Journal of Advertising Research (JAR) (ISSN 0021-8499) is published quarterly by the World Advertising Research Center (WARC) \( \frac{\text{The Sheridan Press, 450 Fame Ave.}}{\text{Hanover, PA 17331}} \) for The ARF. POSTMASTER: Send address changes to World Advertising Research Center, 2233 Wisconsin Avenue NW, Suite 535, Washington, DC 20007.

Annual subscription rates for Volume 46 (2006): Institutional subscription rate, print and electronic: US $285 in the U.S.A., Canada, and Mexico; UK £180 + VAT elsewhere. Full-time faculty and full-time student rate: US $85 in the U.S.A., Canada, and Mexico; UK £48 + VAT elsewhere. To qualify for this rate, a letter on university departmental letterhead must accompany the order. Payment must accompany all orders. Member companies of The ARF receive a subscription to JAR as a part of the membership fees.

JAR is intended for practitioners and users of advertising research. JAR solicits original papers. Reports of findings are favored over theoretical discussion. Letters of comment and criticism are invited. Limits on readers’ time and journal space require that papers be as short as clarity permits. Manuscripts should be submitted by email to jareditor@warc.com.

JAR is an open forum. Publication in it implies no endorsement of the writer’s purpose, methods, or views by WARC or JAR.

Editorial Advisory Board

Valentine Appel
Valentine Appel

Henry Assael
New York University

Allan L. Baldering
Consultant

Isabella Cunningham
University of Texas at Austin

Theodore Dunn
Consultant

William T. Moran
Longman-Moran Analytics, Inc.

John Rossiter
University of Wollongong

B. Stuart Tolley
Consultant

Scott Ward
Wharton School

Marilyn Watts
The Epsilon Group

ARF, The Research Authority

Robert L. Barocci • President/CEO

Ridgway H. Hall • Chief Strategy Officer

Joseph Plummer • Chief Research Officer/Editor

William A. Cook • Senior Vice President, Research

Don Diforio • Senior Vice President, Research

Diane Streekfuss • Senior Vice President, Programs

Cassandra Bates • Vice President, Marketing & Development

Courtney Wolf • Managing Editor

Zena Pagán • Editorial Assistant

Senior Editorial Advisory Board

Valentine Appel
Valentine Appel

Henry Assael
New York University

Allan L. Baldering
Consultant

Isabella Cunningham
University of Texas at Austin

Theodore Dunn
Consultant

William T. Moran
Longman-Moran Analytics, Inc.

John Rossiter
University of Wollongong

B. Stuart Tolley
Consultant

Scott Ward
Wharton School

Marilyn Watts
The Epsilon Group

Co-Editor: Dr. Joseph Plummer
Co-Editor: Robert Woodard

The ARF
432 Park Avenue South, 6th Floor
New York, NY 10016
(212) 751-5656 voice
(212) 319-5265 fax
www.thearf.org

© Copyright 2006 The ARF. All rights reserved.

No part of this publication may be reproduced, in any form or by any means, electronic, photocopying, or otherwise, without permission in writing from the World Advertising Research Center. Photocopying for use in the U.S.A.: Copying for internal or personal use beyond that permitted by Sec. 107 or 108 of the U.S. Copyright Law is authorized for users duly registered with the Copyright Clearance Center (CCC) Transaction Reporting Service, provided that the appropriate remittance is paid directly to CCC.

Specific written permission must be obtained for all other copying.

SUBSCRIPTIONS & CUSTOMER SERVICE
WARC Americas: WARC, 2233 Wisconsin Avenue, NW; Suite 535, Washington DC 20007, USA; Tel: (202) 778 0680, americas@warc.com.

WARC Europe: Farm Road, Heren-ly-Thames, Oxfordshire, RG9 1EJ, UK. Tel: +44 (0) 1491 411000. Email: enquiries@warc.com.

WARC Asia-Pacific: PO Box 159, Cremorne, NSW 2090, Australia. Tel: +61 2 9908 2930, Email: asiapacific@warc.com.

General Enquiries: Catherine Gardner, Production Editor, Tel: +44 (0) 1491 418688, Email: jar@warc.com.

Advertising: Diana Pounsford, Tel: +44 (0) 20 7236 8604, Email: diana.pounsford@warc.com.

PRINTED IN THE U.S.A.

Online Version at www.jar.warc.com

Avery Abernethy
Auburn University

Joseph Abruzzo
Mediaedge:cia

Anthony Adams
Marketing Insights, Inc.

Dean Adams
3M

Robert Barocci
The ARF

Rajeek Batra
University of Michigan

Rex Briggs
Marketing Evolution

Bobby J. Calder
Northwestern University

Neil Canter
Marketing Accountability Partnership

Ira Carlin
MagnaGlobal Worldwide

Larry Chigagouis
Pace University

C. Samuel Craig
New York University

Barbara Delia
Consultant

Jeremy Diamond
Distillery, Inc.

John Eighmey
University of Minnesota

Erwin Ephron
Ephron, Papazian & Ephron, Inc.

Thomas Evans
ABC Radio Networks

Paul Farris
Darden Graduate Business School

Peter Gerber
General Motors Corp

Judy Harrigan
Harrigan-Bodick Inc.

Stephen Kim
Microsoft

Harris Korn
Captive.net

Martin R. Lautman
GfK Arbor, Inc.

A. Dawn Lesh
A. Dawn Lesh International

Leonard Lodish
University of Pennsylvania

Richard Lutz
University of Florida

Harold Meij
Sunstar, Inc.

Gary Morgan
Roy Morgan Research

Elissa Moses
Grey Worldwide

Fredrik Nauchkoff
Bristol-Myers Squibb

Dan Press, 450 Fame Ave., Hanover, PA 17331 for The ARF, the Research Authority.