

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

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- Until recently, comparative advertising was legally prohibited in Germany.
- Although the ban has been lifted, there remain some questions as to whether comparative advertising can be effective in Germany for cultural reasons.
- Testing of the effectiveness of two comparative advertising campaigns, one relying on an informative appeal and the other on an emotional appeal, finds that the comparative campaign relying on information is effective, while the campaign using the emotional appeal was not as effective.
- The results suggest the ability to use comparative advertising effectively 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? OSEI APPIAH

- White browsers in general respond no differently to a commercial site whether it features black character testimonial advertisements, white character testimonial advertisements, or no testimonial advertisements.
- Black browsers identified more strongly with black character testimonials, were more likely to believe a site was targeting them when the site contained black testimonials, and recalled more product information from a site that featured black character testimonials vis-à-vis a site with either white character testimonials or no testimonials.

28 Insights on Mobile Advertising, Promotion, and Research MARK FERRIS

- Emerging mobile technologies are opening many new opportunities for marketing and consumer research by integrating consumer understanding, CRM, direct marketing, and e-commerce via consumers’ mobile phones.
- The latest innovations in mobile CRM offer a fresh approach to some of the traditional barriers holding back the research industry, such as time to results, proximity to market reality, representation of market population, integration with marketing activities, and relation to the bottom line of the business.

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

- A congruity framework reconciles apparently disparate music and advertising findings.
- Music/advertising congruity enhances purchase intent, brand attitude, recall facilitation, and affective response.
- Future research needs to use more artfully incongruous musical stimuli.

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

- Neither the mood-maintenance/mood-repair theory nor the hedonic contingency theory can explain the moderating role of mood on framing effects when product perceived risk is considered.
- An autobiographical narrative method, widely used in mood studies, was adopted as the mood manipulation in this study.
- Framing effects would decrease when people are in a negative mood.
- Moreover, the moderating effects of mood were opposite, subject to different levels of product perceived risk. When advertising products with high perceived risk, negatively framed messages were observed to be more effective than positively framed ones for the participants in the positive mood.

66 The Relationship of Motivators, Needs, and Involvement Factors to Preferences for Military Recruitment Slogans SYLVIA A. MILLER, M. SUZANNE CLINTON, and JOHN CAMEY

- If the military seeks recruits motivated by needs for self-actualization, esteem, and autonomy, then slogans that embody those qualities are likely to appeal to a large audience.
- The direct, normative implication of these findings is that military recruitment slogans should be designed to appeal to potential recruits who exhibit characteristics that suggest that they are likely to find military service suitable.
- It is clear that in all cases the individuals we wish to recruit have individual needs that can be met through their involvement in the organization.
- In the planning and execution of any “commitment/sign up” campaign, care should be taken to ensure that the slogan used appeals to the needs of the desired target group.
- The success of the armed forces in attracting recruits for the all-voluntary military presents special challenges related to the nature of the “purchase” recruiters have in mind.
- These challenges include presenting lifestyle choices that are far more complex than mere purchases of consumer goods.

79 Congruence between Positioning and Brand Advertising CHARLES BLANKSON and STAVROS P. KALAFATIS

- It is posited that the combination of “Profit & Market Share” positioning aim and “Functional” positioning objectives is particularly relevant/appropriate for offerings/services that represent “utility” or “versatile” usage of the offering. The positioning strategies to emphasize in advertising and in other communications, and that are most appropriate for this combination of aim and objectives, are “Service,” “Value for money,” “Reliability,” and “The Brand Name.” Conversely, the “Top of the range,” “Attractiveness,” “Country of origin,” and “Selectivity” strategies are not considered to be compatible with such aim and objectives.
- Irrespective of the positioning objective pursued, “Service,” “Reliability,” and “The Brand Name” should form part of the positioning strategy. Conversely, “Country of origin” appears to be an inappropriate positioning strategy and should not be pursued.
- In terms of “Symbolic” positioning objectives, these should be pursued through “Top of the range,” “Attractiveness,” and “Selectivity” positioning strategies. Such strategies are viewed as promoting desire for actualization of internal needs through the use of luxury service (e.g., Amex and Harrods cards). The “Experiential” positioning objective is not considered to be employed by any of the card brands in our study.
- It is suggested that in general organizations adopting “Attractiveness” positioning strategy need to consider whether they can offer a tangible element (e.g., store) to support the strategy (i.e., services that have tangibles must coordinate).

95 The Effects of Visual Enhancement on Attribute/Benefit Desirability and Brand Perception Measures: Implications for Reliability and Validity KEVIN J. CLANCY and SAMUEL RABINO

- Despite their widespread use in advertising, marketing, and public opinion research, little is known about the reliability and validity of attribute/benefit importance and brand perception ratings.
- In this research, as in most advertising and marketing research studies, intangible attributes and benefits were rated lower than their tangible, rational counterparts.
- This research suggests that the choice of stimulus (verbal versus visually enhanced attribute/benefit show cards) has little effect on desirability and brand perception measures, even for intangible, emotional product characteristics.
- Aggregate-level reliability for the 36 attributes studied here is relatively high, exceeding .9 for both desirability and brand perception ratings.

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

- In an attempt to determine the validity of the adage “you can’t teach an old dog new tricks,” the number of brands used in each of 70 health and beauty categories was analyzed as a function of age.
- The rationale for conducting this analysis was simple: If young consumers are more amenable to advertising, then they will switch brands more often. Consequently, the number of brands that they use in a category within a specified period of time should be greater than the number of brands used by older consumers.
- The results of the analysis, which showed that brand switching did not vary appreciably by age, clearly suggest that older consumers should not be ignored when selecting media vehicles.

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

NELLY ELIAS and LEAH GREENSPAN

- The local advertisers’ lack of sensitivity to the immigrants’ unique characteristics prevents many companies from realizing these consumers high potential.
- Targeted advertising, designed to match the special needs and cultural characteristics of the immigrant consumers, results in a higher consumers awareness of the companies’ products and an increase in their sales.
- In this sense, advertisers who seek to influence immigrant consumers are advised to function as ethnographers, who are closely familiar with the immigrants’ cultural patterns and their everyday experience.