382 CONSUMER RESPONSES TO INTERACTIVE ADVERTISING CAMPAIGNS COUPLING SHORT-MESSAGE-SERVICE DIRECT MARKETING AND TV COMMERCIALS

RANDOLPH J. TRAPPEY III and ARCH G. WOODSIDE

● Virtually all SMS text is read by consumers receiving such messages.

● Taking action in response to an SMS campaign is as high as 20% among some consumer segments.

● In the United Kingdom and United States, SMS is finding high acceptance and use among young consumers.

● Loyalty to a TV program, channel, or broadcast can be increased not only through interaction with SMS and the consumer but also by engaging the consumer in multiple activities.

402 THE EFFECTS OF EXPERT AND CONSUMER ENDORSEMENTS ON AUDIENCE RESPONSE

ALEX WANG

● Promoting positive expert or consumer endorsement can enhance audiences' attitudes toward an advertiser's product or service.

● Positive consumer endorsement can enhance audiences' behavioral intents when they are already interested in an advertised product or service.

● Enhancing audiences' perceived credibility toward consumer endorsements can increase audiences' behavioral intents.

413 BRAND EQUITY IMPLICATIONS OF JOINT BRANDING PROGRAMS

ED LEBAR, PHIL BUEHLER, KEVIN LANE KELLER, MONIKA SAWICKA, ZEYNEP AKSEHIRLI, and KEITH RICHEY

● Brand alliances can help to build brand equity, but only under certain conditions and in certain ways.

● Joint branding campaigns help to increase a brand's perceived differentiation but also sometimes diminished perceived knowledge and esteem in the process.

● Cause-related joint branding partnerships had the most uniformly positive effects on brand equity.

356 MANAGING MEDIA AND ADVERTISING CHANGE WITH INTEGRATED MARKETING

BOBBY J. CALDER and EDWARD C. MALTHOUSE

● Integrated marketing thinks about brands as concepts or ideas formed by experiences through contacts.

● Treat advertisements as experiential contacts as opposed to persuasive messages.

● The engagement with a medium, which we show how to measure, affects reactions to advertisements and should be considered when making media selection decisions.

● Build (if indicated) a relationship brand by subsegmenting and customizing advertisements to how the different subsegments experience the brand.

362 SEQUENCE MATTERS: A MORE EFFECTIVE WAY TO USE ADVERTISING AND PUBLICITY
MARSHA D. LODA and BARBARA CARRICK COLEMAN

- Publicity can increase advertising’s effectiveness.
- Publicity followed by advertising elicits a stronger, more positive reaction to the message.
- The credibility of publicity may be compromised if publicity follows advertising.
- Publicity can be significantly enhanced when advertising follows publicity.

373 AN IMC APPROACH TO EVENT MARKETING: THE EFFECTS OF SPONSORSHIP AND EXPERIENCE ON CUSTOMER ATTITUDES

JULIE Z. SNEATH, R. ZACHARY FINNEY, and ANGELINE GRACE CLOSE

- Event sponsorship leads to favorable perceptions of a sponsoring firm and its brands.
- First-time attendees may be better candidates for persuasion than returning attendees.
- Personal interaction with a sponsor’s products during an event enhances the brand’s personality.
- Event attendees who experience a sponsor’s exhibits during an event are more likely to consider buying the sponsor’s products than those who do not experience the exhibits.