

JOURNAL OF ADVERTISING RESEARCH

Journal of Advertising Research (JAR) (ISSN 0021-8499) is published quarterly by the World Advertising Research Center (WARC) % The Sheridan Press, 450 Fame Ave., Hanover, PA 17331 for The ARF. POSTMASTER: Send address changes to World Advertising Research Center,

2233 Wisconsin Avenue NW, Suite 535, Washington, DC 20007.

Annual subscription rates for Volume 47 (2007): Institutional subscription rate, print and electronic: US \$295 in the U.S.A., Canada, and Mexico; UK £187 + VAT elsewhere. Individual subscription rate, print and electronic: US \$165 in the U.S.A., Canada, and Mexico; UK £104 + VAT elsewhere. Full-time faculty and full-time student rate: US \$78 in the U.S.A., Canada, and Mexico; UK £50 + VAT elsewhere. To qualify for this rate, a letter on university departmental letterhead must accompany the order. Payment must accompany all orders. Member companies of The ARF receive a subscription to JAR as a part of the membership fees.

JAR is intended for practitioners and users of advertising research. JAR solicits original papers. Reports of findings are favored over theoretical discussion. Letters of comment and criticism are invited. Limits on readers' time and journal space require that papers be as short as clarity permits, with a maximum length of 24 pages, including tables and figures. Manuscripts should be submitted by email to jareditor@warc.com.

JAR is an open forum. Publication in it implies no endorsement of the writer's purpose, methods, or views by WARC or The Advertising Research Foundation, its board of directors, or any of its councils or committees.

Co-Editor: Dr. Joseph Plummer

Co-Editor: Marissa Sison



The ARF
432 Park Avenue South, 6th Floor
New York, NY 10016
(212) 751-5656 voice
(212) 319-5265 fax
www.thearf.org

© Copyright 2007 The ARF. All rights reserved.

No part of this publication may be reproduced, in any form or by any means, electronic, photocopying, or otherwise, without permission in writing from the World Advertising Research Center. Photocopying information for users in the U.S.A.: Copying for internal or personal use beyond that permitted by Sec. 107 or 108 of the U.S. Copyright Law is authorized for users duly registered with the Copyright Clearance Center (CCC) Transaction Reporting Service, provided that the appropriate remittance is paid directly to CCC, 222 Rosewood Drive, Danvers, MA 01923. Specific written permission must be obtained for all other copying.

SUBSCRIPTIONS & CUSTOMER SERVICE

WARC Americas: WARC, 2233 Wisconsin Avenue, NW, Suite 535, Washington DC 20007, USA, Tel: (202) 778 0680, americas@warc.com.

WARC Europe: Farm Road, Henley-on-Thames, Oxfordshire, RG9 1EJ, UK. Tel. +44 (0) 1491 411000. Email: enquiries@warc.com.

WARC Asia-Pacific: PO Box 159, Cremorne, NSW 2090, Australia, Tel: +61 2 9908 2930, Email: asiapacific@warc.com.

General Enquiries: Catherine Gardner, Production Editor, Tel: +44 (0) 1491 418688, Email: jar@warc.com.

Advertising: Diana Pounsford, Tel: +44 (0) 20 7326 8604, Email: diana.pounsford@warc.com.

PRINTED IN THE U.S.A.

ARF, THE RESEARCH AUTHORITY

ROBERT L. BAROCCI • President/CEO
RIDGWAY H. HALL • Chief Strategy Officer
JOSEPH PLUMMER • Chief Research Officer/Editor
WILLIAM A. COOK • Senior Vice President, Research
DIANE STRECKFUSS • Senior Vice President, Programs
CASSANDRA BATES • Vice President, Marketing & Development
COURTNEY WOLF • Managing Editor
ZENA PAGÁN • Editorial Assistant

SENIOR EDITORIAL ADVISORY BOARD

Valentine Appel Consultant	William T. Moran Longman-Moran Analytics, Inc.	William D. Wells University of Minnesota
Henry Assael New York University	John Rossiter University of Wollongong	Jay Wilson CMOR, Inc.
Allan L. Baldinger Consultant	B. Stuart Tolley Consultant	Robert P. Woodard Campbell Soup Company
Isabella Cunningham University of Texas at Austin	Scott Ward Wharton School	Fred Zufryden Marshall School of Business
Theodore Dunn Consultant	Marilyn Watts The Epsilon Group	

EDITORIAL ADVISORY BOARD

Avery Abernethy Auburn University	Erwin Ephron Ephron, Papazian & Ephron, Inc.	Lew Pringle Yorktown University
Joseph Abruzzo Media Planning LLC/MPG	Thomas Evans ESPN	Nat Puccio Grey Worldwide
Anthony Adams Marketing Insights, Inc.	Paul Farris Darden Graduate Business School	Dwight R. Risky Risk Business
Dean Adams 3M	Peter Gerber Eaton Corporation	Marian Salzman JWT
Robert Barocci The ARF	Judy Harrigan Harrigan-Bodick Inc.	Jonathan B. Sims Comcast Cable Communications
Rajeev Batra University of Michigan	Stephen Kim Microsoft	Kate Sirkin Starcom MediaVest Group
Richard Beltramini Wayne State University	Harris Korn Captivate Network	David Stewart Marshall School of Business
Rex Briggs Marketing Evolution	Martin R. Lautman GfK Custom Research	Horst Stipp NBC
Bobby J. Calder Northwestern University	A. Dawn Lesh McCann Erickson Worldgroup	Alice Sylvester Foote, Cone & Belding
Neil Canter Marketing Accountability Partnership	Leonard Lodish University of Pennsylvania	John Tarsa Bristol-Myers Squibb
Ira Carlin MagnaGlobal USA	Richard Lutz University of Florida	David Torres Nestlé
Larry Chiagouris Pace University	Harold Meij The Coca-Cola Company, Japan	Lex van Meurs Intomart GfK
C. Samuel Craig New York University	Gary Morgan Roy Morgan Research	Chip Walker Energy BBDO
Barbara Delia Consultant	Elissa Moses Grey Worldwide	Brian Wansink Cornell University
Jeremy Diamond Distillery, Inc.	Fredrik Nauchkoff Nestlé	Arch Woodside Boston College
John Eighmey University of Minnesota	Raymond Pettit MarketShare Partners	Barbara Zack IAG Research
		Gerald Zaltman Harvard Business School



World Advertising
Research Center

ONLINE VERSION AT
www.JournalofAdvertisingResearch.com