

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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