

## EDITORIAL

### **1 What Do People Do with Advertising? The Critical Question**

by Joseph T. Plummer

### **2 What Do Consumers Do Emotionally with Advertising?**

by Wendy Gordon

Brands are anchored cognitively and emotionally in the brain. It is the emotional encoding that determines how we process information, what we notice, and how open or closed we are to communications

### **11 Subaru: The Emotional Myths Behind the Brand's Growth**

by Sal Randazzo

Strong, enduring brands use the power of story and/or mythic images to create (or represent) mytho-symbolic, brand building worlds that are often drawn from archetypal (universal) stories, characters, beliefs, etc. that exist within our culture . . . and our collective psyche.

### **18 How to Capture the Heart? Reviewing 20 Years of Emotion Measurement in Advertising**

by Karolien Poels and Siegfried Dewitte

This article gives an update on the different methods used for measuring emotions in advertising and discusses their validity and applicability. It also draws conclusions on the relation between emotions and traditional measures of advertising effectiveness, formulates recommendations on the use of the different methods, and makes suggestions for future research.

### **38 Measuring Emotion— Lovemarks, The Future Beyond Brands**

by John Pawle and Peter Cooper

This article reviews how emotions interact with and influence rational processes. We first establish the importance of emotion in the consumer-brand relationship and then with case studies show how to measure emotion based upon Lovemark theory, i.e., that brands these days need not just to be respected but also must have a strong, loving relationship with consumers.

### **49 Reconsidering Recall and Emotion in Advertising**

by Abhilasha Mehta and Scott C. Purvis

Recall, when used in combination with other measures, is a valid measure of advertising effectiveness and, as the analysis here illustrates, does not miss the emotion in advertising that builds brands.

## **57 Memory Change: An Intimate Measure of Persuasion**

**by Kathryn A. Braun-LaTour and  
Gerald Zaltman**

This article proposes an approach to evaluating advertisements that builds on the reconstructive nature of memory. We present the memory integration paradigm that assesses advertising's influence on consumers' own memories of their beliefs.

## **73 Effects of Advertising Likeability: A 10-Year Perspective**

**by Edith G. Smit, Lex van  
Meurs, and Peter C. Neijens**

Results showed that commercials were perceived as less likeable and less effective over a period of 10 years. The predictive value of different advertising likeability dimensions, however, remained stable over time.

## **84 Persuasive Talk: Is It What You Say or How You Say It?**

**by Henry C. Boyd III**

In the areas of emotional, attitudinal, and behavioral response, does message content trump creative execution (or vice versa)? This article offers advertisers a new framework for copy testing advertising-specific elements.

## **93 Using Viewer Attitudes to Evaluate TV Program Effectiveness**

**by Henry Assael and  
David F. Poltrack**

Program attitudes in a prior period are at least as strongly related to subsequent exposure as is exposure to the program in prior periods. Yet prior program attitudes are generally not used in selecting or evaluating media.

## **102 The Demographic and Psychographic Antecedents of Attitude toward Advertising**

**by Mohan J. Dutta-Bergman**

This article studies the individual-difference antecedents of attitude toward advertising. In addition to the traditional demographic variables, psychographic antecedents are suggested based on past theory.

coming up  
in the next issue

- Does Synergy in Marketing Communication Deliver More Impact?



## 113 Celebrity Endorsements in Japan and the United States: Is Negative Information All That Harmful?

by R. Bruce Money,  
Terence A. Shimp, and  
Tomoaki Sakano

This article investigates the effect of negative information about a celebrity endorser on product evaluations by consumers in the United States and Japan. Negative information led to more, not less, favorable evaluations in a possible suspension of the fundamental attribution error.

## 124 The Role of Account Planning in U.S. Agencies

by Margaret Morrison and  
Eric Haley

A national survey of 345 U.S. account planners reveals that planning is well integrated into U.S. advertising agencies with regard to strategic development and creative briefing. While most planners are satisfied with their role in agencies, some wish to have more involvement in media planning, sales promotion, and public relations decisions.

## 132 Book Review

by Mark Truss

The Advertised Mind: Ground-Breaking Insights into How Our Brains Respond to Advertising

by Erik du Plessis and  
Millward Brown

## 135 Book Reviews

by Spike Cramphorn

Blink: The Power of Thinking without Thinking

by Malcolm Gladwell  
and

Strangers to Ourselves: Discovering the Adaptive Unconscious

by Timothy D. Wilson

## 139 Notes to Contributors

## 141 Management Slant