

JOURNAL OF ADVERTISING RESEARCH

Journal of Advertising Research (JAR) (ISSN 0021-8499) is published quarterly by the World Advertising Research Center (WARC) % The Sheridan Press, 450 Fame Ave., 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. Institutional subscription rate, print and electronic: US \$160 in the U.S.A., Canada, and Mexico; UK £100 + VAT elsewhere. Full-time faculty and full-time student rate: US \$75 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, with a maximum length of 24 pages, including tables and figures. 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 The Advertising Research Foundation, its board of directors, or any of its councils or committees.

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 information for users 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, 222 Rosewood Drive, Danvers, MA 01923. 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, Henley-on-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 7326 8604, Email: diana.pounsford@warc.com.

PRINTED IN THE U.S.A.

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 STRECKFUSS • 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. Baldinger

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

William D. Wells

University of

Minnesota

Jay Wilson

CMOR, Inc.

Fred Zufryden

Marshall School of

Business

EDITORIAL ADVISORY BOARD

Avery Abernethy

Auburn University

Joseph Abruzzo

Mediaedge:cia

Anthony Adams

Marketing Insights, Inc.

Dean Adams

3M

Robert Barocci

The ARF

Rajeev Batra

University of Michigan

Rex Briggs

Marketing Evolution

Bobby J. Calder

Northwestern University

Neil Canter

Marketing Accountability
Partnership

Ira Carlin

MagnaGlobal Worldwide

Larry Chiagouris

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

Captivate Network

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

Nestlé

Raymond Pettit

Longwoods International

Lew Pringle

Yorktown University

Nat Puccio

Grey Worldwide

Dwight R. Risky

Risky Business

Marian Salzman

JWT

Jonathan B. Sims

Comcast Cable

Communications

Kate Sirkin

Starcom MediaVest Group

David Stewart

Marshall School of Business

Horst Stipp

NBC

Alice Sylvester

Foote, Cone & Belding

John Tarsa

Bristol-Myers Squibb

David Torres

Nestlé

Lex van Meurs

Intomart GfK

Chip Walker

BBDO

Brian Wansink

Cornell University

Arch Woodside

Boston College

Barbara Zack

IAG Research

Gerald Zaltman

Harvard Business School



World Advertising
Research Center

ONLINE VERSION AT
WWW.JAR.WARC.COM