

EDITORIAL

353 Building “Engagement,” One Brick at a Time

by **Bob Woodard**

355 Advertising Engagement: A Driver of Message Involvement on Message Effects

by **Alex Wang**

This study examines the engagement effect initiated by contextual relevance on message effects. The results have revealed that higher engagement increases advertising recall and message involvement that mediates the engagement effect on message believability, whereas attitude toward the message mediates message believability on attitude toward the advertisement.

369 The Advertising Magnifier Effect: An MTV Study

by **Todd Cunningham,
Amy Shea Hall, and
Charles Young**

This article uses a case history from MTV to examine the role that engagement with programming plays in the performance of embedded advertising. These findings show that programming has a “magnifier effect” on some advertising metrics, such as likeability and motivation—but not others, such as recall. Importantly, the strongest advertisements benefit more from the magnifier effect than weaker ones.

381 A Biologically Based Measure of Emotional Engagement: Context Matters

by **Carl D. Marci, M.D.**

This article presents a biologically based measure of audience engagement. The results of the study, which compared two television commercials in several different contexts, suggest that the context of a commercial significantly affects audiences’ ongoing levels of engagement. Implications for marketers and future research are discussed.

388 A Disaster Is Contagious: How a Brand in Crisis Affects Other Brands

by **Micael Dahlén and
Fredrik Lange**

This article reports on two studies showing that a brand crisis changes consumer perceptions and the game rules of the entire product category. It provides implications for advertising, positioning, and tracking.

398 Measuring the Effectiveness of True Sponsorship

by **Bill Harvey, Stu Gray, and Gerald Despain**

This study suggests that when an advertiser buys content for an audience without coercing them to look at unwanted advertisements, persuasion averages 7× the average TV commercial, and ROI averages 27× the published average of all MMA ROI results. This implies a major role for sponsorship in the future of advertising in all media.

410 Brand Relationships: Strengthened by Emotion, Weakened by Attention

by **Robert Heath, David Brandt, and Agnes Nairn**

This article provides empirical evidence that it is not the message in advertising that drives brand relationships, but the emotional content. Since emotion is weakened by attention, this implies that advertising designed to enhance brand relationships might be more effective if less attention is paid to it.

420 Engaging the Consumer through Event Marketing: Linking Attendees with the Sponsor, Community, and Brand

by **Angeline G. Close, R. Zachary Finney, Russell Z. Lacey, and Julie Z. Sneath**

Competing models examining the relationships among event attendees, sponsorship, community involvement, and purchase intentions of the title sponsor's products are tested. Event attendee's enthusiasm and activeness in the area of the sponsored event and their knowledge of the sponsor's products are found to positively influence the attendee's desire that a sponsor be involved with the community. Further, community-minded attendees have a more positive opinion of the sponsor and demonstrate heightened intentions to purchase the sponsor's products.

434 Effects of Popular Music in Advertising on Attention and Memory

by **David Allan**

This study examined the effects of popular music in advertising. The results indicated that song vocals, either original or altered, are more effective stimuli of advertising effects than instrumentals or no popular music.

445 Methodological and Strategy Development Implications of Decision Segmentation

by **Thomas J. Reynolds**

Means-end decision segmentation offers the marketer a more focused approach to strategy development by its ability to specify the Why's underlying consumer choice.

