier and Frederik Zuiderveen Borgesius*

An exploratory study of personalised marketing from the perspective of the marketer  
*Joanna Strycharz, Guda van Noort, Natali Helberger and Edith Smit*

**Addressable TV Advertising: The Role of Big Data**  
*Ewa Maslowska and Edward Malthouse*

**Search Engine Advertisement: Do Google end-users care about being the product?**  
*Isadora Cole, Laurent Muzellec and Sebastien Ronteau*

2.2. PUBLIC SERVICE COMMUNICATION & SUSTAINABILITY

**Room:** Auditorium B  
**Session chair:** Fiona Van de Velde

**Ugly Ducklings Versus Beautiful Swans: Using Anthropomorphism In The Battle Against Food Waste**  
*Katrien Cooremans and Maggie Geuens*

**The Interaction Effect Between Music And Message Frame In Public Service Advertisements: A Congruity Approach**  
*Ziyi Peng and Hye Jin Yoon*

**Changing Behavior With A Joke: The Moderating Influence Of Humor On Message Sidedness For Non-Profit Marketing**  
*Fiona Vande Velde, Liselot Hudders, Verolien Cauberghe and Edwin Claerebout*
2.3. DIVERSITY IN ADVERTISING

Room: Auditorium C
Session chair: Anna Roessner

Anna Rößner

Ethnically Ambiguous Models In Advertising: Implications For The Future Of Multicultural Advertising
Samantha Swanepoel and Wim Booyse

Using Celebrity Endorsements To Connect With Consumers: Evidence From Turkish Consumers’ Brand Preferences And Purchasing Decisions
Nilay Sahin and Elif Akagun Ergin

How Do Female Consumers Respond To Tattooed Or Body-Painted Models Shown In Advertisements?
Antonia Kraus and Heribert Gierl

2.4. EXCITING, FEEL GOOD MESSAGES

Room: Auditorium LL.M.
Session chair: Martin Eisend

The Effect Of Sexualized Humor In Endorser Advertising On Heterosexual And Homosexual Consumers
Erik Hermann, Martin Eisend and Tina Hübner

Examining Gender-Based Responses To Third-Person Perception In Sexually Explicit Advertising
Nezahat Ekici, Erdogan Bayram Zafer, Deshpande Sameer and Basil Debra

The Impact Of Happy Facial Expressions In Commercial Messages
Magnus Söderlund and Sofie Sagfossen

Affective Response To Scent Cues In Advertising: The Moderating Role Of Consumer Mood
Shalom Levy and Yaniv Gvili
SESSION 3.1. HELPING THE HELPLESS

Room: Auditorium A
Session chair: Pedro Oliveira

How To Help Helpless Consumers To Benefit From Advertising? Lack Of Control And Perception Of The Coherence Of Print Advertisement
Alicja Grochowska and Magdalena Gąsiorowska

Blood-Stories. Storyscaping Engagement In Transylvania
Alexandra Crăciun

Same Same, But Different: How Refutational Two-Sided Messages Steer Ambivalent Attitudes
Anuja Majmundar, Erlinde Cornelis and Nico Heuvinck

Social Exclusion Prevents Carryover Effects Of Advertising Deception
Hamed Aghakhani and Kelley Main
SESSION 3.2. HEALTHY MESSAGES

**Room:** Auditorium B

**Session chair:** Julia Durau

“For Risks And Side Effects, Ask Your Doctor Or Pharmacist.” Cross-Cultural Consumer Responses To Pharmaceutical Advertising Regulation – Evidence From Brazil, Germany And The US
*Isabell Koinig, Sandra Diehl and Barbara Mueller*

5 Tips To Stay Healthy And Happy: Using Listicles As A Health Communication Tool
*Julia Durau and Sandra Diehl*

Always-On? Persuading Technology Users To Disconnect From Work: The Effects Of Message Frame, Regulatory Focus And Self-Efficacy On The Effectiveness Of Health Messages
*Katharina Ninaus, Sandra Diehl, Charles R. Taylor and Ralf Terlutter*

