

## EDITORIAL

### **213 Simplicity from Complexity**

by Marissa Sison

### **215 Quantifying the Isolated and Synergistic Effects of Exposure Frequency for TV, Print, and Internet Advertising**

by William Havlena, Robert Cardarelli, and Michelle de Montigny

This is a case study for a CPG brand using a respondent-level frequency approach for a cross-platform TV, print, and online campaign for which advertising had begun several weeks prior to data collection. Knowing respondent-level frequencies allows us to understand if media synergy effects are truly synergistic or the result of achieving higher frequency levels among people who have been exposed to multiple media.

### **222 Conceptualization and Measurement of Multidimensionality of Integrated Marketing Communications**

by Dong Hwan Lee and Chan Wook Park

This study presents a four-dimensional conceptualization of integrated marketing communications (IMC) and empirically develops its measurement instrument. The four dimensions not only encompass important IMC activities identified in previous studies, but also include a newly identified dimension, relationship-fostering communications with existing customers.

### **237 Creative and Interactive Media Use by Agencies: Engaging an IMC Media Palette for Implementing Advertising Campaigns**

by Sheila L. Sasser, Scott Koslow, and Edward A. Riordan

Overall, campaigns contain more integrated marketing communications (IMC) media when there is solid consumer research, formal advertising testing, diverse media experience, agency industry specialization, and high agency motivation. Creativity is positively correlated with wider IMC media use, showing that integrated interactive media campaigns using a broader media palette can be highly creative—but neither “strategy presence” in the client’s brief nor the campaign being “on strategy” has any effect on the scope or number of media used.

### **257 Perils of Using OLS to Estimate Multimedia Communications Effects**

by Prasad A. Naik,  
Don E. Schultz, and  
Shuba Srinivasan

Fragmentation of media, potential cross-media synergies, and the increased use of promotional activities raise new challenges in estimating marketing-mix models.

### **270 Direct-to-Consumer Pharmaceutical Advertising: Building and Testing a Model for Advertising Effectiveness**

by Rick T. Wilson and  
Brian D. Till

The authors present, test, and refine a model for DTC advertising that suggests that consumers who are greatly involved in their healthcare and hold positive attitudes toward DTC advertising appear to be more likely to contact a doctor about a prescription drug after viewing a DTC advertisement. This appears to be the first study of its kind to successfully include the involvement construct in a predictive model of DTC advertising.

### **283 Application of a Model for the Effectiveness of Event Marketing**

by Anne Martensen,  
Lars Grønholdt, Lars Bendtsen,  
and Martin Juul Jensen

How can the effect of an event be measured? This article provides empirical evidence of a model of event effectiveness and demonstrates applications of the model's results. The model gives directions for how an event should be designed to create positive brand attitude and buying intention.

### **302 Mobile Communications: A Study of Factors Influencing Consumer Use of m-Services**

by Gillian Sullivan Mort and  
Judy Drennan

This article examines the new medium of mobile communications and the factors influencing consumers' use of m-services, defined as enhanced information services, including advertising accessed while mobile. The research models a system of relationships of the factors affecting use of m-services, finding that involvement and innovativeness but not self-efficacy are significant.

### **313 Do Measures of Media Engagement Correlate with Product Purchase Likelihood?**

by Max Kilger and Ellen Romer

This article empirically investigates a set of dimensions of engagement for three media channels—television, magazines, and the internet—and explores the relationship of media engagement to likelihood of purchase as well as the more general construct of advertising receptivity.

### **326 Information Processing of Advertising among Young People: The Elaboration Likelihood Model as Applied to Youth**

by Tali Te'eni-Harari,  
Shlomo I. Lampert, and  
Sam Lehman-Wilzig

This is a study testing whether the Elaboration Likelihood Model is relevant to young people (age 4–15), constituting a pioneering study of advertising information processing among young people.

### 341 An Analysis of Real World TV Advertising Tests: A 15-Year Update

by Ye Hu, Leonard M. Lodish, and Abba M. Krieger

Our analysis of real world TV advertising weight tests shows that, different from previous findings, the improvement of advertising sales effectiveness because of media weight increase is significantly larger than zero for established products. A further analysis indicates that such an increase is mainly driven by more recent tests.

### 354 Television Audience Satisfaction: Antecedents and Consequences

by Xiaoling Lu and Hing-Po Lo

To help increase the effectiveness of television broadcasting and advertising, this article studies audience viewing behavior by investigating the antecedents and consequences of audience satisfaction of television programs. Empirical study supports all proposed hypotheses and provides many implications to management.

### 364 Message Framing Strategy for Brand Communication

by Shu-pei Tsai

As empirical examination of the Message Framing for Brand Communication (MFBC) model proves, *self-construal*, *consumer involvement*, and *product knowledge* are the three consumer characteristics moderating the persuasiveness that message framing generates. Such a finding helps brand communicators to use message framing more effectively as an advertising strategy.

### 378 Notes to Contributors

### 381 Management Slant



coming up

- Word of Mouth Marketing
- Multicultural Segmentation