

215 Quantifying the Isolated and Synergistic Effects of Exposure Frequency for TV, Print, and Internet Advertising **WILLIAM HAVLENA, ROBERT CARDARELLI, and MICHELLE DE MONTIGNY**

- For CPG campaigns with high levels of awareness and heavy TV spend, it is important to focus the targeting on the lightest TV viewing quintile. This is where the most gains in awareness and persuasion will be achieved and increases efficiency in terms of TV spend.
- A high reach, low frequency magazine campaign in conjunction with heavy TV spend maximizes TV-magazine synergies and benefits both the effectiveness and efficiency of the campaign.
- Using the new respondent-level frequency approach to cross-media research allows us to measure the effectiveness of campaigns that have already begun or that have high levels of awareness. Previously, it was very difficult to measure these types of campaigns.

222 Conceptualization and Measurement of Multidimensionality of Integrated Marketing Communications **DONG HWAN LEE and CHAN WOOK PARK**

- The diversity of elements that comprise integrated marketing communications (IMC) has led to challenges in developing a common and universally accepted definition and measures. The lack of metrics has also acted as a barrier to marketers wanting to assess the impact of their IMCs.
- The authors propose a four-dimensional conceptualization of IMC as unified communications for consistent message and image, differentiated communications to multiple consumer groups, database-centered communications for tangible results, and relationship fostering communications with existing customers.
- An 18-item scale was developed and empirically validated to capture the four-dimensional IMC construct.

237 Creative and Interactive Media Use by Agencies: Engaging an IMC Media Palette for Implementing Advertising Campaigns **SHEILA L. SASSER, SCOTT KOSLOW, and EDWARD A. RIORDAN**

- Multiple media integrated marketing communications (IMC) campaigns are more creative, not less creative!
- Consumer research usage or formal testing of advertisements generally increases the number of media used.
- Internal motivation is positively associated with the breadth of the media palettes.
- Media and creative implementation, as advertising execution variables, influence the breadth of the media palette.
- Agency personnel have limited knowledge of the effectiveness of campaigns.
- The effectiveness question is still a key issue in IMC and emerging media research, especially when determining how, when, and why multiple media campaigns are to be used.
- If those working on a campaign are more experienced with a variety of media, this enhances their ability to execute a multiple media IMC campaign.

257 Perils of Using OLS to Estimate Multimedia Communications Effects

PRASAD A. NAIK, DON E. SCHULTZ, and SHUBA SRINIVASAN

- Traditional methods of allocating and measuring marketing and communication investments seriously compromise the potential opportunities for improved marketplace results. An integrated methodology is needed, and it is here.
- Estimation of marketing-mix models via regression analysis (i.e., ordinary least squares, OLS) results in severely biased estimates of marketing effects. The authors present an alternative approach, called the Wiener-Kalman filter (WKF), which provides reasonable estimates that are much closer to the true parameters than the corresponding OLS estimates.
- Carry-over effects can now be measured with WKF estimates leading to a more accurate allocation of marketing resources to achieve both short- and long-term returns.
- Cross-media synergy exists and is a critical factor in a highly fragmented media marketplace. This synergy can be uncovered by the proposed methodology using market data.

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

RICK T. WILSON and BRIAN D. TILL

- Nearly \$3 billion is spent in advertising by pharmaceutical companies. The expense of mass marketing prescription drugs to a small but specific group of consumers requires an understanding of which consumers are more likely to positively respond to DTC advertising.
- Using data from the Interuniversity Consortium for Political and Social Research database, the authors discover that consumers who are more involved in their healthcare and have positive attitudes toward DTC advertising are more likely to respond to the latter.

283 Application of a Model for the Effectiveness of Event Marketing

ANNE MARTENSEN, LARS GRØNHOLDT, LARS BENDTSEN, and MARTIN JUUL JENSEN

- Event marketing is playing a greater role as consumers become less responsive to traditional advertising.
- A conceptual model is proposed, involving emotional response to the brand and event, involvement with the brand and event, brand and event attitude, and event fit with the brand. Two paths, a central route through the brand and a peripheral route through the event, are empirically tested for driving purchase intentions.
- A case study of a golf sponsorship confirms that both brand and event routes exist. Positive emotional responses to an event spillover to positive emotions toward the brand, with negative event emotions exhibiting a stronger link than positive emotions. Event involvement as well as event fit with the brand are important, creating a value transfer from event to brand.
- Event marketing will be more effective if it is characterized by greater consumer involvement, if it minimizes negative feelings, and if the event has a good fit with the brand.

