

EDITORIAL

213 Simplicity from Complexity

by Marissa Sison

215 Quantifying the Isolated and Synergistic Effects of Exposure Frequency for TV, Print, and Internet Advertising

by William Havlena,
Robert Cardarelli, and
Michelle de Montigny

This is a case study for a CPG brand using a respondent-level frequency approach for a cross-platform TV, print, and online campaign for which advertising had begun several weeks prior to data collection. Knowing respondent-level frequencies allows us to understand if media synergy effects are truly synergistic or the result of achieving higher frequency levels among people who have been exposed to multiple media.

222 Conceptualization and Measurement of Multidimensionality of Integrated Marketing Communications

by Dong Hwan Lee and
Chan Wook Park

This study presents a four-dimensional conceptualization of integrated marketing communications (IMC) and empirically develops its measurement instrument. The four dimensions not only encompass important IMC activities identified in previous studies, but also include a newly identified dimension, relationship-fostering communications with existing customers.

237 Creative and Interactive Media Use by Agencies: Engaging an IMC Media Palette for Implementing Advertising Campaigns

by Sheila L. Sasser,
Scott Koslow, and
Edward A. Riordan

Overall, campaigns contain more integrated marketing communications (IMC) media when there is solid consumer research, formal advertising testing, diverse media experience, agency industry specialization, and high agency motivation. Creativity is positively correlated with wider IMC media use, showing that integrated interactive media campaigns using a broader media palette can be highly creative—but neither “strategy presence” in the client’s brief nor the campaign being “on strategy” has any effect on the scope or number of media used.

257 Perils of Using OLS to Estimate Multimedia Communications Effects

by Prasad A. Naik, Don E. Schultz, and Shuba Srinivasan

Fragmentation of media, potential cross-media synergies, and the increased use of promotional activities raise new challenges in estimating marketing-mix models.

270 Direct-to-Consumer Pharmaceutical Advertising: Building and Testing a Model for Advertising Effectiveness

by Rick T. Wilson and Brian D. Till

The authors present, test, and refine a model for DTC advertising that suggests that consumers who are greatly involved in their healthcare and hold positive attitudes toward DTC advertising appear to be more likely to contact a doctor about a prescription drug after viewing a DTC advertisement. This appears to be the first study of its kind to successfully include the involvement construct in a predictive model of DTC advertising.

283 Application of a Model for the Effectiveness of Event Marketing

by Anne Martensen, Lars Grønholdt, Lars Bendtsen, and Martin Juul Jensen

How can the effect of an event be measured? This article provides empirical evidence of a model of event effectiveness and demonstrates applications of the model's results. The model gives directions for how an event should be designed to create positive brand attitude and buying intention.

302 Mobile Communications: A Study of Factors Influencing Consumer Use of m-Services

by Gillian Sullivan Mort and Judy Drennan

This article examines the new medium of mobile communications and the factors influencing consumers' use of m-services, defined as enhanced information services, including advertising accessed while mobile. The research models a system of relationships of the factors affecting use of m-services, finding that involvement and innovativeness but not self-efficacy are significant.

313 Do Measures of Media Engagement Correlate with Product Purchase Likelihood?

by Max Kilger and Ellen Romer

This article empirically investigates a set of dimensions of engagement for three media channels—television, magazines, and the internet—and explores the relationship of media engagement to likelihood of purchase as well as the more general construct of advertising receptivity.

326 Information Processing of Advertising among Young People: The Elaboration Likelihood Model as Applied to Youth

by Tali Te'eni-Harari, Shlomo I. Lampert, and Sam Lehman-Wilzig

This is a study testing whether the Elaboration Likelihood Model is relevant to young people (age 4–15), constituting a pioneering study of advertising information processing among young people.

