

# Variables in Advertising Execution

-  Isolating Executional Factors
  -  Can Comparative Advertising Be Effective in Germany? A Tale of Two Campaigns
  -  The Effectiveness of “Typical-User” Testimonial Advertisements on Black and White Browsers’ Evaluations of Products on Commercial Websites: Do They Really Work?
  -  Insights on Mobile Advertising, Promotion, and Research
  -  Evaluating Empirical Research into Music in Advertising: A Congruity Perspective
  -  Interactive Effects of Message Framing, Product Perceived Risk, and Mood—The Case of Travel Healthcare Product Advertising
  -  The Relationship of Motivators, Needs, and Involvement Factors to Preferences for Military Recruitment Slogans
  -  Congruence between Positioning and Brand Advertising
  -  The Effects of Visual Enhancement on Attribute/Benefit Desirability and Brand Perception Measures: Implications for Reliability and Validity
  -  You Can Teach an Old Dog New Tricks: Strategies for Including Older Consumers When Selecting Media Vehicles
  -  The Honey, the Bear, and the Violin: The Russian Voices of Israeli Advertising
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