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

GILLIAN SULLIVAN MORT and JUDY DRENNAN

- The significance of the system of relationships based on the involvement construct suggests we have effectively captured the importance of the relationship of consumers with their own particular mobile devices and with the purchase of these devices.
- Advertising strategy developers should be aware that consumers are thus likely to expect and respond to m-services advertising that respects and is consistent with this high level of involvement.
- There is also potential to bundle m-services based advertising with enhanced information also delivered as an m-service, for example the provision of location information for restaurants with special offers on meals. This approach is likely to improve receptiveness and responsiveness to m-services advertising and potentially to provide new business models with direct response facilities.
- Advertising strategists should target innovators using m-services and support communication with other members of their social networks and incorporation of advertising messages into the repertoire of “grooming” and support contacts in social groups.

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

MAX KILGER and ELLEN ROMER

- Modest differences in media engagement among demographic groups show that the same media vehicles have similar engagement signatures across different media.
- Evidence points toward a strong relationship between media vehicle engagement and perception of likelihood to purchase advertised products.
- Evidence suggests a strong relationship between media vehicle engagement and advertising receptivity.

326 Information Processing of Advertising among Young People: The Elaboration Likelihood

Model as Applied to Youth TALI TE'ENI-HARARI, SHLOMO I. LAMPERT, and SAM LEHMAN-WILZIG

- This article explores if the Elaboration Likelihood Model (ELM) applies to young people's processing of advertising information. ELM posits two paths to persuasion—a central route where persuasion is driven by the advertising message, and a peripheral route where persuasion comes through reactions to the characteristics of the message.
- Young people do *not* use the two routes for advertising processing information as indicated by the original adult studies of the ELM.
- Advertising effectiveness was not significantly influenced by the level of (situational) involvement. All three age groups (4–7, 8–11, 12–15) whose involvement level was either high or low were similarly influenced by the advertisements.
- Advertising effectiveness was significantly influenced by age. As age increases, positive attitudes toward advertising decrease, as well as purchase intent.

341 An Analysis of Real World TV Advertising Tests: A 15-Year Update

YE HU, LEONARD M. LODISH, and ABBA M. KRIEGER

- Different from previous findings, the improvement of TV advertising sales effectiveness because of media weight increase is significantly larger than zero for established products. A further analysis indicates that such significance is mainly driven by more recent tests (since 1995).
- The variation in TV advertising test results has not decreased (or even increased) post-1995 compared to before 1995.
- Three factors—advertising test type (BSCAN versus MMT), weight (WEIGHT versus Ad/NoAd), and time of the test (Before versus After 1995)—show significant influence on the average effectiveness of TV advertisements.

354 Television Audience Satisfaction: Antecedents and Consequences **XIAOLING LU and HING-PO LO**

- TV audience satisfaction is hypothesized to result in repeat viewing intention, positive word-of-mouth, and increased likelihood to watch embedded advertisements.
- Determinants of TV audience satisfaction include connectedness with characters and contextual setting of the program, and evaluations of program characteristics.
- The causality from program satisfaction to positive word-of-mouth, intention to watch again, as well as increased likelihood to watch embedded advertisements point to the need for broadcasters to develop shows that are more satisfying to their audiences. Specific TV program characteristics that result in higher audience satisfaction require further empirical research.

364 Message Framing Strategy for Brand Communication **SHU-PEI TSAI**

- The strategy of message framing, the presentation of advertising messages in a positive or negative manner, must holistically consider the characteristics of the target audience.
- Self-construal (a person's sense of self in relation to others), consumer involvement (the degree of perceived risk in and relevance of the purchase decision), and product knowledge are key characteristics marketers need to examine in determining the framing of advertising messages.
- Positive framing works best among consumers with independent self-construal, low consumer involvement, and low product knowledge. Consumers with interdependent self-construal, combined with high involvement and low product knowledge, are best suited to negative framing.
- However, consumers characterized by independent self-construal, high consumer involvement, and product knowledge react least favorably to positive framing.