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