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.

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