How Can Entertainment Fight Childhood Obesity? A Study Using Nutriventures Series
*Luisa Agante*

SESSION 3.3. HUMAN BODY & ANIMALS

**Room:** Auditorium C

**Session chair:** Caroline De Bondt

Should Advertisers Depict Animals In Advertisements?
*Barbara Keller and Heribert Gierl*

Humanizing The Brands: An Examination Of The Antecedents And Consequences Of Anthropomorphism
*Kuan-Ju Chen*

The Embodied Consumer: What Happens If Consumers Are Exposed To Commercial Messages When They Are Engaged In Bodily Activity?
*Sofie Sagfossen and Magnus Söderlund*

Look At That Body!’ How Anthropomorphic Package Shapes Systematically Appeal To Consumers
*Caroline De Bondt, Anneleen Van Kerckhove and Maggie Geuens*
SESSION 3.4. EVERYBODY IS ONLINE!

**Room:** Auditorium LL.M.

**Session chair:** Tobias Langner

Press Play: Exploring the Impact of Gamification Design on Consumer Motivations to Engage in Gamified Activities

*Nader Fadl and Tobias Langner*

An Experimental Study To Investigate The Impact Of Image Interactivity On The Perception Of Luxury In An Online Shopping Context

*Emma Beuckels and Liselot Hudders*

Does Consumer Engagement Affects Online Advertising Effectiveness? An Empirical Evidence From Facebook Campaigns

*Yusimí Rodríguez-Ricardo, Salvador Ruiz de Maya and María Sicilia Piñero*

Explicit And Subtle Celebrity Endorsement Among Offline And Online Media

*Rodrigo Uribe, Martina Celis, Cristian Buzeta and Enrique Manzur*
4.1. CREATIVE ADS: MORE THAN CREATIVE ALONE?

**Room**: Auditorium A  
**Session chair**: Ionna Yfantidou

The Impact of Creative Media Advertising on Consumer Responses: Two Field Experiments  
*Paola Remmelswaal, Fabienne Rauwers and Marieke Fransen*

Advertising Awards: A Message Strategy Analysis Of Award Winning Digital Ads  
*Ioanna Yfantidou, Kyriakos Riskos and Georgios Tsourvakas*

The Characteristics and Current Changes of Advertising Creativity  
*Shunichi Murao*

Less Is More Or Less Is A Bore?  
*Kostoula Margariti, Christina Boutsouki and Leonidas Hatzithomas*
4.2. CORPORATE WELL DOING

Room: Auditorium B
Session chair: Patrick Hartmann

Effectiveness Of Emotional CSR Tweets: The Moderating Influence Of CSR-Company Fit And Credibility
*Patrick Hartmann, Paula Fernández, Vanessa Apaolaza and Clare D’souza*

CSR Communication on Hotel Websites and Consumer Feedback in Online Reviews: Evidence from Small Hotels in Austria
Andrea Ettinger, Sonja Grabner-Kräuter and Ralf Terlutter

The Influence of Corporate Social Responsibility Perceptions on Consumer Responses: Evidence from Hong Kong
*Sonja Grabner-Kräuter, Ulrike Krisch and Robert Breitenecker*

Towards A Governance Framework For Advertising Output
*Huw O’Connor, Mark Kilgour, Scott Koslow and Sheila Sasser*

4.3. BRANDS, BRANDS, BRANDS

Room: Auditorium C
Session chair: Isabelle Köhler

Branded Wellness – Cultural And Generational Differences In Perceptions Of Wellness-Related Products And Services
*Ulla Hakala, Miia Grénman and Barbara Mueller*

The Cross-Category Effects Of Luxury Brand Promotions
*Mototaka Sakashita and Vijay Viswanathan*

Increasing Brand Experience and Word of Mouth in Experiential Retailing - A Cross-Cultural Perspective
*Isabelle Köhler and Franz-Rudolf Esch*
5.1. FEELING, SEEING AND HEARING ADS

