

EDITORIAL

1 Isolating Executional Factors

by Joseph T. Plummer

2 Can Comparative Advertising Be Effective in Germany? A Tale of Two Campaigns

by **Manfred Schwaiger, Carsten Rennhak, Charles R. Taylor, and Hugh M. Cannon**

Recently, Germany lifted a ban on comparative advertising, but some questions remain about whether comparative advertising can be effective with German consumers. An analysis of two advertising campaigns provides evidence that comparative advertisements may be effective in Germany in some contexts, but not in others.

14 The Effectiveness of “Typical-User” Testimonial Advertisements on Black and White Browsers’ Evaluations of Products on Commercial Websites: Do They Really Work?

by **Osei Appiah**

The effectiveness of testimonial advertisements on black and white browsers’ evaluations of a high-end product on a commercial website was tested. Findings show that, unlike whites who respond no differently to a site based on the race of characters in testimonials, blacks responded more favorably to a site when it featured black character testimonial advertisements.

28 Insights on Mobile Advertising, Promotion, and Research

by **Mark Ferris**

This article takes a glimpse at the future of mobile marketing and research in the western world by presenting and analyzing five case studies from the country with the highest use of mobile phones in the world, Japan.

38 Evaluating Empirical Research into Music in Advertising: A Congruity Perspective

by **Steve Oakes**

This review of empirical studies focusing upon music in advertising highlights a coherent pattern in which increased music/advertising congruity enhances purchase intent, brand attitude, recall facilitation, and affective response.

51 Interactive Effects of Message Framing, Product Perceived Risk, and Mood—The Case of Travel Healthcare Product Advertising

by **Chun-Tuan Chang**

This study offers theoretical and empirical support that mood moderates framing effects differently contingent on perceived risk associated with product use.

66 The Relationship of Motivators, Needs, and Involvement Factors to Preferences for Military Recruitment Slogans

by **Sylvia A. Miller, M. Suzanne Clinton, and John P. Camey**

This study examined the question of whether individuals with preferences for certain military recruitment slogans can be identified by characteristic factors for motivation, needs, and involvement. Results indicated that individuals with higher motivators of esteem, autonomy, and self-actualization preferred slogans that appeal to these motivators. The study suggests that military recruitment campaigns should be designed to appeal to potential recruits who exhibit characteristics suggesting they are likely to find military service suitable.

79 Congruence between Positioning and Brand Advertising

by **Charles Blankson and Stavros P. Kalafatis**

This study formulates and then operationalizes a comprehensive strategic positioning framework. The latter incorporates the various decisions and congruence in activities associated with the management of positioning and the subsequent generation of managerial/practical guidelines.

coming up

- Conducting Research over the Internet
- Word of Mouth Marketing
- Marketing Models



95 The Effects of Visual Enhancement on Attribute/Benefit Desirability and Brand Perception Measures: Implications for Reliability and Validity

by Kevin J. Clancy and Samuel Rabino

This article describes a research study designed to explore the reliability and validity of attribute/benefit desirability and brand perception measures among a cross-sectional sample of 700 adults. Its most important discovery is that the choice of stimulus (verbal versus visually enhanced attribute/benefit show cards) had little effect on desirability and brand perception ratings, even for intangible, emotional product characteristics.

103 You Can Teach an Old Dog New Tricks: Strategies for Including Older Consumers When Selecting Media Vehicles

by Ted D'Amico

This article provides evidence to suggest that older consumers are just as likely as younger consumers to switch brands, and discusses specific guidelines and strategies for taking older consumers into account when selecting media vehicles.

113 The Honey, the Bear, and the Violin: The Russian Voices of Israeli Advertising

by Nelly Elias and Leah Greenspan

This study examines the effectiveness of different advertising and marketing campaigns specifically designed to attract immigrant consumers.

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