**Room:** Auditorium A

**Session chair:** Lana Mulier

Translating Socioemotional Selectivity Theory Into Persuasive Communication: Conceptualizing and Operationalizing Emotionally-Meaningful Versus Knowledge-related
*Margot Van Der Goot, Nadine Bol and Julia Van Weert*

Fight Or Flight? Implicit And Explicit Measurement Of Emotions Elicited By Looming Threat
*Lana Mulier, Hendrik Slabbinck and Iris Vermeir*

How Accent And Pitch Affect Persuasiveness In Radio Advertising
*Megha Dubey, Janise Farrell and Lawrence Ang*

A Match Made In Heaven Or Down Under? The Effectiveness Of Matching Pictorial And Temporal Horizons In Advertising
*Gudrun Roose, Maggie Geuens and Iris Vermeir*
5.2. REGULATION IN AD WORLD

**Room:** Auditorium B

**Session chair:** Kristien Daems

An Analysis Of Communication Authority Reports On Advertising Complaints Toward Broadcasting Channels In Hong Kong
*Maggie Fung*

Advertising Self-Regulation (ASR) In Spain. An Analysis Of Complaints And Resolutions
*Clara Muela-Molina and Salvador Perelló-Oliver*

Radio Mentions. An Analysis Of Radio Personalities’ Ethics
*Salvador Perelló-Oliver and Clara Muela-Molina*

Advertisers’ Perceptions Regarding The Ethical Appropriateness Of New Advertising Formats Aimed At Minors
*Kristien Daems, Patrick De Pelsmacker and Ingrid Moons*

5.3. POWER-T-CONSUMER: VIRAL ADS & MULTITASKING

**Room:** Auditorium C

**Session chair:** Pieter De Pauw

Influence Of Sender Trust And Advertiser Trust On Social Media Viral Advertising: A Replication And Extension
*Hyejin Kim, Eunah Kim and Sanga Song*

Identifying Power Users For Viral Ad Diffusion In Social Networks: Applying The Trust Scores In Social Media (Tsm) Algorithm
*Hyejin Kim, Bhavtosh Rath, Jisu Huh and Jaideep Srivastava*

The Impact Of Engagement With Content Marketing On Sales Leads: Empirical Evidence From B2b Industry
*Wei-Lin Wang, Ebru Uzunoğlu, Edward Carl Malthouse and Ewa Maslowska*

Multiscreening In Real-Life
*Claire Segijn, Theo Araujo, Hilde Voorveld and Edith Smit*
SATURDAY 1ST OF JULY
6.1. INFLUENCERS ARE HOT!

**Room:** Auditorium A  
**Session chair:** Marijke De Veirman

*Believe Me, This Product Is Great! Influencer Marketing On Youtube*  
_Christine Liebrecht and Aletta Hoedjes_

*Compelled By The Story – The Impact Of Sponsored Blog Post Message Appeals On Readers’ Online Attention Duration*  
_Carolina Stubb_

*Me, Myself Or The Blogger? How To Use Instagram As A Content Platform To Promote Products From The Company’s Perspective*  
_Tanja Steinhart and Heribert Gierl_

*How Exposure To Peers’ Portrayal Of Luxury Lifestyles On Social Media Hurts The Self*  
_Marijke De Veirman, Liselot Hudders and Veroline Cauberghe*
6.2. I CARE ABOUT YOU, ONLINE

**Room:** Auditorium B  
**Session chair:** Yi Xiao

Getting A Handle On Webcare: Comparing Automated Content Analysis Techniques To Detect Ewom Messages  
*Susan Vermeer, Theo Araujo, Guda van Noort and Stefan Bernritter*

‘We Regret’ Or ‘We Are Sorry’? The Effects Of Companies’ Apologies In Webcare On Customers’ Perceptions  
*Christine Liebrecht and Charlotte Van Hooijdonk*

Humor As A Double-Edged Sword In Response To Crises Versus Rumors: The Effectiveness Of Humorously Framed Crisis Response Messages On Social Media  
*Yi Xiao, Verolien Cauberghe and Liselot Hudders*

Real Time Is Real Money: The Effectiveness Of Rtm As A Strategy To Increase The Sharing Of Brand Tweets  
*Komala Mazerant, Lotte Willemsen, Anne-Lise Kamphuis and Gerrita van der Veen*

6.3. LAUGH AS ZEN THERAPY

**Room:** Auditorium C  
**Session chair:** Emma Beuckels

Superiority Theory And Disparagement Humor: The Role Of Gelotophobia, Gelotophilia And Katagelasticism  
*Maria Voutsa, Leonidas Hatzithomas and Christina Boutouki*

HOW REAL IS YOUR JOKE? Authentication Of Branded Pranks And Its Impact On Selected Brand Responses – The Role Of Perceived Violation And Humor Appreciation  
*Malgorzata Karpinska-Krakowiak*

Should Companies Mimic Their Own Advertisements? A Case Study On The Effect Of Company Parodies Making Fun Of Products Targeting Females  
*Martina Manouras, Heribert Gierl and Stefanie Haefner*

Humor As An Evolutionary Phenomenon – Predicting Its Use And Consequences In Advertising Across Cultures  
*Martin Eisend, Farid Tarrahi and Malgorzata Karpinska-Krakowiak*
7.1. POWER-T-KIDS

**Room:** Auditorium A  
**Session chair:** Steffi De Jans

The Advertising Literacy Of Children In Transitional Bulgaria And Its Moderating Influence In Unintended Advertising Effects  
*Suzanna J. Opree, Siana Petrova and Esther Rozendaal*

Taking Advertising Literacy To A Higher Level: An Exploratory Multilevel Analysis Of Children’s Advertising Literacy  
*Pieter De Pauw, Verolien Cauberghe and Liselot Hudders*

Children’s Persuasion Knowledge Of Brand Placement In Reality Television Shows: Antecedents And Consequences  
*Sangruo Huang and Ludan Chen*

Advertising Targeting Young Children: A Literature Review (2006-2016)  
*Steffi De Jans, Dieneke Van de Sompel, Liselot Hudders and Veroline Cauberghe*
7.2. THE CORPUS OF CORPORATE COMMUNICATION

**Room:** Auditorium B  
**Session chair:** Hannelore Crijns

- A Gender Perspective On Customer Satisfaction With The Mobile Service Provider  
  *Sonja Bidmon, Christina Franz and Manuela Sattlegger*

- Corporate Branding and Consumers: The Effect of Identification and Corporate Associations on Product Brand Attitudes and Corporate Brand Relevance  
  *Theo Araujo, Guda van Noort and Piet Verhoeven*

- Probably, Definitely, Maybe,... The Use Of Ambiguity Markers In Crisis Communication And The Moderating Role Of Source Of Information Disclosure  
  *Hannelore Crijns, Veroline Cauberghe, An-Sofie Claeyts and Liselot Hudders*

- The Effect Of Message Repetition On Information Diffusion On Twitter Using An Agent-Based Simulation  
  *Manuela Lopez, Carmen Hidalgo-Alcázar and Paul Leger*

7.3. WE ARE ALL SOCIAL BEINGS I

**Room:** Auditorium C  
**Session chair:** Ini Vanwesenbeeck

- The Differential Impact Of Brand Loyalty On Traditional And Online Word Of Mouth  
  *Jiska Eelen, Peren Ozturan and Peeter W. J. Verlegh*

- Social Media Advertising: Striking a Chord with Consumers  
  *Valeria Noguti*

- Sparking Conversations On Facebook Brand Pages  
  *Charlotte Van Hooijdonk and Tessa van Charldorp*

- The Value of Information on Social Networks: A Matter of Consumer Personality  
  *Yaniv Gvili, Ofrit Kol and Shalom Levy*
8.1. EVERYBODY IS ONLINE II
Room: Auditorium A
Session chair: Shubin Yu

Information Processing And Attitude Strength In The Online Environment: Does Consumers’ Locus Of Control Matter?
*Polyxeni Palla and Athina Zotou*

Selling Luxury Products Online: The Effect Of A Quality Label On Risk Perception And Purchase Intention
*Shubin Yu, Liselot Hudders and Verolien Cauberghe*

Do Social Proof And Scarcity Work In The Online Context?
*Anna Fenko, Teun Keizer and Ad Pruyn*

Digital Magazine Advertising: Investigating The Persuasive Impact And Underlying Mechanisms Of Ad Interactivity In A Real-Life Setting
*Fabiëlle Rauwers, Hilde Voorveld and Peter Neijens*
8.2. RESEARCH ON RESEARCH

Room: Auditorium B
Session chair: Daria Gunina

Progressing Advertising Research By Broadening The Range Of Outcome Variables
*Lars Bergkvist and Sara Rosengren*

P-values. Significantly overrated
*Tim Smits*

Improving Advertising Measurement Practice One Step At A Time
*Lars Bergkvist and Tobias Langner*

Emotion In A 360-Degree Vs. Traditional Format Through EEG And Facial Expressions
*M.C. Castellanos, José Manuel Ausin, Jaime Guixeres and Enrique Bigné*

8.3. PLACE THAT BRAND AROUND!

Room: Auditorium C
Session chair: Hyejin Kim

The Positive Effect Of Green Versus Conventional Brand Placement: The Role Of Brand Warmth And Persuasion Knowledge
*Marijn Meijers, Eva Van Reijmersdal and Anja Krafczyk*

Chinese Consumer Meanings Of Product Placement In Videos On Online Tv Platform
*Pui Yuen Lee and Kung Wong Lau*

Gender Based Differences In The Perception Of Product Placements
*Akos Varga and Laura Zsolyom*
9.1. WHAT DO YOU KNOW ABOUT ADS?

**Room:** Auditorium A

**Session chair:** Brahim Zarouali

What is Advertising? A study of the Perceptions of Millennials
*Sally Laurie, Kathleen Mortimer and Fred Beard*

Development Of The Persuasion Knowledge Scale (PKS): A Measure Of Consumers’ Knowledge Of Sponsored Content
*Sophie Boerman, Eva Van Reijmersdal, Esther Rozendaal and Alexandra Dima*

How Disclosure Type Affects Adolescents’ Persuasion Knowledge Of Embedded Advertising In Music Videos
*Robert Cartwright, Eva Van Reijmersdal and Suzanna Opree*

“Aducating” Consumers In The Digital Age? A Meta-Analysis On Studying Consumer Learning Process In An Interactive Game-Based Platform
*Kung Wong Lau and Pui Yuen Lee*
9.2. GREEN, GREENER, GREENEST

**Room:** Auditorium B

**Session chair:** Carla Mingolla

The Impact Of Product Experience: How To Stimulate Positive Wom For A Product And Brand Prior To Launch In The Green Market

*Noel Klein-Reesink, Liselot Hudders and Lieven De Marez*

Jumping On The Bandwagon Or Seeking Novelty: An Experimental Study On The Effectiveness Of Heuristics To Promote Pro-Environmental Behavior.

*Carla Mingolla, Veroline Cauberghe and Liselot Hudders*

Stimulating Recycling By The Use Of Creative Media: The Role Of Perceived Consumer Effectiveness And Perceived Persuasive Intent

*Marijn Meijers, Marieke Fransen and Paola Remmelswaal*

The Impact Of Greenwashing On Consumers’ Decision Making – A Qualitative Approach

*Anne Brouwer, Clare D’Souza and Patrick Hartmann*

9.3. WE ARE ALL SOCIAL BEINGS II

**Room:** Auditorium C

**Session chair:** Verena Baus

I Am Not What I Like: Endorsing Brands On Social Media Affects Consumers’ Self-Judgment

*Stefan F. Bernritter, Anniek Eigenraam and Peeter W.J. Verlegh*

Crossmedia Effects on Consumer Engagement on Facebook: The Differential Effects of Advertising Spend

*Hilde Voorveld, Theo Araujo, Stefan Bernritter and Rens Vliegenthart*

Antecedent And Consequences Of Values On Embedded Brand Sites On Sns

*Kishiya Kazuhiro*

Why the Thailand’s PSAs are Popular with Chinese Young People—an Analysis of the Comments on Youku

*Guangzhi Chu, Chen He and Feiyan Han*
10.1. ON LOANS AND POLITICS

**Room:** Auditorium A

**Session chair:** Fei Fan

- Young Consumers’ Responses To Personal Loan Commercials  
  *Fei Fan and Kara Chan*

- Conflict In Adland: Causes Of Tension Between Client And Agency  
  *Sarah Turnbull*

- Political Election Broadcasting In An Emerging Democracy: Are The Citizens Really Watching It?  
  *Rodrigo Uribe, Cristian Buzeta and Enrique Manzur*

- The Role Of Mass Media Communication In The Mortgage Market: The Case Of The Czech Republic  
  *Daria Gunina, Michal Novák and Tomáš Kincl*
10.2. VIRTUAL REALITY IS THE CORNER

**Room:** Auditorium B

**Session chair:** Ivanov Lachezar

Chinese Consumer Perceptions Of Virtual Reality Cinemas: Some Tentative Implications For Advertising

*Xing Han, Carolus Praet and Liyong Wang*

When Virtuality Becomes Reality: Three Underlying Processes that Explain Persuasive Consequences of Augmented Reality Apps

*Anneroos Smink, Eva van Reijmersdal, Guda Van Noort and Peter Neijens*

Exploring The Impact Of Branded App Intrusiveness On Consumer Trust

*Verena Wottrich, Eva van Reijmersdal and Edith Smit*

10.3. PLAYERS WILL PLAY...

**Room:** Auditorium C

**Session chair:** Laura Herrewijn

Keeping It Real: Applying Realistic Periods Of Gameplay To The Study Of Recall And Recognition Of In-Game Advertising In A Console Video Game

*Kathryn Charlton*

The Effectiveness of In-Game Advertising: Examining the Influence of Ad Format

*Laura Herrewijn and Karolien Poels*

A New Kid on the Block: The Role of Brand Familiarity in Advergames

*Zeph M. C. van Berlo, Eva van Reijmersdal and Esther Rozendaal*

Advertising Effects Of In-Game-Advertising Vs. In-App-Advertising

*Sonja Bidmon and Johanna Roettl*
SOCIAL ACTIVITIES
Welcome drink at the Faculty Council

Boat tour to the conference dinner

Conference dinner at Brasserie De Oude Vismijn
FRIDAY 30/6
REKELINGESTRAAT 5
23:00 - 02:00

Party at
Brasserie De Oude Vismijn

SATURDAY 1/7
VOLDERSSTRAAT 3
18:30 - 20:30

Gathering place for the guided tours is the Faculty Council
PARTICIPANT LIST
Markos-Kujbus Eva
Meijers Marijn
Mingolla Carla
Molina Clara
Möller Elisa
Moons Ingrid
Mueller Barbara
Mulier Lana
Murao Shunichi
Muzellec Laurent
Neijens Peter
Nelson Michelle
Ninaus Katharina
Noguti Valeria
O’Connor Huw
Oliveira Pedro
Palla Polyxeni
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Rößner Anna
Rozendaal Esther
Sagfossen Sofie
Sakashita Mototaka
Saleem Salman
Schivinski Bruno
Schultz Don
Segijn Claire
Söderlund Magnus
Steinhart Tanja
Strycharz Joanna
Stubb Carolina
Swanepoel Samantha
Taylor Charles
Terlutter Ralf
Thewissen Koen
Turnbull Sarah
van Berlo Zeph M. C.
Van de Sompel Dienek
van der Goot Margot
van Hooft Andreu
van Hooijdonk Charlotte
Van Kerckhove Anneleen
van Reijmersdal Eva
Vanwesenbeeck Ini
Varga Akos
Verlegh Peeter
Voorveld Hilde
Voutsa Maria
Waiguny Martin
Willemsen Lotte
Winter Stephan
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Verena Wottrich
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